

Approved: 1-17-98  
Date

MINUTES OF THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT.

The meeting was called to order by Chairman Bill Mason at 3:30 p.m. on February 12, 1998 in Room 423-S of the Capitol.

All members were present except: Barbara Allen (A)  
Lisa Benlon (E)  
Jerry Henrey (E)  
Bonnie Sharp (E)  
Bob Tomlinson (E)

Committee staff present: Lynne Holt, Legislative Research Department  
Renae Jefferies, Revisor of Statutes  
Rose Marie Glatt, Committee Secretary

Conferees appearing before the committee: Pamela R. Doonan, Vice President and Chief Operating Officer  
Mid-America World Trade Center

Others attending: See attached list

Pamela R. Doonan, Vice President and Chief Operating Officer of Mid-America World Trade Center briefed the committee on the important role of the Kansas World Trade Center in international trade for the state of Kansas. She said that for continued economic prosperity in Kansas, it is critical that we continue to provide opportunities for their companies to grow internationally.

A packet was given to each committee member describing past accomplishments, major projects and events for 1998 (Attachment 1). Ms. Doonan advised the committee that she would provide additional information, to the committee members, including a list of alliances and diversification of businesses that are working with Mid-American World Trade Center.

General discussion followed. Ms. Doonan answered questions relating to: China tour in October, competition with low labor cost in international markets, diversification of businesses world wide, percentage of ag sales to other products, balance of trade, budgets and fee structures, and the affiliate World Trade Center team in Washington D.C.

Chairman Mason adjourned the meeting at 4:30 p.m.

The next meeting is scheduled for February 17, 1998.

HOUSE ECONOMIC DEVELOPMENT COMMITTEE  
COMMITTEE GUEST LIST

DATE: February 12, 1998

NAME	REPRESENTING
Pamela Doonan	Kansas World Trade Center
Mont Liu	KDOCH
Sherry Brown	KDOC&H
Shelia Devine	KDOC+H
Arlene Loney	KS Min. Bus Council

# ***MID-AMERICA WORLD TRADE CENTER***

**ADDRESS TO THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT  
THURSDAY, FEBRUARY 12, 1998**

PRESENTED BY: PAMELA R. DOONAN  
VICE PRESIDENT AND CHIEF OPERATING OFFICER  
MID-AMERICA WORLD TRADE CENTER  
(DBA KANSAS WORLD TRADE CENTER)

I APPRECIATE THE OPPORTUNITY TO ADDRESS THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT REGARDING THE IMPORTANT ROLE OF THE KANSAS WORLD TRADE CENTER IN INTERNATIONAL TRADE FOR THE STATE OF KANSAS.

INTERNATIONAL TRADE IS IMPERATIVE TO THE CONTINUED ECONOMIC PROSPERITY OF THE STATE OF KANSAS. GIVEN THIS, IT IS CRITICAL THAT WE CONTINUE TO PROVIDE OPPORTUNITIES FOR OUR COMPANIES TO GROW INTERNATIONALLY.

CONSIDER THESE FACTS:

- ACCORDING TO A NATIONAL ASSOCIATION OF MANUFACTURERS STUDY, FIRMS THAT EXPORT:
  - PAY HIGHER SALARIES
  - HAVE FEWER CLOSINGS
  - GROW JOBS AT A FASTER RATE THAN THOSE OF NON-EXPORTING FIRMS
- "KANSAS EXPORTS HAVE INCREASED 164% SINCE 1987." (WILLIAM M. DALEY, SECRETARY OF THE U.S. DEPT. OF COMMERCE, KANSAS CITY BUSINESS JOURNAL, 7/28/97)
- KANSAS EXPORTED \$6.59 BILLION IN TOTAL EXPORTS IN 1996. (U.S. DEPARTMENT OF COMMERCE)
- KANSAS EXPORTS DIRECTLY GENERATED 52,500 JOBS AND INDIRECTLY GENERATED 70,835. (CENTER FOR ECONOMIC DEVELOPMENT & BUSINESS RESEARCH/WICHITA STATE UNIVERSITY)
- KANSAS MERCHANDISE EXPORTS INCREASED 46% FROM 1992 TO 1996 AND INCREASED 213% SINCE 1987 (U.S. DEPARTMENT OF COMMERCE)
- KANSAS AGRICULTURE EXPORTS INCREASED 27% FROM 1992 TO 1996 AND INCREASED 107% SINCE 1987 (U.S. DEPARTMENT OF AGRICULTURE)
- WICHITA MSA IS #20 IN *EXPORTS PER PERSON IN THE NATION*. (U.S. CENSUS BUREAU)
- WICHITA MSA IS #2 IN *TOTAL EXPORTS FOR MSAS OF 500,000 TO 600,000*. (U.S. CENSUS BUREAU)

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House Economic Development  
2/12/98

