



WORLD TRADE CENTERS  
ASSOCIATION

# MERIDIAN™

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THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION



## THE 2018 MEMBER SEMINAR: Partners in Progress

## THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION

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**John Drew**  
*Chair, World Trade Center  
Boston*



**Scott Ferguson**  
*CEO, World Trade Centers  
Association*

## Our Communities are at the Heart of What We Do

Dear Members,

We were delighted to receive very positive feedback from all corners of our network on the launch of our new publication, *WTCA Meridian*. As we noted in the premiere issue last month, we are very much looking forward to this new vehicle to connect our network, but also as a tool for our Members to help their local businesses come to understand what it means to be a part of the World Trade Centers Association (WTCA).

And really, that is what this Association is all about—our extended WTCA community. Whether it is reaching out to businesses on the other side of the globe, finding office space in our own home city, or bringing the world together at our General Assembly or one of the many conferences and exhibitions that take place at any number of our Members' facilities, we are a community.

This month's feature article is about our most recent Member Seminar in New York, one of our two biggest annual events. While the General Assembly is our premiere gathering, providing a platform for business-to-business matchmaking and showcasing the host city, the Member Seminar provides a more intimate experience, allowing Members to connect, learn, and share best practices. It is also the meeting dedicated to new Member orientation, where those WTCs that most recently joined the network and new staff at existing Members are welcomed to the community.

At this year's seminar two Members of our Board of Directors—Catherine Lee and Andie Garwood, Chair and Executive Director of the WTCA Foundation, respectively—also officially launched new programming for our charitable arm. Our Member Perspectives section features their work and how WTCs can get involved. The foundation's new, "Peace Through Trade" competition is all about enriching not just our WTCA community, but those of our home cities as well.

Thank you for reading this month's issue, and we hope you enjoy the great content we have lined up. And as always, thank you for being a part of our global network.

Sincerely,

**John E. Drew**  
*Chairman of the Board*

**Scott Ferguson**  
*Chief Executive Officer*



## MEMBER SEMINAR 2018: Partners in Progress

The business world is changing by the minute – large sums of money are moved in mere seconds at the touch of a smartphone, and the majority of daily business tasks are all done behind a screen. But one thing remains true: the value that face-to-face interaction still boasts cannot be surpassed by the agility of technology. An **overwhelming number of business leaders** still find in-person meetings and events preferable to digital interaction, as they feel that it leads to deeper bonds with clients, customers, and consumers. The point of good business – and, more importantly, strong leadership – is not simply to accomplish as many tasks as possible, but to create lasting connections with your stakeholders.

As an Association with more than 300 Members spanning nearly 100 countries and regions, it can prove to be difficult at times to get all of us in the same room. But our network has never been known to back down from a challenge, so in addition to all-important regional meetings, WTCA strives to create two of the most seamless, engaging, and interactive events for our Membership twice a year: the WTCA General Assembly and the WTCA Member Seminar.

While the General Assembly is our premiere global meeting, the WTCA Member Seminar is a platform for all of you to showcase your World Trade Centers and expertise, exchange innovative ideas with other business leaders, expand your network, and – not to be forgotten – connect with old friends! The event also serves the all-important task of welcoming new Members and new staff at existing WTCs to the community. That is why multiple interactive workshops ranging from moderated Global Best Practices and Member Advisory Council Planning Sessions, to media training and digital platform orientation, all sit at the heart of each year's Member Seminar.

The breadth of expertise and knowledge within our network is incredible, but it also always proves beneficial to get an “outsider’s perspective.” This is why we featured experts like Brian Stelter (Senior



Media Correspondent and Host of “Reliable Sources” at CNN) and Andrew Heyward (Visiting Scholar at the MIT Media Lab and former President of CBS News) to dive into the current state of media. While their session titled, “The Fourth Estate in the New Normal, and Why Media Matters,” had a US-tilt, the shifting sands of media are a worldwide phenomenon.

