If common interests and goals are basic to a happy marriage, one pair of New Orleans newlyweds should be looking forward to a rosy future.

They're the world trade committees of the New Orleans Chamber of Commerce and International House. They formerly were two bodies, each with approximately the same function. Since January, they've become one group with one set of goals.

"It all boils down to getting something done—and the devil with who does it," comments F. Kennedy Johnson, director of the chamber's foreign department, and staff representative on the new joint committee.

Johnson feels the merger will help prevent fragmentation and duplication of effort, and he emphasizes the new committee's willingness to work with "any individual or organization" to promote New Orleans as a center for world trade.

"We're basically all here for the same thing," he adds. "We want to bring about harmonious cooperation among all those concerned about foreign trade and transportation."

N. P. Sapieha, assistant to the managing director of International House, and representative on the new committee, points out that although New Orleans is well established as a service port—that is, a transportation center—there is room for a great deal of improvement in the port as a buying and selling center. He is particularly interested in establishing contact between importers here and exporters in foreign countries, and in stimulating the foreign market for local goods.

"But you gotta know the territory," as the song says. To the world trade committee, that means knowing the people that make up the territory, people here and abroad.

One way of accomplishing this is through foreign trade missions. "We are making a very special effort to help businessmen make overseas contacts easily and quickly," says Sapieha, who has just returned from a three-week mission to South Africa.

"We arrange appointments with appropriate people before we go, instead of just going there cold." The committee does the same for individual businessmen traveling abroad—"We try to 'marry' exporters from Louisiana with importers in foreign countries," says Sapieha.

Here at home, the committee works through the consulates of foreign countries—and also with foreign businessmen operating here—to stimulate interest in local products. And to get Louisianians and foreigners to talk business, the committee is trying to alert the community to the widening foreign market for our natural resources.

Two educational programs are planned for the future; seminars for junior executives whose companies might make use of growing foreign opportunities; and investment conferences for foreign visitors to the city.

The committee also hopes to work with groups such as the Louisiana State Tourist Commission. "New Orleans has a built-in attraction," says Johnson. "We should capitalize on the fact that people want to come here. A businessman might come to have fun—and, while he's here, to do business."