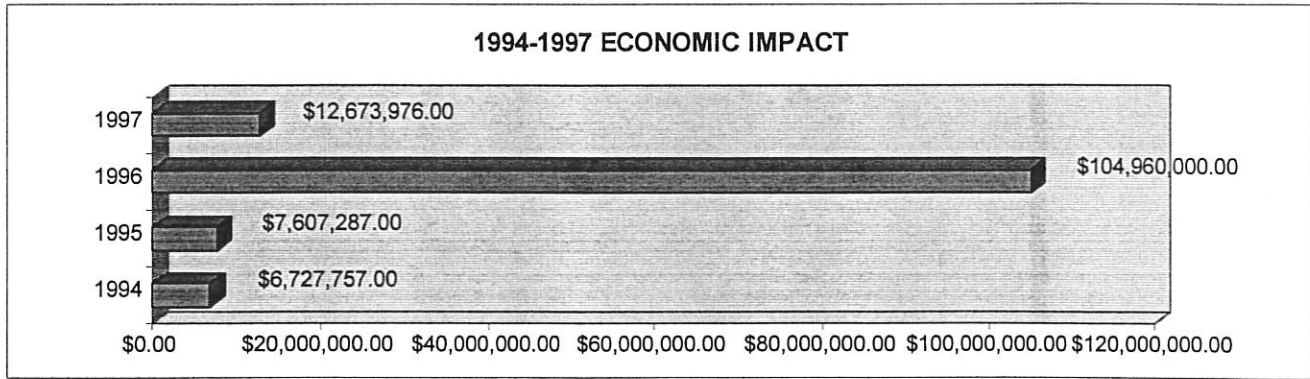
ATTACHMENT 1

- IN 1996, WICHITA MSA EXPORTED \$1,916,811,573. (U.S. CENSUS BUREAU)
- WICHITA MSA EXPORTS MORE THAN LARGER MSAs LIKE DENVER, CO, SACRAMENTO, CA, FORT LAUDERDALE, FL, AND TULSA, OK. (U.S. CENSUS BUREAU)
- WICHITA MSA EXPORTS INCREASED 35% FROM 1993 TO 1996. (U.S. CENSUS BUREAU)
- WE HAVE AN "EXPORT GAP"
  - "WE NEED TO CLOSE THE EXPORT GAP IN WHICH SMALL AND MEDIUM-SIZED FIRMS ACCOUNT FOR 25% OF DOMESTIC MANUFACTURING SALES BUT ONLY 12% OF U.S. EXPORTS. THERE IS ENORMOUS POTENTIAL FOR EXPORT GROWTH AS THE VAST MAJORITY OF U.S. BUSINESSES ARE SMALL COMPANIES." (WILLIAM M. DALEY, SECRETARY OF THE U.S. DEPARTMENT OF COMMERCE, KANSAS CITY BUSINESS JOURNAL, 7/28/97)
  - IT IS ESTIMATED THAT WE HAVE REACHED ONLY 20% OF OUR EXPORT POTENTIAL IN THE STATE OF KANSAS. (WORLD TRADE COUNCIL OF WICHITA, INC./ WICHITA STATE UNIVERSITY)

NOTE: MANY OF THE FIGURES PRESENTED HERE ONLY MEASURE LOCAL SALES OF FINAL GOODS LEAVING THE COUNTRY. THEY DO NOT CAPTURE U.S. CITY-TO-CITY SHIPMENTS OF INTERMEDIATE COMPONENTS OR RAW MATERIALS THAT ARE ULTIMATELY INCORPORATED INTO EXPORT PRODUCTS.

THESE STATISTICS ILLUSTRATE THE GROWING IMPORTANCE OF TRADE FOR OUR COMMUNITY AND OUR UNTAPPED INTERNATIONAL POTENTIAL. THE KANSAS WORLD TRADE CENTER'S MISSION IS *TO PROMOTE AND FACILITATE TRADE IN THE STATE OF KANSAS THROUGH EDUCATION, RESEARCH AND COMMUNICATION*. THROUGH ITS MISSION, THE KANSAS WORLD TRADE CENTER CONTRIBUTES TO THE GROWTH OF INTERNATIONAL TRADE IN THE STATE AND TO OUR ECONOMY.

EDUCATION, EDUCATION, AND MORE EDUCATION IS OUR FOCUS. WE BELIEVE IN THE ANCIENT CHINESE PROVERB: 'IF YOU GIVE A MAN A FISH HE CAN EAT FOR ONE DAY. IF YOU TEACH A MAN TO FISH HE CAN FEED HIS FAMILY FOR A LIFETIME.' WE ARE POSITIVE THAT TEACHING COMPANIES HOW TO DO INTERNATIONAL BUSINESS IS THE ONLY WAY TO TRULY CREATE ECONOMIC VALUE. AND WE DO... FROM 1994-1997, THE KANSAS WORLD TRADE CENTER ASSISTED APPROXIMATELY 2,000 COMPANIES AND INDIVIDUALS TO WORK WITH 60 COUNTRIES TO GENERATE OVER \$130 MILLION IN INTERNATIONAL SALES VALUE AND \$11.5-\$14.5 BILLION IN PROJECTED SALES, SUPPORTING NEARLY 2,000 JOBS. THE FOLLOWING GRAPH SHOWS INTERNATIONAL SALES VALUE FOR KANSAS WORLD TRADE CENTER CONTRIBUTIONS AS REPORTED BY KANSAS COMPANIES FOR YEARS 1994 THROUGH 1997.



