



WORLD TRADE CENTERS  
ASSOCIATION

# MERIDIAN™

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**THE UPS AND DOWNS OF GLOBAL TRADE:**  
Defining Moments of 2018, and What's Next

## 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*

## Thank You for a Year of Progress

Dear Members,

Besides being a busy race to the end of the year, December is always a time for reflection on the previous 11 months. For us here at the WTCA, we are proud of all we have accomplished this year together with you, our Members.

Late in 2017 the Board of Directors approved an ambitious business plan and budget for Headquarters in New York. Fueled by a Strategic Plan crafted by a Board task force, and deep Member insights from surveys, in-person discussions, and other forms of feedback, the staff in New York set out to launch a number of new programs to meet the expectations of Membership while improving the standing of the organization. We are delighted at the progress that was made.

First among these was a regionalization pilot launched at the end of the year in Europe. Designed to put additional resources on the ground in the region, at the direction of a Regional Advisory Council made up of Members, our intent is to learn from this first effort and eventually expand this framework elsewhere. Look for more on this as we move through the first part of 2019 and beyond.

We also made important strides towards positioning our brand as a thought leader and a powerful global engine of development, including the release of our first *WTCA Trade and Investment Report*. This platform, at long last, gives shape to the incredible efforts of our Members worldwide in their home markets, and the real impact we are having in our communities.

Finally, we recrafted our Accreditation program after more than 20-years of our previous certification system, reimaged our monthly newsletter as a value-added publication for Members, and continued to pivot our events in a way that gives us all reason to attend, and moreover, provides valuable opportunities for your local companies and members to meet the network.

These are a few highlights of the hard work that Headquarters—at the guidance and advice of our Board—has undertaken over the past year. Through conversations around the globe we know that these efforts are being recognized, but also that we have a lot more work to do. Of course, none of these successes would be possible without the support and engagement of our most important asset—you, our Members.

So thank you for making 2018 a year of action, and for being a part of what is most certainly a bright future for our Association. We are excited about what's next, and we hope you join us in that enthusiasm. All of our best wishes to you, your staff, and your families for a safe, happy, and warm holiday season.

Sincerely,

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

**Scott Ferguson**  
*Chief Executive Officer*





# THE UPS AND DOWNS OF GLOBAL TRADE

*A brief glance back at the moments that defined global trade in 2018, and how these might affect what's to come in 2019*

This past year was volatile for global trade and commerce, with new trade deals, testy international relationships, and the disruption of traditional institutions paving the way for evolving trade partnerships and new investment opportunities.

Perhaps the biggest contributor to trade volatility in 2018 was the strict tariffs United States President Trump implemented on roughly half of the goods the United States imports from China, which triggered a spate of retaliatory measures. Overall, opinion on these tariffs has been resoundingly negative, with the **IMF fearing** they'll "trigger financial market volatility and slow investment and trade."

This volatility between the US and China came as China continued to try to make inroads in Europe. First China **tried to convince** the European Union to align with China in joint opposition against the United States trading policies, a proposal the EU ultimately rejected. Then at a meeting of the 16+1 Summit in July, China and 16 Eastern and Central European countries sought to foster cooperation between China and Europe on a number of infrastructure deals. While these meetings have attracted praise from many, they have also **drawn scrutiny** from others, having yielded few actual agreements and perhaps stoking disunity among the participating European countries.

Meanwhile, uncertainty reigns in post-Brexit Europe as the European Union and the United Kingdom seek to strike a lasting deal both with each other, and with their respective governments. After unveiling a draft proposal on November 14, several high-level resignations from the UK Prime Minister Theresa May's own cabinet followed as both sides wait for a Parliamentary vote in that country on December 11. Still not a done-deal, it is hard to find any party happy with the current circumstances, with a high likelihood that the relationship between the EU and the UK will remain uncertain well into 2019.