We also welcomed a global panel of experts consisting of your fellow Members, along with some very special guests from their communities, to foster a dialogue on global-local collaboration stemming from our recently-launched [WTCA Trade & Investment Report](#). The panel stressed the impact that your WTCs have on their local markets, causing a ripple effect that reaches a global scale. Many thanks again to our panel participants (pictured left to right on front cover) Moderator Claire Casey, Managing Director, FP Analytics; Betsy Cohen, Executive Director, St. Louis Mosaic Project at World Trade Center St. Louis; Molly Hyland, Senior Vice President, Community Relations & Government Relations, Commerce Bank; Mariette Mulaire, President and CEO, World Trade Centre Winnipeg; Loren Remillard, President

& CEO, The Winnipeg Chamber of Commerce; Evert Jan Schouwstra, Managing Director, World Trade Center Leeuwarden; and the Honorable Klaas Kielstra, Vice Governor, Province of Friesland, the Netherlands.

Workshops and keynotes are all edifying moments, but we cannot forget about the importance of social events. From private exhibits at the Museum of Arts and Design and the exclusive Crossing Art Gallery, to receptions and cocktail hours offering breathtaking views of New York City, we all need time to unwind and catch up after action-packed schedules. “Down time” can be priceless for building bonds that turn into valuable business relationships.

But, as always, we are looking for ways to enhance our events and programming to best meet your needs. What did you like? Where can we grow? What would you like to see in the future? We strongly encourage you to reach out to the team at HQ at [events@wtca.org](mailto:events@wtca.org), and send us your thoughts. It is your feedback that lays the foundation for our work – after all, we are all partners in progress.

*Images of the 2018 Member Seminar continue on page 13*

**CATHERINE LEE**  
*WTC Nanjing, WTCAF Chair*

**ANDREA GARWOOD**  
*WTC Trieste, WTCAF Executive Director*

## The World Trade Centers Association Foundation: **THE BUSINESS OF MAKING A DIFFERENCE**

As business persons, we keep one eye on the bottom line, and the other set on the horizon for new opportunities. As Board Members for the World Trade Centers Association (WTCA), we are both fortunate to have been elected to these positions which allow us to do so for our entire association. We have helped revive the work of the WTCA Foundation (WTCAF) as appointed Members of its Board, because we know the work undertaken by our charitable arm matters. And moreover, it helps all of us meet our collective goals.

In 2008 the WTCAF was founded to conduct programs that promote social welfare in the pursuit and support of activities that foster peace and social stability. Over the past decade we have worked with the WTCA to make a difference by encouraging a better understanding of international trade; promoting and developing sustainable farming, energy, transportation and trading activities; elevating the standard of living in developing countries; and promoting ethical international business practices. It is a history to be proud of, for certain, but there has never been an institutionalized way of delivering on that mission—until now.

This year the foundation's main initiative is the WTCAF "Peace Through Trade" competition. By partnering with the largest experiential learning platform in the world—alongside brands like Coca Cola, KPMG, Unilever, and Walmart—the WTCAF is giving WTCA Members the chance to help encourage and grow the next generation of entrepreneurs in Member cities. Here's how it works.

Student teams are asked to present an original project, product, or other innovative idea that, "exemplifies and promotes social innovation and sustainability through collaboration, fair trade, and ethical international business practices." Intentionally left open-ended, we want to draw out the very best in creative thinking and expression from the next generation. What we have both learned



*(From left to right) Catherine Lee, WTC Nanjing and Andrea Garwood, WTC Trieste*

in this effort is that as an organization with Members dependent on the next level of thinking, we have an opportunity—and an obligation—to encourage these ideas.

This program is a way to connect with bright young thinkers and whet their appetite to step up during a time when we most need them. Whether at a university, science park, or other institution, we know from first-hand experience that being close to these communities of young minds is vital to our survival, and to that of the institutions and trade structures upon which we have all come to rely.