NOTES:

1. COMPANY SAVINGS AND PROJECTED SALES ARE NOT INCLUDED.
2. COMPILED BY CALENDAR YEAR FOR CONSISTENCY IN DATA COMPARISON. THE KANSAS WORLD TRADE CENTER AND SEDGWICK COUNTY OPERATE ON A CALENDAR YEAR; THE STATE OF KANSAS OPERATES ON A JULY- JUNE FISCAL YEAR.

WE REVIEW THE INDIVIDUAL NEEDS OF KANSAS COMPANIES IN ORDER TO PROVIDE MARKET-DRIVEN INTERNATIONAL SERVICES. BY VIRTUE OF THIS CUSTOMER-DRIVEN BUSINESS CONCEPT, THE KANSAS WORLD TRADE CENTER IS ABLE TO TAILOR EACH PROJECT TO AN INDIVIDUAL COMPANY'S NEEDS, THUS MAXIMIZING VALUE TO THE COMPANY AND TO OUR ECONOMY.

THE GREATEST CHALLENGE OF KANSAS COMPANIES REMAINS IN **ACCESSING INTERNATIONAL TRADE SERVICES IN AN EFFICIENT AND COST EFFECTIVE MANNER.** GIVEN THE IMPORTANCE OF INTERNATIONAL TRADE AND OUR UNTAPPED EXPORT POTENTIAL, THIS CHALLENGE IS MAGNIFIED BY THE LIMITED NUMBER OF INTERNATIONAL SERVICE PROVIDERS IN THE STATE. THE ORGANIZATIONS IN THE STATE THAT ARE CURRENTLY PROVIDING INTERNATIONAL SERVICES SHOULD CONCENTRATE ON EXPANDING THE SERVICES THAT PROVIDE THE GREATEST IMPACT. THE KANSAS WORLD TRADE CENTER IS GOOD AT PROVIDING DETAILED TECHNICAL TRADE SERVICES, BRINGING HIGH PROFILE INDIVIDUALS TO OUR STATE, AND IDENTIFYING INNOVATIVE SOLUTIONS TO PROVIDE MUCH NEEDED TRADE EDUCATION TO LARGE NUMBERS OF KANSAS COMPANIES, AMONG MANY OTHER SPECIALIZED SERVICES.

FOLLOWING ARE TWO EXAMPLES OF THIS INNOVATION:

- THE **KANSAS ALLIANCE FOR U.S.-CHINA TRADE** BECOMES A MEMBERSHIP ORGANIZATION IN 1998. IT CONTINUES TO GROW WITH OVER 200 MEMBERS AND HAS PLANS IN THE NEAR FUTURE FOR EXPANSION REGARDING TRADE ISSUES DIRECTLY AFFECTING KANSAS INDUSTRIES.
- THE **KANSAS EXPORT PROMOTION CD-ROM PROGRAM** IS INNOVATIVE IN PROVIDING INTERNATIONAL TRADE SERVICES TO UTILIZE TECHNOLOGY AND

THE RESOURCES OF BOTH PUBLIC AND PRIVATE ORGANIZATIONS. THIS PROJECT WILL:

- PROMOTE KANSAS TO THE WORLD, THEREBY INCREASING KANSAS EXPORTS
- EDUCATE KANSAS COMPANIES ABOUT INTERNATIONAL TRADE

OUR RESEARCH INDICATES THAT THERE IS NOT ANOTHER PROJECT LIKE IT IN THE WORLD.

WE HOPE THE STATE OF KANSAS WILL TAKE THE LEAD ON SUCH AN EXCITING PROJECT. PLEASE ADVISE IF YOU WOULD LIKE A COPY OF THE BUSINESS PLAN FOR THIS PROJECT.

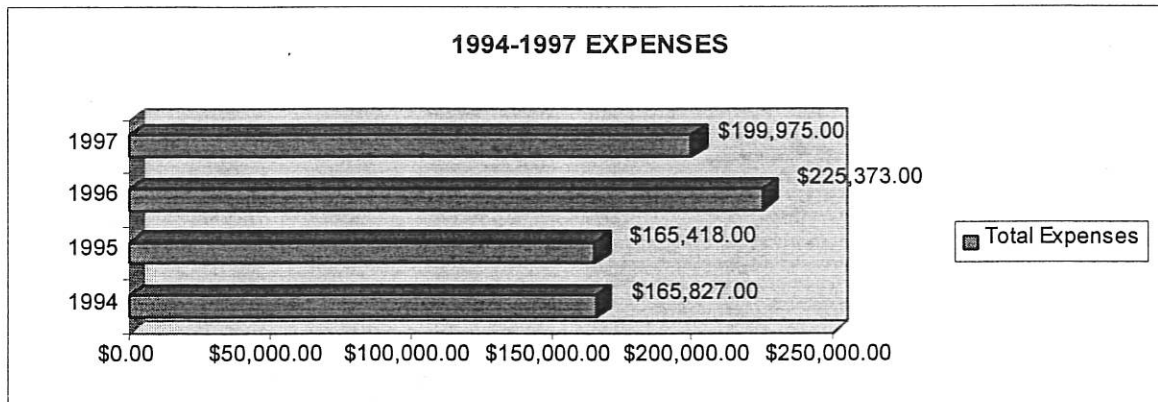
WE HAVE UPDATED YOU ON OUR ACCOMPLISHMENTS; NOW WE WOULD LIKE TO ADVISE YOU OF OUR MAJOR PROJECTS AND EVENTS FOR 1998. EACH YEAR THE KANSAS WORLD TRADE CENTER MAKES GREAT STRIDES IN FURTHERING THE OPPORTUNITIES OF INTERNATIONAL BUSINESS FOR KANSAS THROUGH ITS INNOVATIVE SOLUTIONS. WE CONTINUE TO BE INVOLVED IN SOME OF THE MOST EXCITING AND REWARDING PROJECTS IN KANSAS; 1998 IS NO EXCEPTION. FOLLOWING IS A LIST OF OUR SPECIAL PROJECTS AND EVENTS FOR 1998.