But while this global shake-up is unmistakable, **not all signs**

**point to as much continuing turbulence next year.**



And finally, after a year of negotiations, the North American Free Trade Agreement (NAFTA) is no longer, as the newly agreed-to U.S.-Mexico-Canada (USMCA) trade agreement becomes NAFTA's replacement. While negotiators reached a deal late in 2018, President Trump, Canadian Prime Minister Justin Trudeau, and Mexico's Enrique Peña Nieto only just signed the agreement at the G-20 Summit in Buenos Aires, Argentina. The deal will require ratification by all three countries' legislatures before taking effect, while experts await the impact of this new agreement in the year to come.

What is clear from 2018 is that the institutions and agreements many have come to rely on—which affect the world's most significant players in trade—are no longer as dependable as they once were to investors. But while this global shake-up is unmistakable, not all signs point to as much continuing turbulence next year.

### Looking Ahead to 2019

President Trump's rejection of the ambitious Transatlantic Trade and Investment Partnership (TTIP) lent a major blow to US and European trade relations. Though things looked bleak for most of 2018, some encouraging signs began to develop in the second half of the year. [Meetings between EU Commission president Jean-Claude Juncker and President Trump](#) helped avoid a dreaded 25-percent tariff between the two trade partners. This certainly demonstrated progress, and if US growth stalls given the tension between the US and China (which may have abated amid mixed signals coming out of the Buenos Aires summit), it's possible the Trump White House will see value in mending relations further between the US and the EU.

Africa has also seen encouraging economic growth over the past couple of years, and that's likely to continue throughout 2019 given the volatility elsewhere. The continent remains a golden opportunity for [private](#)

[sector investors](#), with infrastructure and consumer goods flooding into the region. The [ongoing housing crisis](#) in Nigeria and Kenya also opens up the opportunity for creative housing solutions for real estate investors.

As [concerns grow](#) over climate change and sustainability, the cleantech sector will likely have a strong year in 2019 as investors will also continue to look for technological solutions to ecological problems. How artificial intelligence affects the economy as a whole is worth watching, and as the technology improves, it will likely only play a bigger and bigger role in the global economy.

Amid all of this uncertainty, however, the major question remains: "is growth poised to stall?" The last two years have seen encouraging economic growth around the world, but could that be coming to an end soon? With political turmoil on the rise in many places, along with less investment in some emerging markets, it's possible that we could see an economic downturn in 2019 that sets the stage for a recession the following year, something many bankers predict. Already the IMF has lowered its projection for global growth to 3.7 percent, down from a previous projection of 3.9 percent.

Overall, an eventful 2018 set the stage for a fascinating 2019, with WTCA Members positioned to help navigate their local business communities through any oncoming turbulence. The increasingly protectionist stance of some major trading nations, and still-brewing tensions in other key blocs indicate the upcoming year in global trade and commerce will be full of both opportunity and complexity. As a network we are ready for whatever may come.

**STEVEN LO**

*Executive Director, WTC Harbin*

## WHY EVENTS MATTER

Three years ago we joined the World Trade Centers Association (WTCA) as World Trade Center (WTC) Harbin. We did this for a number of reasons, not the least of which was becoming part of this proprietary global network. We are firm believers in the power of this network and actively engage other members through various channels, one of the most effective and important of which has been attending WTCA events.

We are frequent participants at WTCA meetings, and you may have noticed WTC Harbin's presence or even spoken to some of us when you met us during these events. From the General Assembly, to the Member Seminar, and Regional Meetings, we realized very early on that attending events is a critical component of leveraging this network. The face-to-face contact we make with colleagues around the world enables us not just to gain perspectives beyond our own daily sphere, but also helps us make real gains against our strategic objectives.

For example, while it may seem odd that a WTC from China would travel to the middle of South America to attend a meeting conducted almost entirely in Spanish, with only one person among us who understands that language, that is precisely what we did last month when we attended the Latin America Regional Meeting in Asunción, Paraguay.