To get involved Member WTCs need only pay a nominal, base participation fee of \$500, which goes directly to help support the WTCAF “Peace Through Trade” competition. This fee also gives participating Members the opportunity to submit a student project. WTCs who join will be recognized as “Champions of Trade” on our website, in all related materials, and in our PR efforts to position WTCA through this program. But more importantly, you’ll be a Champion for your own

communities by striking a special bond with both the teams themselves, and the local institutions where they work and study.

To learn more visit the [Foundation website](#), or the [competition website](#) dedicated to this program. And as always, we are both available to answer any questions. Just write to the editors of *WTCA Meridian* and they will put you in touch.



# TRENDS

# TRENDS

## THREE GLOBAL TRENDS SHAPING COMMERCIAL REAL ESTATE

*Investors Call Attention To These Global Real Estate Trends*

This year has seen many traditional approaches to global real estate rapidly change. Commercial investment has shifted [eastward](#) and offices have given way to shared [workspaces](#). [Smart features](#) like optimized heating, ventilation and air conditioning (HVAC) systems are delivering significant savings for investors.

Meanwhile, the possibilities of another economic downturn — or another paradigm shift in the use of real estate — are very real. In response, investors are developing an array of new strategies for [mitigating risk](#).

Developers are rising to these challenges with an adaptive approach to real estate, aimed at providing more [services and experiences](#) in addition to brick-and-mortar products. Here are three key trends that demonstrate that shift.

### **1. Analysts remain optimistic on Europe, while Asia Pacific draws increased attention.**

Even as fears of Brexit fueled growing uncertainty about the European job and real estate markets, the economy of the European Union (EU) is growing by an average of 2.2 percent per year — its [fastest pace](#) in the past 10 years. Rental [construction is booming](#) in cities like Berlin, Madrid, Dublin, and Stockholm, as the promise of higher salaries draws thousands of new residents every year.

However, office rent is rising by an average of [2.5 percent per year](#) in many European markets — a trend that's expected to continue over the next several years. The rise in office rents is creating a barrier to entry that's simply too high for many would-be investors. A growing amount of capital is shifting to the Asia Pacific region in response, where an excess of liquidity is fueling intense competition for a rapidly increasing number of real estate assets.

Cities such as Bengaluru, Shanghai, Jakarta, and Bangkok have witnessed record-breaking [300-percent](#) increases in the value of income-producing real estate over the past decade. The competition in this region is so intense that many investors are working with a new range of asset classes, including healthcare centers, university dorms, and low-income housing projects.



## 2. Dynamic workforces are driving demand for flexible, collaborative workspaces.

The “gig economy” is no longer just a fad — it’s a well-established trend in markets around the world. Independent contracting work has increased by **22 percent** since the year 2000, and freelancers now represent a full **30 percent** of independent workers in the US and Europe. Corporate real estate is undergoing a revolutionary transformation as a result, with flexible workspaces “**expanding aggressively**” throughout the US, Europe, and Asia Pacific.

A full **55 percent** of younger workers are pushing for more flexible workspace solutions. In response, forward-looking companies like **Pixar and Google** are redesigning their office environments to encourage collaboration among employees who carry their laptops and tablets from one task to the next. Organizations like **ShareDesk** and **LiquidSpace** are rethinking the office concept altogether and rent out resources such as desk space, huddle rooms, and Wi-Fi connections to employees from many different organizations.

The flexible real estate market has already demonstrated **22 percent** annual growth over the past seven years. Experts also predict that flexible space will account for a full **30 percent** of all workspaces by 2030. Continuing digital transformation has already significantly reduced the need for traditional office spaces, and the development of agile workplace culture is driving high demand for collaborative working environments in cities across North America, Europe, and Asia Pacific.