- A **“DOING BUSINESS WITH CHINA” ROUNDTABLE** IS BEING HELD *TODAY* IN WICHITA. THIS ROUNDTABLE IS COMPRISED OF EXECUTIVES FROM KEY INDUSTRIES, INCLUDING AVIATION, PETROCHEMICAL, AND AGRIBUSINESS. IT BOASTS THE PRESENCE OF A CHINESE DELEGATION COMPRISED OF MAJOR DECISION MAKERS FOR ISSUES SUCH AS INTELLECTUAL PROPERTY RIGHTS, CIVIL AVIATION, FOREIGN INVESTMENT, AND INFRASTRUCTURE.
- THE KANSAS WORLD TRADE CENTER AND CO-SPONSORS WILL HOST **EXPORT-IMPORT BANK PRESIDENT AND CEO JAMES HARMON** AND TECHNICAL EXPERTS IN *MARCH* TO DISCUSS THE ROLE OF THE EXPORT-IMPORT BANK AND HOW IT CAN HELP KANSAS BUSINESSES.
- HOSTED BY SENATOR SAM BROWNBACK AND COORDINATED BY THE KANSAS WORLD TRADE CENTER, THE **1998 KANSAS AMBASSADORS TOUR** WILL HOST DIGNITARIES FROM 20 COUNTRIES IN *MAY*. AN AMBASSADOR TOUR OF THIS MAGNITUDE HAS NOT PREVIOUSLY TAKEN PLACE IN KANSAS.
- THE **CCPIT NANPING SUB-COUNCIL** OF CHINA HAS MADE PLANS TO VISIT KANSAS TO HOLD TALKS ON TRADE AND INVESTMENT WITH KANSAS

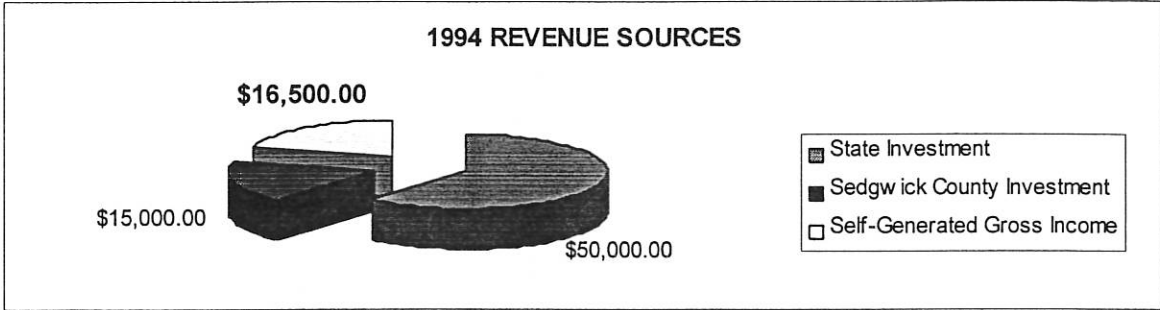
COMPANIES IN *AUGUST*. THIS DELEGATION VISIT IS A RESULT OF THE EFFORTS OF THE KANSAS ALLIANCE FOR U.S.-CHINA TRADE.

- THE **1998 TRADE MISSION TO CHINA** IS BEING COORDINATED BY THE CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE (CCPIT) AND THE KANSAS WORLD TRADE CENTER FOR *OCTOBER*. THIS MISSION IS A DIRECT RESULT OF THE SEPTEMBER 1997 VISIT TO WICHITA BY 28 CHINESE BUSINESS LEADERS. THE VISIT WAS ARRANGED BY THE KANSAS WORLD TRADE CENTER AND THE KANSAS ALLIANCE FOR U.S.-CHINA TRADE. WICHITA WAS THE ONLY U.S. CITY VISITED.
- THE **KANSAS EXPORT PROMOTION CD-ROM PROGRAM** AND THE **KANSAS ALLIANCE FOR U.S.-CHINA TRADE** HAVE ALREADY BEEN MENTIONED.