Together with my colleague, Miss Sui Jin Kon, I made the 28-hour trek to Asunción to connect with Members in that region and expand the work of the Member Advisory Council on Agriculture (AgMAC, for short). After having returned I can testify that we benefited immensely from this effort and accomplished more than we had hoped for, overcoming the language barrier and making good progress on getting more WTCs engaged in bringing global agribusiness together amongst other things. Here are some of our takeaways from what transpired during the meeting:

During our time there we were able to introduce our Latin American counterparts to our part of the world, and tell them more about what we are doing with the AgMAC that WTC Harbin is currently chairing. In so doing, we've been able to generate more interest in global agribusiness, create direct lines of communication to Members in that part of the world active in this sector, and drive greater participation in

# Steve Lo



the council from our friends in Latin America.

Through our relationship with colleagues in Paraguay, we were able to make significant connections to the soy industry in that country, the fourth largest producer of the commodity in the world. We undertook substantive discussions regarding bilateral trading opportunities between Paraguay and China, despite the fact that there are no diplomatic ties between the two countries.

More than anything else, our eyes were opened to a different paradigm of Latin American WTCs vis-à-vis those in China, where we frequently attend regional meetings. These discoveries were manifold, from the sheer number of new building developments, to the high degree of involvement and engagement amongst the Latin America WTCs, to the concerns of those Members that both differ from our own, and those we share.

All in, attending this particular WTCA event proved a great opportunity for us. We have been able to spread the word about the AgMAC to a larger audience, make substantive connections through the WTCA network on the other side of the world, and learn about business in

an environment that is different than the one to which we are accustomed.

Every WTCA event provides, aside from great networking opportunities, the chance to glean new perspectives and learn about different subject matters; the benefits to us from attending the regional Latin American meeting were not a one-time set of circumstances where we got lucky—WTCA events provide these kinds of opportunities whenever they occur, from global, to regional, to one-on-one. Digital tools are very valuable, but nothing beats the face-to-face contact this network empowers.

Every single member has made a deliberate decision to be part of this network, cognizant of the privileges it brings. While real life issues sometimes make attending events a cumbersome process, we would like to share our successes at attending such meetings and encourage other members to utilize these opportunities to leverage the value of the World Trade Centers Association and their membership. Because simply put, events matter.

We hope to meet and connect with you at one or some of these events soon!



# TRENDS

# TRENDS

## *Trends and Opportunities* IN GLOBAL PHILANTHROPY

*Last month "WTCA Meridian" featured the launch of the WTCA Foundation's new programming (see November's WTCA Meridian for more), and since the end of the year is traditionally seen as the season of giving, we asked Sunil Oommen, Founder of Oommen Consulting, to identify some trends and opportunities in global philanthropy.*

Simply defined, philanthropy means the love of humanity. And just as varied and complex as human beings and culture, philanthropic endeavors take many different forms around the world. From large private foundations, to celebrity philanthropists, corporate social responsibility programs, and remittances by immigrant workers to their home countries, one common thread is clear: human beings have an ingrained instinct to give back.

Technological advances and transnational learning have produced a number of trends in global philanthropy, and as a result, interesting opportunities for WTCA Members to make an impact in addition to the work of its own foundation.

### **The Rise of Private Foundations**

There has been a steep increase in the number of private foundations around the world. This global trend started for two reasons: growing wealth across the planet, and governments' desire to foster private giving to complement their own budgets and duties for public services.

According to the 2018 *Global Landscape of Philanthropy* report by the Worldwide Initiatives for Grantmaker Support (WINGS), there are now more foundations in Europe than in the United States, most of which are very young.

For example, the number of French foundations more than doubled between 2001 and 2014, and half of Swiss foundations are less than 20 years old. And this trend doesn't stop at Europe's edge: In China, approximately 60-65 percent of foundations are now private. Prior to a 2004 regulation that made this possible, most were public and government-run. Meanwhile, technology industry billionaires are creating their own foundations in India, and Russia has seen a growth in foundations that specialize in raising funds.



**Despite the growth in foundations and philanthropy by individuals around the world...most of the problems that donors seek to address still exist. In some cases, they have worsened.** ”

As these foundations emerge and mature, many might be seeking a competitive advantage by establishing relationships with commercial, civic, and governmental entities to make more of an impact. Given their reach and ambition, a connection to WTCA members and its foundation could be a natural and mutually beneficial fit.

