

Wichita International Trade A Feasibility Study

City Council Work Session

March 27, 2007



Agenda

- Background

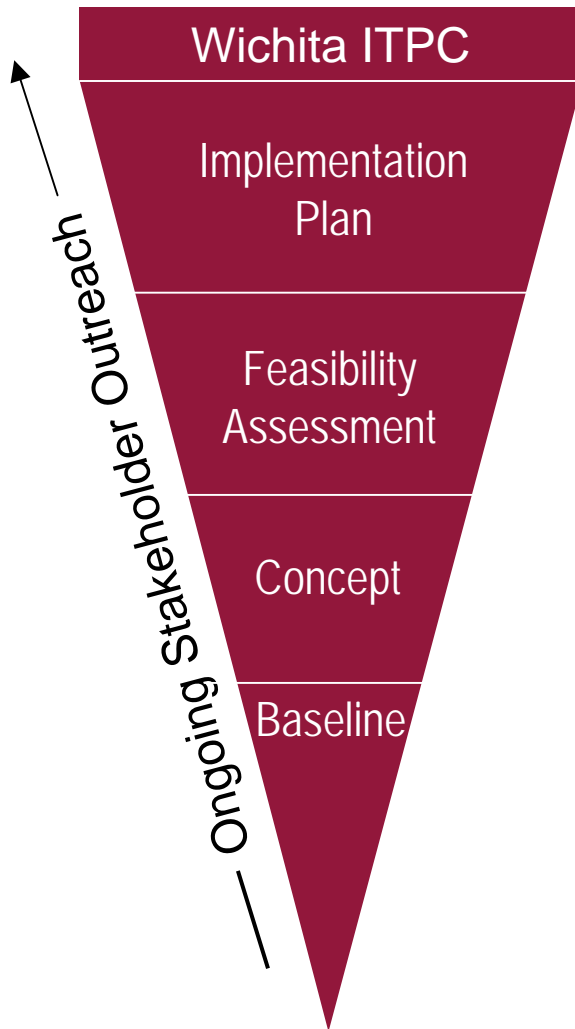
- Accomplished to Date:
 - Trade Analysis
 - Business Engagement
 - Creating the Concept

- Preview of Recommendations

Background

- Working as a partner with the City of Wichita since February 2006
- Using a \$1 Million Federal Highway Administration Grant
- Steering Committee
 - Tom Smith, City of Wichita
 - Allen Bell, City of Wichita
 - Karyn Page, Kansas World Trade Center
 - Nancy Harvieux, WAMPO
 - Irene Hart, Sedgwick County
 - Rob Harmon, Intrust Bank
 - Scott Moore, City of Wichita
 - Joe Yager, REAP
 - Victor White, Airport
 - John Philbrick, City of Wichita
 - Norman Jakovac, City of Wichita
 - *Bob Martz, City Council*

Project Focus



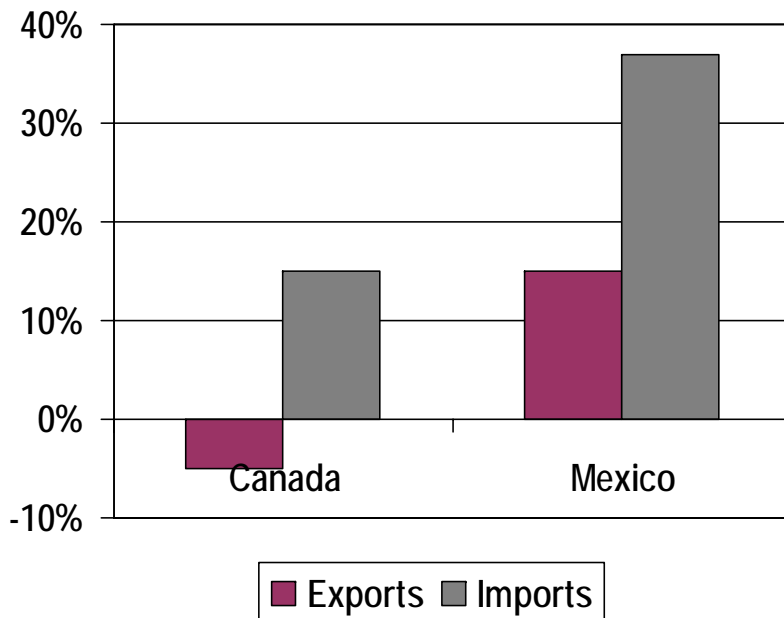
To better position Wichita, and regional business interests, in the global marketplace.