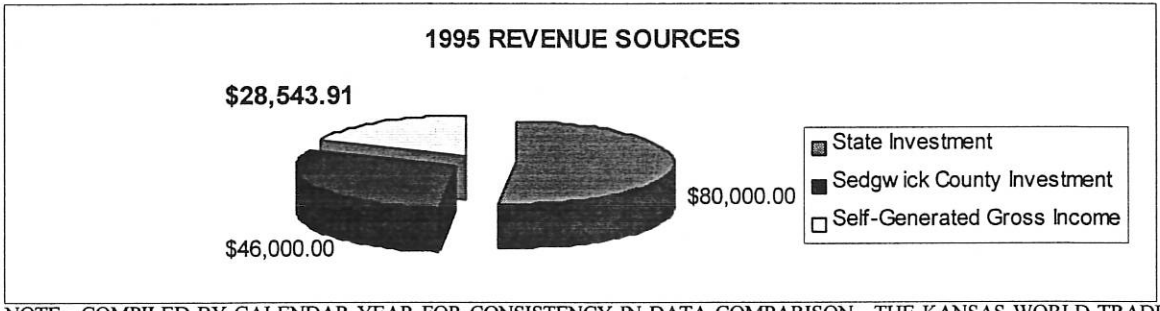
WE ACCOMPLISH ALL THIS WITH YOUR HELP. TO CONTINUE MEETING THE GROWING DEMAND TO ASSIST KANSAS COMPANIES IN THE INTERNATIONAL ARENA, THE STATE OF KANSAS HAS INVESTED IN THE KANSAS WORLD TRADE CENTER. THE REMAINDER OF OUR REVENUE IS MADE UP OF A GRANT FROM SEDGWICK COUNTY AND SELF-GENERATED INCOME. EACH YEAR WE STRIVE TO CREATE MORE ECONOMIC VALUE WHILE DECREASING PUBLIC INVESTMENT. THIS REQUIRES A CAREFUL BALANCE OF MANAGED EXPENSES AND INCREASED SELF-GENERATED INCOME. PLEASE SEE THE EXPENSES AND "REVENUE SOURCES" CHARTS FOR 1994 THROUGH 1997.



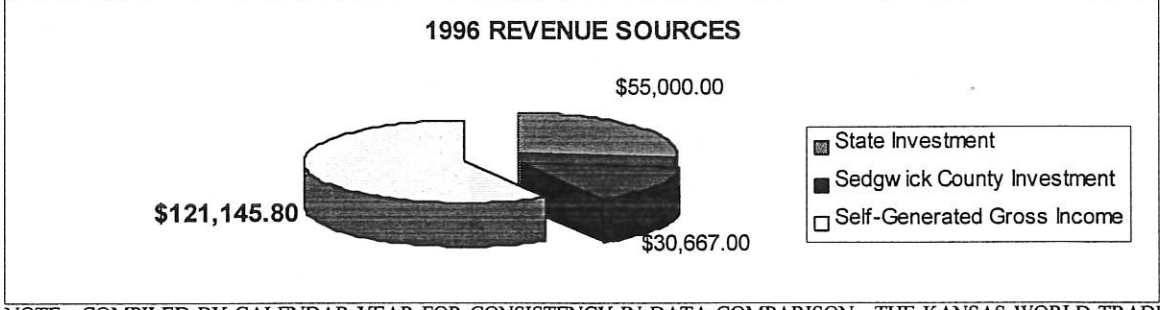
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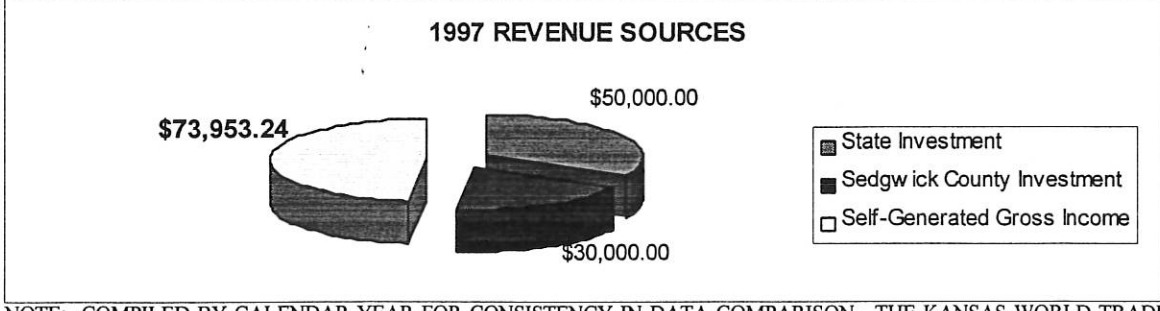
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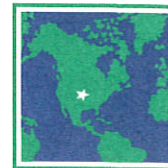


MOST IMPORTANT TO ANY INVESTOR IS THE RETURN GENERATED FROM ITS INVESTED FUNDS. KANSAS WORLD TRADE CENTER IS ONE OF THE BEST ECONOMIC DEVELOPMENT INVESTMENTS AROUND. THE FOUR-YEAR AVERAGE RETURN FOR THE STATE'S INVESTMENT IN THE KANSAS WORLD TRADE CENTER IS **\$597.87 FOR EVERY \$1 INVESTED**. I AM PLEASED TO REPORT THAT FOR THE STATE'S INVESTMENT, THE RETURN FOR KANSAS COMPANIES HAS ALWAYS BEEN VERY POSITIVE. NOTE: RETURN ON INVESTMENT WAS CALCULATED BY DIVIDING THE INVESTED DOLLAR AMOUNT (TOTAL, SELF-GENERATE, SEDGWICK COUNTY, OR STATE) INTO THE RETURN FOR THAT PARTICULAR YEAR AND THEN AVERAGED FOR ALL YEARS.