### **The Rise of Alternative Philanthropic Investments**

There has also been growing popularity in alternative ways to use capital to make social impact. Some of the more





popular concepts in this space are impact investing, venture philanthropy, socially responsible investing, and program-related investments. Though each has its own distinctions, all are investments made with the intention to generate a measurable and beneficial impact alongside a financial return.

The [Global Impact Investing Network](#) estimated that \$228 billion was invested in impact-generating investments in 2018, double the prior-year estimate. And the trend is global. While impact investors are predominantly located in North America and Europe, a majority of impact funds are being invested in the developing world. Expect this trend to grow as investors report better performance and alignment on financial and impact returns, and social movements challenge institutions to consider how to make a difference in confronting society's problems.

While not quite "mainstream" yet, according to a 2018 survey by [American Century Investments](#), 24 percent of respondents said they were very or somewhat familiar with the concept of impact investing, an increase from 20 percent in 2016. Among those most familiar? No surprise: millennials at 32 percent. Moreover, 60 percent of millennials expressed that making an impact on society was an important factor in their investment decision-making.

In the face of greater world challenges and strains on governments to provide what their publics need, the private business sector has an opportunity to make a difference on social and environmental issues while growing the bottom-line and establishing long-term, positive relationships with desired target markets, not the least of which includes the ever more powerful millennial generation.

### The Rise of Innovation

Despite the growth in foundations and philanthropy by individuals around the world (with individuals giving far

more than institutions in almost every country), most of the problems that donors seek to address still exist. In some cases, they have worsened. For example, the number of forcibly displaced peoples and refugees around the world is the greatest it has

been since World War II. In places like the United States where philanthropy is considered an exalted part of the national culture, some societal ills, such as homelessness and hunger, are growing worse. Innovation is seen as an important tool to reverse these trends.

For example, the Case Foundation founded the "Be Fearless" campaign to inspire grantmakers and nongovernmental organizations (NGOs) to be bolder and risk failure by experimenting with new ways to make a greater impact on the problems they aim to solve. Even nonprofit industry conferences have transformed entirely to spark new ways of thinking. [Upswell](#), a new summit that has people and ideas collide and brew in energetic encounters, was created in 2018 to replace U.S.-based NGO Independent Sector's traditional annual conference. Expect more talk about innovation as once-bedrock sociopolitical institutions continue to transform, and the technology industry explores ways to leverage its powerful platforms to better society.

Just as our businesses and trade are intertwined the world over, so are our social issues. WTCA members have a tremendous opportunity to leverage their international connections and expertise to encourage bolder action by the growing number of foundations around the world, and explore business-friendly ways to invest in social impact.

*Sunil Oommen is the President of Oommen Consulting, a boutique fundraising firm that serves corporations and nongovernmental organizations. Please visit [www.suniloommen.com](http://www.suniloommen.com) to learn more.*

# AROUND THE NETWORK

## MEMBER POLL

The WTCA offers a wide array of tools on the Digital Platform, which you can access using your unique username and password. The WTCA Digital Platform allows you to showcase your WTC on our website, update your personal profile, interact with other Members and access helpful documents (from the Annual Reports to the official media kit). Are you interested in getting training on how to best use the WTCA Digital Platform? [Click here](#) to let us know and start 2019 with the right tools!

## AFRICA & MIDDLE EAST

### EXPORT CLUB MEETING

#### World Trade Center Algiers

The World Trade Center Export Club organized on Wednesday, November 21st, a meeting on Freight, with the support of ARKAS Algeria, the Mediterran...

[Full Story](#)

## ASIA PACIFIC

### CSR ORIENTATION PROGRAM

#### World Trade Center Bhubaneswar

World Trade Centre Bhubaneswar in association with South Eastern Region Pipeline, Indian Oil Corporation Ltd. organized an orientation program on C...

[Full Story](#)

### ROADSHOWS IN PREPARATION FOR VIBRANT GUJARAT 2019

#### World Trade Center GIFT City

WTC GIFT City has been busy laying down the plan for their roadshows to be executed across the world. Placed in the strategic State of Gujarat, the...