## 3. Wellness and rentability serve as key drivers in residential real estate development.

In a 2017 report titled “**Build Well to Live Well: Wellness Lifestyle Real Estate and Communities**,” the Global Wellness Institute inaugurated “the beginning

of a new movement in home and community design.” But the Institute wasn’t so much launching a concept as naming a trend: healthier neighborhoods already represent a **multibillion-dollar** real estate sector, in which paved roads and parking lots are giving way to forests, hiking trails, and yoga parks.

Just as coworking spaces are designed to be used by multiple employees from many different organizations, a growing number of residential properties are now designed to be similarly rented out. Today, **150 million** travelers prefer Airbnb rentals over hotels, while students and digital nomads may

“**Developers are rising to these challenges with an adaptive approach to real estate, aimed at providing more services and experiences in addition to brick-and-mortar products.**”

spend months or even years in cities halfway around the world. To meet this rising demand, Airbnb has already **partnered** with developers on one 324-unit apartment complex in Florida, and has just signed a **\$200-million deal** to build more rentable complexes in 2018.

While all three of these global shifts do pose significant challenges, smart commercial real estate owners and developers are already anticipating tomorrow’s developments — and taking steps to ensure strong returns on their investments.

# AROUND THE NETWORK

## MEMBER POLL

The WTCA Foundation's "Peace Through Trade" competition was recently launched at the 2018 Member Seminar, and now it's time to take action! Do you want to find out how you can participate in this programming to help foster youth entrepreneurship? Click [here](#) to receive your materials!

## ASIA PACIFIC

### ICCIE

#### World Trade Center Beijing

China Beijing International Cultural & Creative Industries Expo (ICCIE) is a large-scale international gathering of the cultural and creative i...

[Full Story](#)

### CWTC EARNS ENERGY MANAGEMENT SYSTEM CERTIFICATION

#### China World Trade Center (Beijing)

The China World Trade Center Co., Ltd. management team has received advanced international certification for its state-of-the-art energy management...

[Full Story](#)

### DISTRIBUTOR'S MEET ORGANISED BY CLASSIC POLO

#### World Trade Center Bengaluru

Classic Polo, brand of Royal Classic Groups is perceived as a brand that does not compromise on quality, fit, design and comfort. Having completed ...

[Full Story](#)

### INTERACTIVE SESSION WITH MS. AILEEN NANDI

#### World Trade Center Bengaluru

Counselor for Commercial Affairs, Ms. Aileen Nandi visited World Trade Center Bengaluru on 24th September 2018. The meeting held between Ms. Aileen...

[Full Story](#)

### SMART ASIA: EXPO AND SUMMIT 2018

#### World Trade Center Bengaluru

TAITRA (Taiwan External Trade Development Council), Taiwan's trade promotion organization sponsored by the Taiwan government and supported by the W...

[Full Story](#)

### WORKSHOP ON INFORMATION SECURITY AWARENESS

#### World Trade Center Bengaluru

A workshop on Information Security Compliance Awareness for the organizations was organized at World Trade Center Bengaluru on 28th August 2018. Th...

[Full Story](#)

### WORKSHOP ON IMPORTANCE & IMPLICATIONS OF GST AUDIT

#### World Trade Center Bengaluru

A workshop was organized by World Trade Center Bengaluru in association with Lakshmikumaran & Sridharan at the World Trade Center Bengaluru on ...

[Full Story](#)

### WORKSHOP ON EXPORT AND IMPORT FINANCE

#### World Trade Center Bengaluru

World Trade Center Bengaluru organized a one-day workshop on Export and Import Finance – Sources and Schemes on 29th August 2018 with Mr. Rajasekar...

[Full Story](#)

### WTC BHUBANESWAR SET TO PROMOTE TOURISM SECTOR

#### World Trade Center Bhubaneswar

Honorary Convener to the Think Tank Mr. J.K. Mohanty, MD of Swosti Group of Hotels joined by the officials of WTC Bhubaneswar met the Mrs. Archana ...

