

# LOUISIANA CONNECTION

## SWITZERLAND

### FOREIGN DIRECT INVESTMENT

Louisiana has generated more than \$60 billion in foreign direct investment (FDI) activity since 2008, ranking the state as No. 1 in the United States for per capita FDI attraction. The state's business climate combines a variety of competitive advantages, including the nation's No. 1 state workforce training program, low industrial operating costs, and robust international transportation, placing Louisiana as a leading environment for foreign business success.

### CASE STUDY

In February 2015, Viking Cruises Chairman Torstein Hagen announced the selection of New Orleans as the homeport for Viking River Cruises' first North American river cruise itineraries. The Mississippi River cruises will operate from docking facilities near the French Quarter in New Orleans. Viking's new service will result in the creation of 416 new direct jobs for Louisiana-based operations and vessel crews, with an average salary of \$40,000, plus benefits. Louisiana Economic Development estimates the project will result in an additional 368 new indirect jobs, for a total of more than 780 new jobs in the Southeast Region of the state.

Hagen estimated construction plans of six new vessels at an estimated cost of \$90 million to \$100 million per vessel, all of which will be built in U.S. shipyards and crewed by U.S. citizens.

*"The Viking team is very proud to partner with the State of Louisiana, and we are grateful for the support of Governor Jindal. We are excited about the prospect of bringing modern river-cruising to the Mississippi, a river that has been traveled by explorers for centuries. We know our passengers will enjoy the rich history, culture and cuisine of all the great cities and towns along the Mississippi River from New Orleans to St. Paul. Together with our U.S. partners, we take great pride in the economic benefit that river-cruising provides to the regions our guests visit, from the shipbuilders to the local businesses."*

#### Torstein Hagen

Chairman, Viking Cruises



**AIR TRAVEL:** Given its location on the Gulf coast and at the mouth of the Mississippi River, Louisiana is poised for international business with transport options including six deepwater ports, six class one railroads, and two international airports.

### CONTACT INFORMATION

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### TRADE

EXPORTS TO SWITZERLAND		IMPORTS FROM SWITZERLAND	
Petroleum & Coal Products	\$12.4 million	Chemicals	\$227.5 million
Chemicals	\$8.25 million	Fabricated Metal Products	\$7.4 million
Machinery	\$3.53 million	Machinery	\$3.5 million
Other	\$2.90 million	Other	\$6.1 million
<b>TOTAL</b>	<b>\$27.1 million</b>	<b>TOTAL</b>	<b>\$244.6 million</b>

Foreign Trade Division, U.S. Census Bureau (2017)

## SWISS COMPANIES IN LOUISIANA

- ABB (Asea Brown Boveri)
- Adecco Group
- Chocoladefabriken Lindt & Spruengli
- Clariant
- Dufry
- Franke Holding
- Gate Gourmet Switzerland
- Hoerbiger Holding
- Ineos Oxide
- Kuehne & Nagel International
- Kuoni Travel Holding
- Lafargeholcim
- Lonza Group
- MSC Mediterranean Shipping Co
- Panalpina World Transport Holding
- Schindler Management
- SGS
- Sulzer
- Swissport International
- Syngenta International
- Transocean
- UBS
- Vitol Holding SARL
- Weatherford International
- Wolseley

## LOUISIANA COMPANIES IN SWITZERLAND

- Centurylink, Inc.

## CULTURAL TIES AND RESOURCES

### Honorary Consul Alexandra Mora

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### EDUCATION

**Louisiana State University (LSU)** participates in international student exchange programs with Universität Bern, Universität Zürich, Université de Fribourg, and Université de Lausanne.

### SWISS AMERICAN SOCIETY OF NEW ORLEANS

[theswisscenter.org/swiss-club-links](http://theswisscenter.org/swiss-club-links)

Founded in 1855, the Swiss American Society of New Orleans is one of the oldest Swiss organizations in the United States. The Society promotes friendship, history, learning, and Swiss culture for ex-patriots, descendants, and anyone with an interest in Switzerland.

### SWITZERLAND'S ZURICH INSURANCE GROUP

The Swiss Insurance Group is the marquis sponsor of Louisiana's premier gold tournament, the Zurich Classic of New Orleans.