[Full Story](#)

### WTC GOA MEETS PROGRESSIVE FARMERS

#### World Trade Center Goa

World Trade Centre (WTC) Goa along with Young Indians (Yi), a

part of the Confederation of Indian Industry arranged a meeting with Progressive Farme...

[Full Story](#)

### WTC GOA ORGANIZES SESSION ON FOREIGN TRADE

#### World Trade Center Goa

World Trade Centre, (WTC) Goa along with Young Indians (YI) of the Confederation of Indian Industry and State Bank of India, Commercial Branch orga...

[Full Story](#)

### WTC JAIPUR INTERACTS WITH TEXTILE EXPORTERS IN BARMER

#### World Trade Center Jaipur

Barmer | Rajasthan With a view to interact with the exporter fraternity, WTC Jaipur associated with Export Promotion Council for Han...

[Full Story](#)

### WTC JAIPUR ORGANIZES SEMINAR ON ENTREPRENEURSHIP

#### World Trade Center Jaipur

Jaipur | Rajasthan WTC Jaipur in association with JECRC Foundation and JECRC University organized a seminar on "Curbing unemployment through entrepr...

[Full Story](#)

### LEGAL ARCHIVES – AN INSIGHT FOR CEOS

#### World Trade Center Kochi

The World Trade Center Kochi organized a talk "Legal Archives – An Insight for CEOs" on 11th October 2018 at MP Hall, Thapasya Building, Infopark K...

[Full Story](#)

### PANEL DISCUSSION ON TECH TRANSFORMATIONS IN HR

#### World Trade Center Kochi

The World Trade Center jointly with the National Institute of Personnel Management (NIPM) organized a panel discussion on "Tech Transformations in ...

[Full Story](#)

### HOUSTON MAYOR SEEKS GREATER TRADE TIES WITH INDIA

#### World Trade Center Mumbai

MVIRDC World Trade Centre Mumbai organised a Welcome Reception in Honour of Hon'ble Mr. Sylvester Turner, Mayor of Houston, State of Texas, USA on ...

[Full Story](#)

### THE TSSC VISIT TO WTC NOIDA

#### World Trade Center Noida

WTC Noida was delighted to host the Telecom Sector Skills Council (TSSC) of India, a Semi Government

body under the aegis of the National Skills De...

[Full Story](#)

## THE LAUNCH OF WTC NOIDA CBD

### World Trade Center Noida CBD

WTC Noida CBD saw a successful kick start of their Trade Infrastructure Investment services with the formal Launch of the Office Spaces at the Worl...

[Full Story](#)

## INNOVATION SHINES AT TAIPEI CYCLE 2018

### World Trade Center Taipei

TAIPEI, TAIWAN – The Taipei Cycle 2018, top three cycling industry showcase in the world, concluded November 3 with fruitful results. The show attr...

[Full Story](#)

## TNEC2 AND TIMTOS 2019 JOINT OPENING CEREMONY

### World Trade Center Taipei

The Cutting Edge on the New Platform—TIMTOS 2019 at TNEC2 Taipei Nangang Exhibition Center, Hall 2 (TNEC2), a new venue funded by the Ministry of E...

[Full Story](#)

## EUROPE

## WTC ISTANBUL ATTENDS ICCA EVENT

### World Trade Center Istanbul

WTC Istanbul attended 2018 ICCA General Assembly in Dubai, where 1180 participants from 80 countries have registered. This year's meeting is the 57...

[Full Story](#)

## BREXIT: KEEP THE PORT OF SAINT-MALO ON THE MAP

### World Trade Center Rennes Bretagne

Following the partnership agreement signed in April 2018 between the Ille-et-Vilaine Chamber of Commerce and the Franco-British Chamber of Commerce...

[Full Story](#)

## GMIS ROADSHOW ITALY

### World Trade Center Trieste

The United Nations Industrial Development Organization (UNIDO), in partnership with Italy's Investment and Technology Promotion Office (ITPO Italy),...

[Full Story](#)

## WTC HARBIN VISITS WTC TRIESTE

### World Trade Center Trieste

On September 12, World Trade Center Trieste hosted an inbound delegation from the World Trade Center Harbin. The aim of the visit was to deepen ...