- Create an environment which supports companies involved in the global economy
 - Press for changes in trade processing technology and systems
 - Advance investment in road, rail and intermodal infrastructure

State of International Trade In Wichita

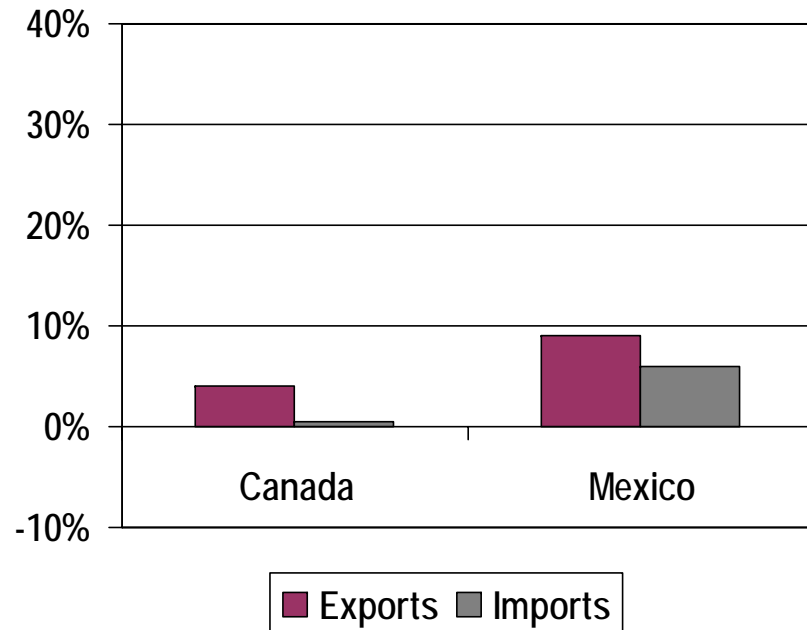
Historic Growth

Compound Annual Growth Rate from 2000 to 2004



Forecasted Growth

Compound Annual Growth Rate from 2004 to 2010



State of International Trade In Wichita

➤ From Shipper/Business Surveys

- 72 Individual Interviews
- 800 Additional Mail Surveys

➤ Findings

- One-fifth of the businesses indicated they were involved in international trade.
- Respondents were more than twice as likely to be doing trade with Canada, Mexico or China, as they were with other nations.
- Respondents were rated Wichita as a great place to host ITPC capabilities.
- Respondents were concerned about the lack of direct Intermodal rail service and the cost of trucking their products to ramps in KC.

Business Engagement

➤ Eleven Company Profiles

- To look in detail at small sample of shippers to understand challenges conducting international trade and needs that could be addressed with an international trade processing center.
- Wholesalers, Manufacturers, Suppliers