[Full Story](#)

## WTC GOA DEMONSTRATION ON AQUACULTURE & AQUAPONICS

### World Trade Center Goa

World Trade Centre Goa under the aegis of its Centre for Excellence in Fisheries and in collaboration with the Brackish Water Fish Farmers Developm...

[Full Story](#)

## WTC GOA INTERACTS WITH YOUNG INDIANS

### World Trade Center Goa

World Trade Centre Goa had and interactive meeting with the Young Indians (Yi), Goa Chapter, on the 12th of October 2018, at Panaji, Goa In his ...

[Full Story](#)

## WTC JAIPUR HOSTS "OPPORTUNITIES IN SOLAR ENERGY"

### World Trade Center Jaipur

WTC Jaipur in association with MSME Development Institute, Jaipur, Employers Association of Rajasthan, Rajasthan Renewable Energ...

[Full Story](#)

## WTC JAIPUR ORGANIZES ENTREPRENEURSHIP SEMINAR

### World Trade Center Jaipur

WTC Jaipur in association with Amity Business School organized "Entrepreneurship Development Program" at Amity University Audito...

[Full Story](#)

## BUSINESS OPPORTUNITIES IN BRUSSELS

### World Trade Center Kochi

The World Trade Center Kochi, (WTCK) in association Brussels Invest & Export, organized a roadshow for companies who would like to expand to Euro...

[Full Story](#)

## WORKSHOP ON BUSINESS ANALYTICS

### World Trade Center Kochi

The World Trade Center Kochi organized a workshop on 'Understanding the Impact and Applications of Business Analytics' in association with GTech, G...

[Full Story](#)

## PERFECT LIVIN '18 HOME EXPO AT PWTC KL

Oct 4 - 7, 2018 (Past Event)

### World Trade Center Kuala Lumpur

The one and only POWER SALES in PWTC, KL was created to satisfy your needs for your home! Smart TV, audio system, 3+2 sofa set, kitchen appliances, din...

[Full Story](#)

## WORKSHOP ON UNDERSTANDING IP SYSTEM AND PATENTS

Sep 25, 2018 (Past Event)

### World Trade Center Mumbai

MVIRDC World Trade Centre Mumbai a workshop on Intellectual Property System and Strategizing Business through Patents on September 25...

[Full Story](#)

## INDIA, RWANDA LOOK TO DEEPEN STRATEGIC PARTNERSHIP

### World Trade Center Mumbai

An interactive meeting in honour of H. E. Mr. Ernest Rwamucyo, High Commissioner of Rwanda, High Commission of the Republic of Rwanda in India was ...

[Full Story](#)

## WTC NOIDA APPLAUDED FOR MOX INITIATIVE

### World Trade Center Noida

WTC Noida actively participated in the Electronica Event that was held in Bengaluru from 26-28 September 2018, the participation was facilitated by...

[Full Story](#)

## EUROPE

## ANNUAL GENERAL ASSEMBLY (AGA) OF THE IAMU

Oct 17 - 19, 2018 (Past Event)

### World Trade Center Barcelona

The International Association of Maritime Universities (IAMU) is a global network of leading maritime universities providing Maritime Education and...

[Full Story](#)

## WTC LEEUWARDEN VISITS STEINFORT GLASS

### World Trade Center Leeuwarden

On the 20th of September we visited with a group of 30 entrepreneurs (WTC members and guests) a real successful company in glass. Incredible to see ...

[Full Story](#)

# AROUND THE NETWORK

## **WTC MARSEILLE WELCOMES PAYTWEAK**

### **World Trade Center Marseille Provence**

Created in 2015, Paytweak is a fintech specialized in securing remote payments. It offers a global secure payment solution by e-mail and SMS to cas...