[Full Story](#)

## LATIN AMERICA

## REMARKABLE LATAM REGIONAL MEETING IN WTC ASUNCIÓN

### World Trade Center Asunción

This year's regional meeting was held in WTC Asunción, November 14-16th. The 3-day meeting started with WTC DAY, where the Mayor of Asunción, t...

[Full Story](#)

## VISITING CONSTRUCTION SITE AT WTC CIUDAD DEL ESTE

## World Trade Center Ciudad del Este

The WTC Ciudad del Este construction site was visited on November 16th, it had Victor Cálceña, WTC Ciudad del Este's CEO, as well as Scott Ferguson...

[Full Story](#)

## CONFERENCIA ANUAL DE APLU

### World Trade Center Monterrey

La Reunión Anual 2018 de APLU (Association of Public and Land-Grant Universities), es la principal reunión de líderes de alto nivel de universidade...

[Full Story](#)

## MENTORÍA BANREGIO GENERA 776 EMPLEOS EN PYMES

### World Trade Center Monterrey

Banregio, realizó el cierre anual de su programa de Mentoría a Pymes en Monterrey, en el cual ofrecieron cinco mil 468 horas de asesoría, logrando ...

[Full Story](#)

## WARMING UP FOR THE 50TH GA 2019 IN QUERETARO, MX.

### World Trade Center Queretaro

Carlos Uribe, Director of Operations of WTC Querétaro, attended last November 14th the Latin American regional meeting in WTC Asunción where more t...

[Full Story](#)

## EN CONTEXTO, THE MUST HAVE OF THE ENTREPRENEURS

### World Trade Center Valencia, Venezuela

At a sold out venue, it was developed the sixth edition of En Contexto, an event devoted to the

# AROUND THE NETWORK

political, economic, and analysis of ... international

[Full Story](#)

## #INNOVACIÓN ARRIVED TO THE WTC VALENCIA

### World Trade Center Valencia, Venezuela

Under the motto #SuperhéroesSinCapa, last Thursday, October 25th it was held the sixth edition of the forum #InnovAcción, where the success stories...

[Full Story](#)

## NORTH AMERICA & THE CARIBBEAN

### JOIN OUR MULTI-SECTOR TRADE MISSION TO EAST AFRICA

#### World Trade Center Arkansas

The World Trade Center Arkansas will be launching a multi-sector trade mission with an emphasis in travel and tourism to Kenya, Rwanda and Ethiopia...

[Full Story](#)

### WTCBN NEW BOARD MEMBERS AND CHAIR FOR 2019

#### World Trade Center Buffalo Niagara

World Trade Center Buffalo Niagara (WTCBN) president Craig Turner announced today that at the organization's annual meeting...

[Full Story](#)

### LETTERS: FAIR TRADE HELPS LOUISIANA

#### World Trade Center New Orleans

The White House has put relations with our trading partners on the

front burner. Today, our nation is engaged in high-stakes negotiations with othe...

[Full Story](#)

### WTCS LAS VEGAS AND SASKATOON ENTER MOU AGREEMENT

#### World Trade Center Las Vegas

The Las Vegas Convention and Visitors Authority (LVCVA) and the Consumer Technology Association (CTA)™, owner and producer of CES® continue to dev...

[Full Story](#)

### LG ELECTRONICS PRESIDENT TO KEYNOTE AT CES 2019

#### World Trade Center Las Vegas

The Consumer Technology Association (CTA)™, licensee for the World Trade Center Las Vegas, announced that President and Chief Technology Officer of...

[Full Story](#)

### WTC-VANCOUVER LAUNCHED E-COMMERCE ESSENTIALS

#### World Trade Center Vancouver

The International e-Commerce Essentials program is a quintessential cross-border e-commerce workshop that equips small to medium-sized enterprises for...

[Full Story](#)

### 27TH ANNUAL ARAB-U.S. POLICYMAKERS CONFERENCE

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

27th Annual Arab-U.S. Policymakers Conference: What Paths Forward For America In And With The Arab

Region? Since 1992, the National Council's annu...

