

Your Logistics Advantage in Europe: Business Opportunities and Building a Supply Chain to Access Them

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As Honorary Consul for the Kingdom of the Netherlands in Louisiana, **Deirdre McGlinchey** (New Orleans) spoke at an event at the Port of New Orleans on February 27, “Your Logistics Advantage in Europe: Business Opportunities and Building a Supply Chain to Access Them.” The event focused on the opportunity Europe presents for Louisiana companies and noted the fierce competition in these mature and highly developed markets. The Port of New Orleans, the U.S. Commercial Service, and supply chain experts from the Netherlands spoke on how logistics can be a competitive advantage for a company and how to get goods to European customers faster, cheaper, and with less red tape. Attendees included representatives from companies with local, national, and international business footprints operating through the Port of New Orleans.

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Deirdre C. McGlinchey