➤ Business Leader Meetings

- September 2006
- February 2007

➤ Study Documents and Information posted on City's website

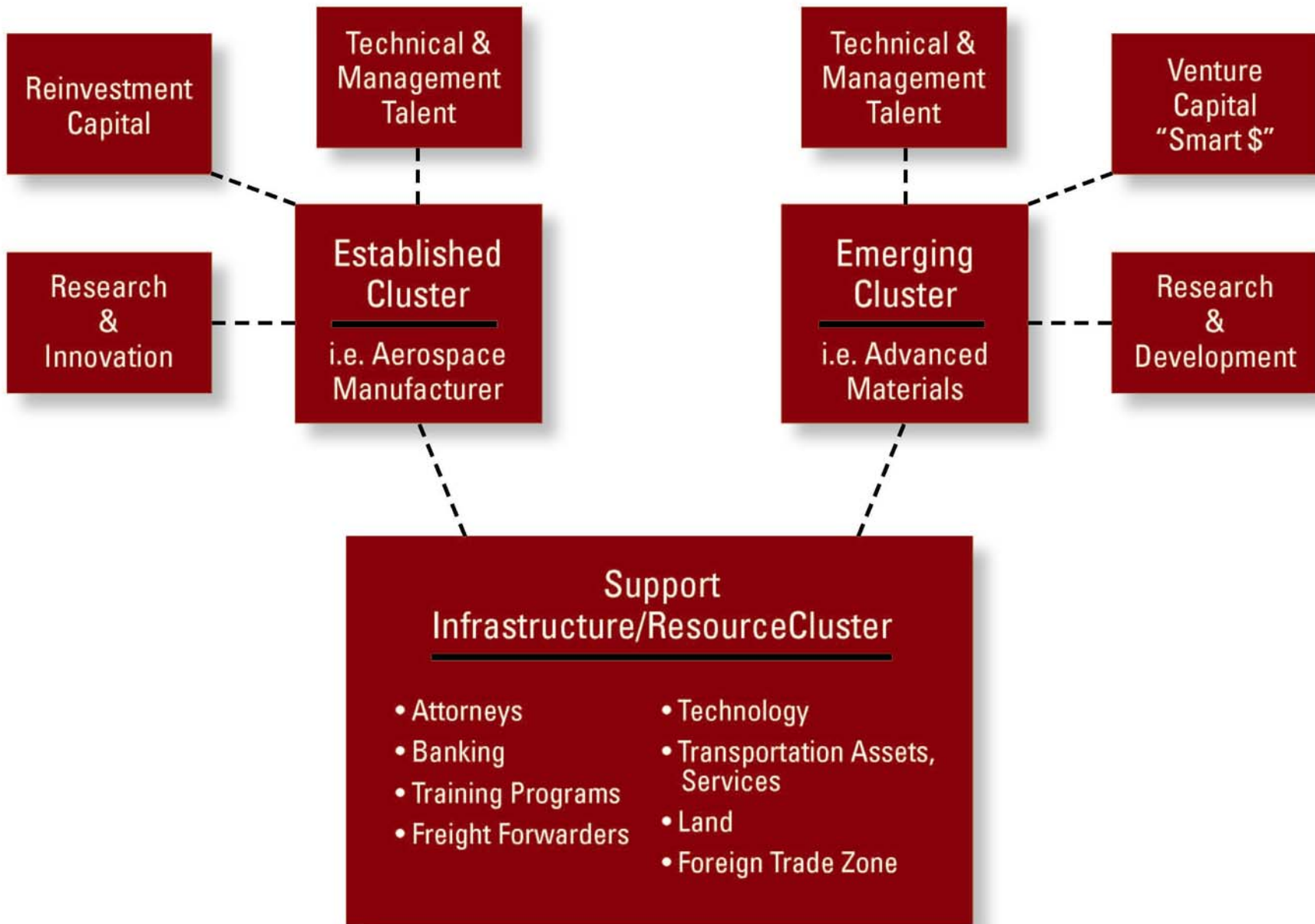
Drawing Conclusions

➤ Service Driven Concept

- Support Training and Education
- Inform about available Technologies, Transportation Alternatives
- Communicate available Assistance
- Target by size: Small, Medium, Large
- Target by Experience