OUR 1996-1997 AUDIT PRESENTS AN ORGANIZATION WHICH EFFICIENTLY DELIVERS QUALITY SERVICES TO SATISFIED CLIENTS.

"THE OVERALL SATISFACTION WITH THE QUALITY OF THE INFORMATION AND ASSISTANCE RECEIVED FROM THE KANSAS WORLD TRADE CENTER WAS HIGH; 92% OF THOSE BILLED FOR SERVICES RATED THEIR OVERALL SATISFACTION WITH THE SERVICE AS EXCELLENT OR GOOD. SIXTY-THREE PERCENT (63%) REPORTED THEIR OVERALL SATISFACTION AS EXCELLENT. THE STAFF IS PERCEIVED AS COURTEOUS, PROFESSIONAL AND PROMPT IN RESPONDING TO KANSAS WORLD TRADE CENTER CLIENTS. NINETY-ONE PERCENT (91%) OF THOSE INTERVIEWED FOUND THE INFORMATION PROVIDED TO BE COMPLETE AND ADEQUATE FOR THEIR NEEDS." -- SOURCE: EVALUATION OF KANSAS WORLD TRADE CENTER, WICHITA. CENTER FOR ECONOMIC DEVELOPMENT AND BUSINESS RESEARCH, W. FRANK BARTON SCHOOL OF BUSINESS, WICHITA STATE UNIVERSITY, OCTOBER 1997

THE KANSAS WORLD TRADE CENTER IS PROUD TO HAVE AN IMPACT ON ECONOMIC GROWTH IN THE STATE OF KANSAS.



**T**he Kansas World Trade Center (Trade Center) is an international management consulting company. Our mission is to assist Kansas companies who are expanding or just beginning their venture into the global marketplace. We offer specialized assistance and research which is designed to educate the clients for whom we work.

Listed below are some of the skills and expertise we can offer:

### MARKETING

- We can analyze your present product and recommend the adaptations in the marketing mix which are necessary in order to "go global";
- The Trade Center has the resources to analyze and develop country specific marketing plans; including analysis of your potential competitors and their market information;
- Our trade specialists will develop a comprehensive short and long-term international strategic marketing plan for your company;
- Trade Center experts can develop and implement the channel of distribution for your product.

### TRANSLATION

- We have complete translation services through a pool of over 600 experts in more than 60 languages; and

### MANAGEMENT CONSULTING

- The specialists at the Trade Center can analyze international operations and provide the necessary feedback for corrective action.

In short, the Trade Center offers the necessary tools to enter a particular market or develop an overall international trade strategy.

Unlike many other World Trade Centers with whom you may be familiar, Kansas World Trade Center works with a team of 140 specialists to bring you expert judgment and market assessment based on extensive experience and established contacts throughout the world. The team we work with are present and former U.S. Ambassadors and senior Department of State, Commerce Department, CIA officials, embassies, consulates and more than 300 World Trade Centers. The Kansas World Trade Center is linked with the right people and resources to do the job.

If after review of this material you feel that our organization can be of assistance to yours, please do not hesitate to contact our office at TEL: +1(316)262-3232 or FAX: +1(316)262-3585. We would enjoy meeting with you to discuss the opportunities available for your company. We look forward to hearing from you when we can be of further service.

WHEN YOUR  
MARKET IS  
THE WORLD

350 WEST  
DOUGLAS AVENUE  
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# *Kansas World Trade Center Services*

## *General Information*

Since 1994, the Kansas World Trade Center (KWTC) has helped approximately 2,000 companies and individuals work with 60 countries generating \$134 million in international sales value and \$6 to \$13 billion in projected sales that have supported nearly 2,000 Kansas jobs. The KWTC offers to its clients personalized services which go beyond the scope and time constraints of government agencies. The KWTC is able to customize its services to meet the specific needs of individual clients.

Staffed by highly knowledgeable people, the KWTC is able to answer your international business questions. KWTC has the resources at hand to meet your international needs. And if you don't know exactly what you need, KWTC can help you figure that out, too. Regardless of the Kansas World Trade Center's depth of involvement, there is always one single goal: your success.

## *Kansas Alliance for U.S.-China Trade*

The Kansas Alliance for U.S. - China Trade, managed by the KWTC, was organized in March 1995 under the leadership of The Boeing Company. An executive committee directs the efforts in Kansas; it's members are: Bill Jarrell, *The Boeing Company*; Pamela Doonan, *Kansas World Trade Center*; and Bernie Koch, *Wichita Area Chamber of Commerce*. Today, the Alliance is comprised of over 200 Kansas businesses (see the attached list), and is working to expand membership to include more companies, as well as agricultural interests and others who support U.S. - China commercial relations.

The mission of the Alliance is to educate Kansans on the benefits of expanded U.S.-China Trade--building long-term relationships and complimentary partnerships. The immediate objective of the Alliance is to generate support for accession of the People's Republic of China to the World Trade Organization, as well as continued Most Favored Nation status (MFN) for China. The long-term objective is to stabilize the U.S.-China commercial trade framework and open markets for U.S. exports, generate more jobs for Americans, and support positive steps toward a more open and pluralistic China.

