



WORLD TRADE CENTERS
ASSOCIATION

MERIDIAN™

THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION

Vol. 2 No. 1
January 2019

PREVIEW:
**THE 50TH ANNUAL
GENERAL ASSEMBLY**





50th WTCA GENERAL ASSEMBLY



QUERÉTARO MÉXICO



REGISTRATION NOW OPEN!

Click [here](https://events.bizzabo.com/WTCAGA2019) or go to events.bizzabo.com/WTCAGA2019

to learn more and to register for the WTCA community's
premiere annual event, taking place in the heart of Mexico

MERIDIAN™

THE OFFICIAL PUBLICATION OF THE
WORLD TRADE CENTERS ASSOCIATION

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John E. Drew
Chairman of the Board
WTC Boston

Scott Ferguson
Chief Executive Officer,
WTCA

EDITORIAL TEAM

Alexander Brown
Director of Communications
and Member Relations
WTCA

ART DIRECTOR

Karen Spencer

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World Trade Centers Association



World Trade Centers Association



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Published by World Trade Centers Association

The World Trade Centers Association (WTCA) is a network of more than 300 highly-connected, mutually-supporting businesses and organizations in nearly 100 countries. As the owner of the “World Trade Center,” the tri-globe map design logo and “WTC” trademarks, the WTCA licenses exclusive rights to these brands for Members to use in conjunction with their independently-owned, iconic properties, facilities and trade services offerings. Through a robust portfolio of events, programming and resources that it offers its Members, the goal of the WTCA is to help local economies thrive by encouraging and facilitating trade and investment across the globe through Member engagement. To learn more visit www.wtca.org.



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CEO, World Trade Centers Association

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WTCA congratulates all Members celebrating their anniversaries in January



John Drew
*Chair, World Trade Center
Boston*



Scott Ferguson
*CEO, World Trade Centers
Association*

Always Moving Forward

Dear Members,

We hope you all enjoyed a much-deserved holiday since our last issue of *WTCA Meridian*. We know how much hard work, dedication, and commitment it takes to do what you all do in your day-to-day lives, and we hope you are entering the year rested, recharged, and enthusiastic about 2019.

As we mentioned in December, we are proud of the year we had as an Association in 2018. We launched multiple new programs, reimagined the way we do business, saw real progress in the strength of our network, and ended the year strong. We will continue to build upon this momentum and look forward to further measurable progress in 2019.

In addition to some of the accomplishments we noted in our last issue of 2018—including a regionalization pilot in Europe—we have a lot more to look forward to this year. As always, the annual General Assembly (GA) is front and center for this Association.

Coming off of a banner year for the event in Leeuwarden, the Netherlands, we are all excited to see what our host in Querétaro, Mexico has in store for us at the 50th Annual GA. What we do know, is that just as we are not sitting idly by, neither is the team organizing this meeting. In addition to conducting the Association's official business, including our Board of Directors annual plenary session, there is a strong business-to-business and sector focus on the agenda. Be sure to read our feature story this month, an interview with Carlos Uribe who is leading the team planning this year's GA.

And finally, 2019 marks the kick-off of our 50th Anniversary celebration. You will hear a great deal more of this in issues of *WTCA Meridian* to come as our plans unfold.

When taken together, last year's progress, the continuation of the changes we put in place in 2018, and the fact that this Association is turning 50 years old are all signs that we remain focused on the continuous improvement of our organization. It is in this spirit that we are excited to work with each and every one of you to keep our network always moving forward.

Sincerely,

John E. Drew
Chairman of the Board

Scott Ferguson
Chief Executive Officer



Querétaro – Mexico’s Best Kept Secret, and WTCA’s Next Global Destination

The 2019 General Assembly is just three short months away, to be held in Querétaro, Mexico. WTCA Meridian Editor Alex Brown sat down with Carlos Uribe for a brief interview on why the city is a gem for industry and commerce, and a must-see for anyone looking to explore the heart of Mexico’s promise.

Carlos—thank you so much for sitting with us today. Not that you need any introduction to most of our Members, but for those readers who haven’t met you, why don’t you introduce yourself a bit?

It’s a pleasure to be with you. My name is Carlos Uribe and I am the Chief Operating Officer (COO) of WTC Querétaro, I am 27 years old and I have been a part of the WTCA for four years. I consider this one of my greatest personal achievements, since I’ve had the opportunity to make allies around the world and generate business relationships that help both the WTCA and my community promote commercial strategies that result in progress and development.

Great. So, let’s start out with a brief introduction of your city. When you presented Querétaro as a potential host for the 2019 General Assembly, I have to admit I had not heard of the city before, outside of your Membership, of course. But it was such a great place to visit! A best-kept secret, if you will. Can you tell us a bit about the city in general: its history, its present importance, and some of the things that make it a destination?