[Full Story](#)

### 7TH ANNUAL EMBASSY SHOWCASE: WINTERNATIONAL World Trade Center Washington, D.C.

An exciting celebration showcasing the cultural and culinary traditions of Washington's diplomatic community, this year's event will feature 55 dif...

[Full Story](#)

### WITA'S WASHINGTON INTERNATIONAL TRADE CONFERENCE

#### World Trade Center Washington, D.C. (Upcoming event)

The Washington International Trade Conference will bring together leaders in international trade from across the U.S. and around the world to explo...

[Full Story](#)

### AMBASSADOR OF GREECE THEOCHARIS LALAKOS

#### World Trade Center Washington, D.C. (Past event)

The Washington Intergovernmental Professional Group hosted the Ambassador of Greece to the U.S. Theocharis Lalakos, to discuss Greece's ...

[Full Story](#)



# Bienvenidos a LATAM!

## Latin American Regional Meeting 2018



For the last five years, Latin America World Trade Centers (WTCs) have been convening at a Regional Meeting to discuss the future of reciprocal services, their common goals to end shared challenges, and how to strengthen an active regional network. This year's meeting took place at WTC Asunción, Paraguay, from November 14-16.

The event was well-attended by 41 delegates representing 33 WTCs from 15 different countries, including the US, China, and Portugal. The diversity of attendees triggered the development of business opportunities that ranged from real-estate financing to increasing grain trade between Latin America and China.

The agenda was kicked off with a "WTC Day," in which WTCA CEO Scott Ferguson and Regional Director Carlos Ronderos were able to share global and regional developments of the Association, and Victor Cálcena, Director of WTC Asunción, and his wonderful team extended a warm welcome to delegates and the local business community.

The afternoon then became an opportunity for collaboration, as WTCs worked on strategy through an interactive workshop. Delegates were able to suggest improvements on business models for WTCs that offer both facilities and services in Latin America. These meetings allow for WTCA Members to walk away with

actionable items. The session was closed with an action plan for 2019 that WTCA Members can implement as they see fit.

On the second day attendees were briefed on the 15 years of uninterrupted growth that the Paraguayan economy has experienced, while WTC Asunción President Victor Gonzalez explained how this WTC has become a centerpiece of the city's outward development. This was followed by an active forum with CEO Ferguson and regional Board Members, Luciano Montenegro de Menezes, Pedro Pablo Alamos, and Remy Swaab. Members then showcased the 25 building projects currently under planning or construction in the region. The day ended with a working session offered by Daniel Schwartz, Chairman of WTC Miami, that explored financial mechanisms to support Latin American WTC projects.

Members were also invited to take part in a visit to WTC Ciudad del Este, including the spectacular Iguazu Falls on the border between Paraguay, Argentina, and Brazil. Overall, this meeting was yet more proof that this is a thriving region with immense potential and highly engaged Members who are always at your disposal.





**WORLD TRADE CENTERS  
ASSOCIATION**

**DECEMBER**

**MEMBER**

**ANNIVERSARIES**

The WTCA extends their warmest congratulations to those World Trade Centers celebrating yet another milestone. December 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 Joinville 2 years**

**World Trade Center Lanzhou 2 years**

**World Trade Center Aruba 3 years**

**World Trade Center Accra 10 years**

**World Trade Center San Marino 15 years**

**World Trade Center Oxnard 16 years**

**World Trade Center Beijing 31 years**

**World Trade Center Kentucky 31 years**

**World Trade Center Lille 31 years**

50th WTCA GENERAL ASSEMBLY



QUERÉTARO MÉXICO

REGISTRATION NOW OPEN

Get your tickets to the WTCA's premiere event to be held in the heart of Latin America by clicking here or following this link:  
[events.bizzabo.com/WTCAGA2019](https://events.bizzabo.com/WTCAGA2019).

APRIL

7-11

2019

**THE FOUNDATION OF  
GLOBAL CONNECTIVITY**





**WORLD TRADE CENTERS  
ASSOCIATION**

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