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Chamber to Take Part in Exposition

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INKING A CONTRACT for participation by the Chamber of Commerce of the New Orleans Area in the World Trade Exposition April 18-22 in The Rivergate is Joseph W. Simon Jr. (seated), executive vice-president of the chamber. With Simon are James W. Martin (left), director of trade development

of the Port of New Orleans, who earlier signed a similar contract for the Dock Board, and C. Noel Phillips, exposition chairman of the Young Men's Business Club of Greater New Orleans, sponsor of the show.

Trade Exhibits Are Agreed on

The Port of New Orleans and the Chamber of Commerce of the New Orleans Area are among exhibitors scheduled to take part in the World Trade Exposition April 18-22 at The Rivergate.

The exposition is being sponsored by the Young Men's Business Club of Greater New Orleans as a means of enhancing the city's reputation as a major world trade center.

James W. Martin, port director of trade development, and Joseph W. Simon Jr., chamber executive vice president, signed contracts for the Dock Board and Chamber of Commerce.

The World Trade Exposition will be held in conjunction with the 24th Greater Mississippi Valley World Trade Conference April 20-22, said C. Noel Phillips, exposition chairman of the YMBC. Exhibitors will represent companies from many states and foreign nations.

Phillips said a large delegation is anticipated from Mississippi industries anxious to display their products to buyers from throughout the country. Mississippi will be the honor state this year at the MVWTC meeting.

Phillips said prime spaces are still available for the show,

and he urged business interests to give consideration to the enterprise.

Said Phillips, "The World Trade Exposition is one answer to the constant complaint that little is being done to lift New Orleans from the doldrums.

The success of this initial venture, and the ultimate development of this exposition into an outstanding international event, could go a long way to recapture lost civic pride. It could also have the tangible effect of recapturing lost trade dollars and garnering much needed new business for our city."