ANNOUNCING THE 2019 WTCA BOARD OF DIRECTORS ELECTION

Looking for a way to lend your voice to the important discussions on the Board of Directors that guide our association's future?

Now is the time!

The WTCA Nominations & Compensation Committee is now accepting nominations, and based on the number of qualified nominations received, the Committee will prepare the election ballot and distribute to Members before the 2019 General Assembly.

In 2019 WTCA Members will select 10 Directors to the following seats:

- 4 seats in the Asia Pacific Region
- 1 seat in the Europe Region
- 2 seats in the Latin America Region
- 1 seat in the Middle East & Africa Region
- 2 seats in the North America & Caribbean Region

THE DEADLINE FOR SUBMITTING NOMINATION FORMS IS FEBRUARY 8, 2019

For more information on eligibility requirements, and how to run for one of these seats, please contact
Scott Richie
Secretary of the Board of Directors at
SRichie@WTCA.org, or +1 212 432 2648.

GOOD LUCK!



It definitely was our best-kept secret but it's time to show the world! Querétaro is one of the most important cities in México, crucial to the development of many industries, businesses, and economic growth.

It also happens to be the country's number-one tourist destination with no beaches, and that's not for nothing. It is a beautiful, 400-year old colonial city with a rich history, after all. But what I find most remarkable is its constant growth. I was reading [an article in Forbes Mexico](#) which pointed out that in addition to tourism and automotive investment, the aeronautical sector is Querétaro's "biggest bet." This city has now become the fourth most important destination in the world for this industry, just below Singapore, Dubai, and Bengaluru. And our industries just keep flourishing! I believe in my city and I am honored that the Board of Directors of the WTCA also did when they chose us as the host for the 50th WTCA General Assembly. It is truly a pleasure for my team and me to take on this endeavor.

Let's dive a little deeper into the economic importance of the city, and the opportunities there for Members and their local companies, suppliers, buyers, etc. Give us the elevator pitch for why this is a place that people should stand up and take notice of. What are the dominant sectors? What companies call Querétaro home?

Of course! As I mentioned just now, the aeronautical sector is one of the driving industries – not only in the country, but in the continent as a whole. Querétaro is home to a multitude of companies in a wide range of industries, including 80 in aerospace, 26 in manufacturing, five in special process, and seven in education, to name a few. The story of [Safran](#) in Querétaro is a perfect example of our constant growth, which inevitably, benefits our local community. Safran – an aeronautical company of French origin – manufactures blades and motors, and just happened to inaugurate its sixth plant in our state this past February. This brought on an investment of \$100 million USD to produce blades and engines for Boeing aircrafts, and is expected to generate 230 jobs, a number that will increase to 600 in a year or two.

We also have 22 industrial parks and more than 550 export companies, as well as enterprises in biotechnology, telecommunications, IT, automotive, appliances, and the food and beverage industries. And I must add that world-renowned corporations – such as Kellogg's, Airbus, Nestle, Samsung, and TRW – also have headquarters here, making our city a very attractive place for investors and business leaders.

You attended the 2018 GA in Leeuwarden, the Netherlands, which was a great event with an incredibly strong business purpose. It was also a shift in the positioning of the event for the association, and a resounding success—a high bar. Tell us a bit about what you'll be doing to make a meaningful impression on Members and their company delegations?

Absolutely – and yes, I must agree that our predecessor in Leeuwarden set a very high bar for us. I absorbed a lot from that experience to implement some of their great ideas. I really need to commend Evert Jan (known to many of us as EJ) for such a wonderful event in 2018.

Our team is ready, and of course excited, to receive our fellow Members. We're not going the extra mile – we're going two, since this happens to be the 50th iteration of the WTCA GA. We've been working to create a high-class, interactive event, and that's how the idea of a business summit took shape. You might have already heard of it as the "ITS SUMMIT," which is designed to generate global connections and collaboration among attendees. The summit will showcase Innovation, Technology and Sustainability in the region, particularly focusing on healthcare and research and development (R&D), agriculture and food (agri-food), and aerospace manufacturing.

We will also offer an exhibitor's fair, where companies from a wide range of industries will get a chance to interact with potential partners, as well as with the general public.

I also must mention something that I'm personally very excited about. When you register for the ITS SUMMIT 2019, you will be granted access to our My Business Match (MBM) platform. MBM allows you to search for buyers and suppliers and make appointments, so that you can meet with those contacts at the GA in a "speed dating" fashion. The platform is designed so that you are meeting with potential partners who you had a business compatibility of at least 85 percent.

And then of course, you can't forget about other aspects of the GA, such as the top-notch speakers, workshops, and just great networking.

For us, the most important thing is that everyone walks away with tangible results and that they reap the benefits of what Querétaro can offer our network and our association.

