



U.S. Trade and Development Agency

Connecting U.S. companies with export opportunities overseas

MEDIA ADVISORY

March 23, 2012

MEDIA INQUIRIES

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USTDA Director Zak set to speak during breakfast seminar at New Orleans World Trade Center

NEW ORLEANS, LA – Small and medium-sized U.S. businesses will have an opportunity to learn more about how they can expand export markets for their goods utilizing federal government programs during a breakfast seminar held at the New Orleans World Trade Center on Mar. 27, 2012 from 8:00 am to 9:00 am. The seminar, which features U.S. Trade and Development Agency Director Leocadia I. Zak, will include open discussions on how businesses can expand into new markets and emerging economies through the help of USTDA-funded reverse trade missions and grants. Director Zak discuss how Louisiana-based companies can utilize USTDA’s programs and will explain how the grant process works and answer questions during the seminar.

What: Breakfast Seminar for medium and small-sized businesses at the New Orleans World Trade Center

Who: The Honorable Leocadia I. Zak, Director, U.S. Trade and Development Agency

When: Tuesday, March 27
8:00 a.m. – 9:00 a.m.

Where: WTC Executive Offices, 365 Canal St., Suite 1200
New Orleans, LA.

Media organizations interested in attending the Breakfast Seminar and interviewing Director Zak should email USTDA Public Affairs Specialist, Steve Lewis at slewis@ustda.gov. For more information on USTDA programs, contact Public Affairs at (703) 875-4357.

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