➤ Delivery Methods

- One point of Contact
- Web-based
- Directory Assistance Model

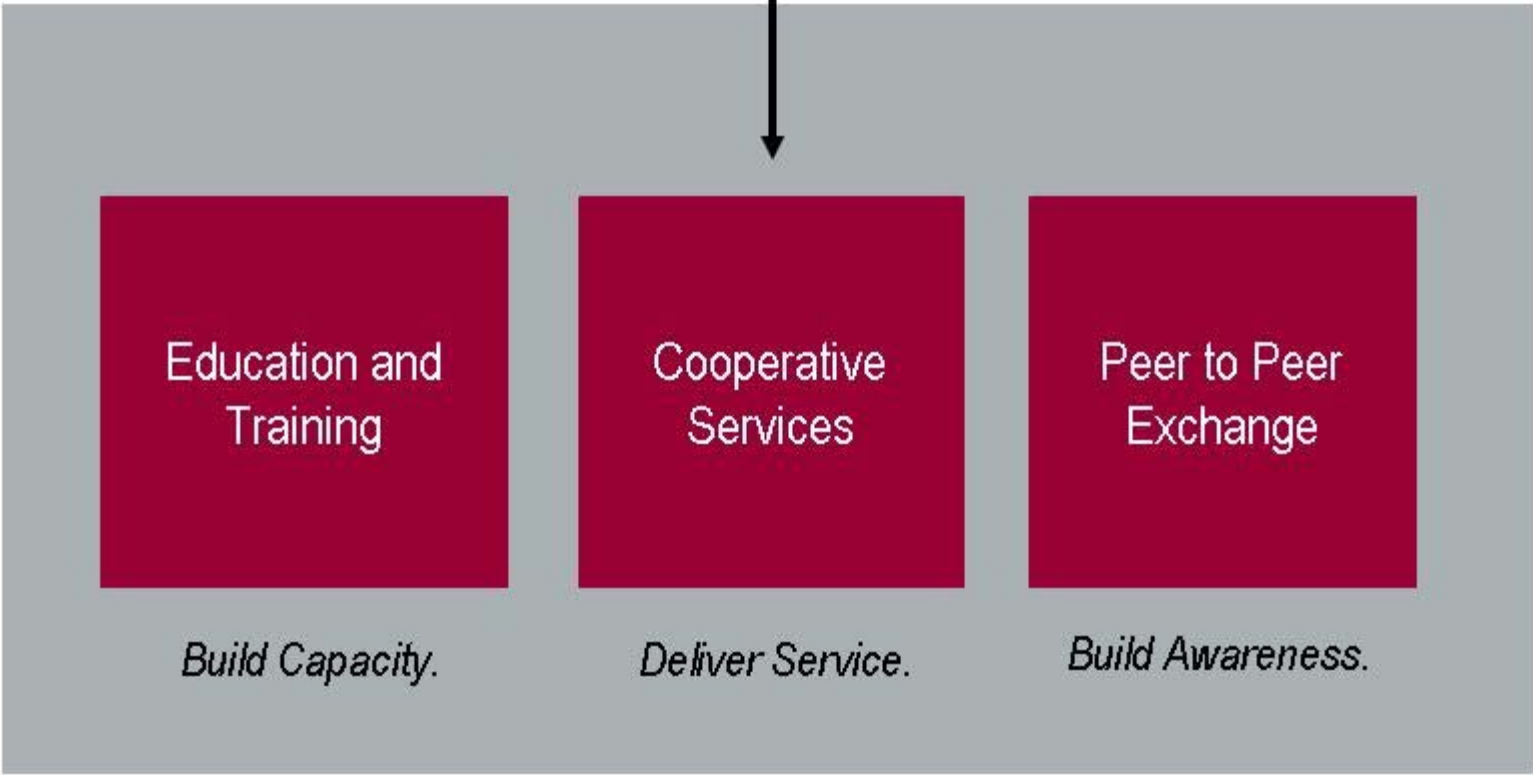


Concept:

Branded Initiative's Entry Point



Market Knowledge



Education and Training

Cooperative Services

Peer to Peer Exchange

Build Capacity.

Deliver Service.

Build Awareness.

TECHNOLOGY

Expand KWTC Services

New Delivery System online with Staff contact to act as "one point of contact"

Expand WTC @ WSU

Provide Mentoring

Web-based list serve