



For Immediate Release

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Louisiana SBDC partners on fourth edition of Trade Guide for Exporters and Foreign Investment

Louisiana companies are going global, and more and more international companies are calling Louisiana home. In fact, Louisiana is among the nation's leading export states, and is continuing to grow as a popular destination for foreign direct investment.

To support that trend, ThinkGlobal Inc., in cooperation with the Louisiana Small Business Development Center (SBDC) network, is publishing its fourth edition of the Louisiana Trade Guide, as a print and online resource for export promotion and foreign direct investment.

The colorful, magazine-styled guide is a free tool that provides Louisiana exporters and foreign investors easy access to information about resources and service providers throughout the state.

In 2018, 10,000 copies of the Louisiana Trade Guide will be produced in print, and a digital edition will be available online in both English and Spanish.

Rande Kessler, State Director of the Louisiana SBDC Network, said Louisiana offers many vital services for Louisiana-based businesses looking to expand internationally.

“Having a single point of reference in a print and online guide is a valuable tool for Louisiana exporters, foreign investors, and service providers,” Kessler said.

There is a significant opportunity for small businesses to profit through exporting by expanding to where their customers are. Through their long-standing partnership with Louisiana Economic Development and the U.S. Small Business Administration, the

LSBDC offers certified professional export assistance to help businesses reach the 6.5 billion potential customers outside the USA. Providing access to resources, such as the Louisiana Export Guide, will help exporters find the information they need to compete successfully in overseas markets.

Advertisers in the Louisiana Trade Guide will have a unique opportunity to reach a highly-targeted group of active exporters, in print and online.

Greg Sandler, Publisher at ThinkGlobal, said the fourth edition of the Louisiana Trade Guide will be updated with comprehensive data about Louisiana service providers and trade-related resources.

“The guide will feature expert advice and answers to frequently asked, along with success stories and information about key resources, such as economic development organizations, ports, and other service providers throughout the state,” Sandler said.

The Louisiana Trade Guide will be distributed to exporters throughout the state by the SBDC network, other state and local economic development agencies, chambers of commerce, and private sector service providers. It also will be sent to U.S. embassies and consulates worldwide.

Companies interested in advertising can inquire by calling 1-800-581-8533, ext. 800, or online at www.think.global/Louisiana.

The deadline for reserving advertising space is November 17, 2017.

About Louisiana SBDC

The LSBDC is Louisiana’s largest and most accessible source of assistance for entrepreneurs and the only statewide nationally accredited program that provides business consulting to entrepreneurs at no cost. Designated as the state’s principal provider of small business assistance by Louisiana Economic Development, the LSBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration, LED and participating universities.

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