This is important to Kansas because businesses in our state have a large investment in trade with China. China was Kansas' 13th largest merchandise export market in 1996, with total exports of \$53.3 million. The top 3 Kansas industries exporting to China in 1996 were: food and kindred products, transportation products, and non-electric machinery. Exports from Kansas to China have increased 37.5 percent since 1994. It is significant that one out of every four Boeing 737 aircraft built in Wichita is sold to the Chinese--and that market is growing.

## *CD-ROM Project*

The purpose of the Kansas Export Promotion Program is: to increase the number of Kansas companies taking advantage of export opportunities; to promote Kansas globally, creating awareness and stimulating future demand; to provide easily accessible export information to a broad range and large number of Kansas companies; and to provide a statewide database of Kansas export companies. (The contents of the CD-ROM will include: company information, basic export tutorial, Kansas' top ten exports, economic development incentives, brief history of Kansas, Kansas map/geography, major state attractions in Kansas, government and state capitol information, education information, housing and lodging information, and cultural information.)

The program will identify more than 2,500 Kansas manufacturers and service companies to be listed on the CD-ROM. The CD-ROM will be distributed to 1,300 global organizations, approximately 2,000 Kansas companies, and 7,200 to be distributed by economic development entities.

## *China Conference*

The Kansas World Trade Center in concert with the Kansas Alliance for U.S.-China Trade, sponsored the 1996 China Conference, held on June 20, 1996. The purpose of the China Conference was to look at key questions for China, the current business climate, life after Deng Xiaoping, and how businesses can benefit from the billion dollars of trade opportunity with China.

The keynote speaker was Ambassador Li

Daoyu, The Ambassador Extraordinary and Plenipotentiary of the People's Republic of China. Ambassador Li's illustrious career has included many distinguished posts. The featured speaker was Honorable Huang Dangbi, Consul-General of China. Other speakers included David Gries and Andrew Yan, Senior Associates from Global Business Access.

Other distinguished guests for the conference included: Dr. Wenguang Shao, Counselor and Assistant to the Ambassador; Wu Zhijun, Commercial Vice-Counsel; Han Jia, Press Counsel; Madam Li; Mayor Bob Knight, City of Wichita; and Gary Sherrer, Kansas Secretary of Commerce. Approximately 150 people, from across the state, attended the China conference.

The KWTC coordinated a similar educational conference in 1997. A significant difference was that top ministry officials were brought in to focus on the aviation industry.

### ***Presentations***

The Kansas World Trade Center's dedication to education also extends to high school students throughout Kansas. Each year KWTC talks with nearly 100 high school students, participating in such programs as DECA-Marketing Education, Rotary International Career Day and Kansas State Business Week. In addition, KWTC welcomes individual classes to the World Trade Center each year to share current trade statistics and hot markets, and assistance on various research projects.

### ***Market Education Visit***

The Kansas World Trade Center arranged a Market Education Visit for Mona Informatix Ltd. personnel to provide information to prospective users of Mona's services via direct one-on-one meetings and an educational seminar.

A document conversion seminar for CAD/CAM applications was held on October 30, 1996. The University of West Indies, through Mona Informatix Ltd., has dedicated its resources to understanding and developing data conversion processes capable of meeting the needs of the high precision engineering market. Mona represents an attempt to apply the resources of the University to developing solutions for niche markets. It also opens avenues for cooperation and joint development between North American and Caribbean entities.

Now, nine months later, Mona Informatix

Ltd. has a five year contract with a major aviation company in Wichita. This contract is a direct result of the efforts of the Kansas World Trade Center.

### ***American Chamber of Commerce Executives***

The Kansas World Trade Center is extremely involved with Chambers of Commerce within the United States. Through conferences and presentations, KWTC educates other Chambers of Commerce Executives about international business issues, including financing, governance, marketing and export assistance.

### ***Wichita Mitigation Committee***

As a result of the Union Pacific/Southern Pacific (UP/SP) Railroad merger, the Surface Transportation Board's Section of Environmental Analysis (SEA) is conducting a Wichita Mitigation Study. The Mitigation Study addresses the merger-related environmental impacts of increased railroad traffic on the existing Union Pacific right-of-way. The study goal is to develop specifically tailored mitigation that effectively addresses environmental issues for the City of Wichita and Sedgwick County as a result of merger-related increased rail traffic. The Kansas World Trade Center has been involved on the advisory task force for the study.

### ***Sedgwick County Foreign Trade Zone***

The Kansas World Trade Center with Sedgwick County, the Salina Airport Authority, F.H. Kaysing Co. of Wichita, and Foreign-Trade Zone #161 sponsored a half-day seminar on October 29, 1996. The purpose was to learn how the Sedgwick County Foreign-Trade Zone can help businesses compete in the international market place, save on duties, experience improved cash flow, and increase profits. The guest speaker was Mr. Roy Knapp, President of Consultech, Inc. The Kansas World Trade Center provides ongoing education to Kansas companies on feasibility cost analysis for potential utilization of the foreign-trade zone.

# YOUR BUSINESS

It's Amazing What Can Happen...

## Let's Begin With The Bottom Line.

The Center has been extremely helpful with the paperwork required in shipping items both to and from China. Additionally, the staff assisted in providing financial data on a new customer in Brazil, which helped us receive an order for new tooling with a value of \$480,000.