[Full Story](#)

## **VIRTUAL BUSINESS MISSION WITH WTC TRIESTE, ITALY**

### **World Trade Center Moscow**

A week ago, World Trade Center Moscow, together with WTC Trieste conducted a virtual business mission, in which Italian companies presented their p...

[Full Story](#)

## **BREXIT AND MARITIME TRADE BETWEEN FRANCE & THE UK**

### **World Trade Center Rennes Bretagne**

We had a full room on Thursday 11 October 2018 for the Franco-British Club's second workshop this year!

The topic was introduced by Mrs. Isabelle AMAUGER fr...

[Full Story](#)

## **DEVELOP YOUR BUSINESS IN EMERGING ECONOMIES**

### **World Trade Center Rennes Bretagne**

The WTC Rennes Bretagne is organizing three workshops in collaboration with Business France in the coming months to help its members understand how...

[Full Story](#)

## **NORTH AMERICA & THE CARIBBEAN**

### **EXPORTER AND FINANCIAL SERVICES FORUM**

**September 28, 2018 (Past Event)**

#### **World Trade Center Delaware**

United States Senator Chris Coons, EXIM Bank Deputy Managing Director, EXIM Bank Export Finance Manager and regional trade finance experts a...

[Full Story](#)

### **NDRI PROVIDES BIOSPECIMENS FOR BIOMEDICAL RESEARCH**

#### **World Trade Center Philadelphia**

Bill Leinweber, President and CEO of National Disease Research Interchange (NDRI) admits that NDRI's work is complicated, because medical research ...

[Full Story](#)

### **WORLD TRADE CENTER SAVANNAH NAMES TARGET COUNTRIES**

#### **World Trade Center Savannah**

In September, World Trade Center Savannah announced its list of target countries. The target countries are Canada, Germany, Ireland, Ghana, Japan ...

[Full Story](#)

## **CELEBRATING ONE YEAR AT WTC TORONTO**

### **World Trade Center Toronto**

With the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) ent...

[Full Story](#)

## **10TH ANNUAL CEPA FORUM**

### **World Trade Center Washington, D.C.**

The Center for European Policy Analysis (CEPA) convened for their 10th annual CEPA Forum at the Ronald Reagan Building and International Trade Cent...

[Full Story](#)

## **ALGERIA WEEK EXPO IN WASHINGTON, DC**

### **World Trade Center Washington, D.C.**

The Embassy of Algeria, with the support of the U.S.-Algeria Business Council, hosted the Algeria Week Expo in Washington, DC at the Ronald Reagan ...

[Full Story](#)

## **RUMBLE IN DC**

### **September 26, 2018 (Past Event) World Trade Center Washington, D.C.**

For the first time ever, the Tourism Authority of Thailand hosted Rumble in DC! In partnership with the Royal Thai Embassy, Washing...

[Full Story](#)

## More photos from this year's Member Seminar.

*Be on the lookout for many more, coming soon!*





**WORLD TRADE CENTERS  
ASSOCIATION**

**NOVEMBER**

**MEMBER**

**ANNIVERSARIES**

The WTCA extends their warmest congratulations to those World Trade Centers celebrating yet another milestone. November marks the month when you joined our association. WTCA is stronger because you are a part of our community, and we wish you all a Happy Anniversary!

**World Trade Center Abuja 10 years**

**World Trade Center Breda 10 years**

**World Trade Center Maracaibo 10 years**

**World Trade Center Puerto La Cruz 10 years**

**World Trade Center Puerto Ordaz 10 years**

**World Trade Center Oslo 11 years**

**World Trade Center Beirut 16 years**

**World Trade Center Berlin 30 years**

**World Trade Center Charleston 30 years**

**World Trade Center Guadalajara 30 years**

**World Trade Center Los Angeles 30 years**

# WTCA FOUNDATION

**DO YOU WANT TO GET INVOLVED  
OR LEARN MORE?**

Click here to visit our website at  
[www.wtcafoundation.org](http://www.wtcafoundation.org) and learn more!



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