Bill Pritchard,  
President, Wichita Tool

When I needed an unusual training resource, the World Trade Center was very responsive in locating a resource that met all of my needs. I couldn't be more pleased with the service.

Joe Fehrmann,  
Director of Employment & Training,  
Raytheon Aircraft

In a little over one year, we helped our clients generate over \$109 million in international sales value. One of our multinational clients has projected \$4 to \$8 billion in sales, due in part to our efforts. And 100% of our clients, interviewed by an independent auditor, were satisfied with the value and the usefulness of our services.

We understand that no matter what size investment you make with us, you expect a return, and simply put, we deliver. For every dollar invested in our organization, our clients receive \$681 in international sales value.

We're a customer-driven organization. We maintain the flexibility to put our worldwide resources to work for companies of all sizes.

If you want to expand your business beyond the borders and increase your opportunities for additional profit, the Kansas World Trade Center can pave the way.

Our staff's entire purpose is to supply your business with the necessary tools and guidance to succeed on a global scale. We help businesses make money in the international market.

## What In The World Do We Actually Do?

We can serve as your entire international department. Or we can spearhead a specific project. Our services are always tailored to meet your needs.

What we do for companies just entering the international marketplace is significantly different from what we do for an established industrial powerhouse.

We move companies of all sizes and disciplines from the idea stage into the execution stage. And we do it efficiently and cost-effectively.

We have the resources at hand to provide whatever you need. And if you don't know exactly what that is, we can help you figure that out, too.

We listen to you. We talk to you. We learn what your vision is. Then we help you identify what your best international opportunities are and what resources are available to help you take advantage of them. That may mean helping you map out a strategy, identifying a market or training your staff.

Regardless of the depth of our involvement there is always one single goal: your success.

The KWTC staff is extremely helpful and they go out of their way to assist businesses in their international sales efforts. At our request, they compiled comprehensive information on the Chilean construction market. We look forward to utilizing their services in the future.

Cathy Van Doren,  
Marketing, Waffle-Crete International, Inc.

The Kansas World Trade Center guided us through the regulations to get our product into Mexico.

Mark Freeman,  
General Manager, GT Sales

The Center has been very instrumental in helping us grow in our knowledge and procedures of international business.

Pat Lorson,  
Corporate Traffic Manager, Vanguard Industries

## We're Fluent In The Global Language Of Business.

Chance International has found a valuable resource in the Kansas World Trade Center. By outsourcing much of our international market research to them, we can more effectively deploy in-house expertise and resources to sales and promotional activities. The competency and effectiveness with which the KWTC renders its services makes it the best buy for the dollars invested; without exception.

Leon Metzinger,  
Vice President and CFO, Chance Industries, Inc.

The KWTC staff helped us find a motor in three days to qualify to sale to a home shopping network. The staff was extremely helpful and tailored its services to our immediate need.

Linda Jackson,  
President, Mid Central Manufacturing

The world can be a tricky place to do business. While specific business practices in Thailand are different from those in Malaysia, Mexico or Japan, certain business truths remain the same all over the world. You've got to know the competition. Most importantly, you've got to know the customer.

The Kansas World Trade Center staff knows the international ropes. With worldwide reach and a huge network of resources to draw from, we can get you up to speed on cultures, customs and local laws quickly.

The key to international business success is knowing where to find the specific answers you need and getting those answers quickly.

Our team of specialists bring expert judgment based on extensive experience and established global contacts. Meet our team - present and former ambassadors, senior Department of State, Commerce and CIA officials, embassies, consulates and more than 300 World Trade Centers.

In the Midwest, this breadth of expertise and influence is unique to the Kansas World Trade Center. We are ready to put it to work for you today.

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## Drop Us A Line. We'll Drop A Few Names.

The Kansas World Trade Center is ready to get down to business. To help you get started, we'll provide you with a free list of valuable contacts for the country of your choice.

Just call us at (316) 262-3232 or fax us at (316) 262-3585. (e-mail [kwtc@wacc.org](mailto:kwtc@wacc.org)) There's no obligation. And you're welcome to utilize these important contacts even if you don't take advantage of The Center's competitive experience now.

Bank IV N.A.  
Binh Tay Import  
The Boeing Co.  
Bradbury Co., Inc.  
Brittain Machine, Inc.  
Chance Industries, Inc.  
Great Plains Industries, Inc.  
Harper Trucks, Inc.  
Hill's Pet Nutrition, Inc.  
Interex Computer Products

Koch Industries, Inc.  
Learjet, Inc.  
Payless Shoe Source  
Peabody TecTank, Inc.  
Recreational Vehicle Products  
The Resort, Inc.  
Ryan International Airlines  
Safelite Glass Corp.  
Sirloin Stockade International  
Spurrier Chemical Companies, Inc.

Client references are available upon request.

The KWTC has been very responsive in supplying background and statistical information in support of our activities. Their responses are extremely timely and professional, and allowed us to access companies we could have never contacted or located on our own. We will continue to use the KWTC in our international development activities.

Harland Priddle,  
Chairman & CEO, Network Trade Associates, Inc.

We tailor international services to meet companies' individual needs. Every project we do is absolutely unique to the company, the industry and the product for which the project is specifically designed. In short, our priority is your bottom line.

Pam Doonan,  
Vice President & Chief Operating Officer,  
Kansas World Trade Center

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