I also don't want to leave out the fun stuff! Aside from the historic downtown district—which is incredibly welcoming and charming—I understand there are some beautiful sights and attractions in the area for our Members and their Accompanying Guests to visit. And of course, there will be plenty of time to socialize in unique settings and at the receptions and gala you have planned. Tell us a bit about this?

Well, I don't want to spoil some of the surprises but I can give you a glimpse. We are organizing company tours to visit some of the most important companies in Querétaro, as well as guided tours to one of the best vineyards in the region. I can't leave out the spectacular gala, where we will cater gourmet Mexican food (we promise to offer both spicy and mild options), tequila, mezcal, and mariachis. It will be a wonderful party!

Well it sounds like you have a great event planned, and I am excited to visit again! Is there anything else you'd like to leave us with? A last word, so-to-speak?

Our vision is focused on growing, developing, and attracting not only established markets, but also emerging markets to support them. We believe that these events offer a much more open-minded business perspective based on functional and useful economic models.

We are counting down the days to welcome the entire WTCA community and special guests, and also showcase to the world that in México – especially in Querétaro – we are developing businesses with a progressive outlook to better everyone's future.

Great—thank you so much for your time Carlos—I know we are all very much looking forward to your GA!

Thank you for this amazing opportunity, and we are anxiously waiting to welcome you at the 50th WTCA GA!

You can now review the agenda, register, and find out all the 2019 General Assembly has to offer at <https://events.bizzabo.com/WTCAGA2019>

CHERYL SMITH

Director of Specialty Market Sales, WTC Las Vegas

TRADE SHOWS FOR TRADE SERVICES

Las Vegas is undoubtedly a global destination, and involvement in the World Trade Centers Association (WTCA) provides opportunities to make connections that drive innovation and business forward. Our city is widely celebrated as the Entertainment Capital of the World, welcoming more than 42 million visitors annually, and our versatility extends far beyond the excitement and glamour of the countless entertainment offerings available to leisure travelers. Las Vegas is also a place where serious business gets done. In fact, we welcomed a record-breaking 6.6 million business travelers in 2017 and hosted more than 22,000 meetings—and support for the meetings industry continues to grow at an astounding pace. It's evident the value of face-to-face meetings is strong, as demonstrated by the more than three million square feet of meeting space in development in Las Vegas over the next few years.

The WTCA is incredibly diverse, made up of real estate developers, economic development agencies, and like us, owners and operators of some of the largest conventions and exhibition spaces in the world. And while each respective Member has their strengths in their area of expertise, it is the fact that we all connect and work together that makes our network so unique. That is why my goal for the Member Advisory Council Conferences and Exhibitions—Americas, is to actually create projects that can benefit any kind of WTCA Member. And trade shows—an area we know very well in Las Vegas—just happen to be a perfect vehicle to do so. Allow me to explain.

The Consumer Technology Association (CTA), producers of CES tradeshow, was granted the rights to the World Trade Center Las Vegas license in 2010 and partnered with the Las Vegas Convention and Visitors Authority (LVCVA) in an effort to attract more international visitors and trade events to Las Vegas—and it is working. Currently, 16 percent, or nearly six million of all Las Vegas visitors, are international travelers, and Las Vegas' goal is to increase that figure steadily in the years to come. The meetings, conventions, and trade show industry has a significant impact on the local economy supporting 65,000 jobs and



generating more than \$9.3 billion in overall economic impact.

CES 2019, one of the largest and most impactful tradeshows in the world returned to Las Vegas January 8-11. Tradeshows like CES bring together the top CEOs, visionaries, and innovators from their respective industries while also allowing WTC Las Vegas to showcase the diversity and accessibility of our destination. This year, CES attracted nearly 180,000 attendees with an estimated \$264.2 million in economic impact. More than 55,000 international attendees are expected at the event, a testament to the wide-reaching appeal of tradeshows. The show also provides an almost-tailor-made platform for WTCA Members focused on taking relevant local SMEs global. CES was an opportunity to find investors, showcase their businesses, and meet others who might not otherwise know about these local companies. In 2018 WTC Las Vegas and WTC Trieste partnered to make this happen.

We worked together—on very short notice I might add, something only possible through a tight-knit network like ours—to arrange a delegation of more than 100 Italian startup representatives, including approximately 50 companies, to participate in CES 2018. During the tradeshow, WTC Las Vegas and WTC Trieste also took to the CES stage for a press conference highlighting the

signing of a Memorandum of Understanding (MOU) between the two entities. This relationship has continued to evolve and showcases the importance of utilizing the WTCA network for enhanced global collaboration.

And it is not just CES that provides this opportunity. Similar to the partnership with WTC Trieste, WTC Las Vegas worked with WTC Twente to provide assistance for the development of a delegation to attend POWERGEN 2018. The group exhibited with approximately a dozen companies who were able to conduct meetings with industry professionals on the tradeshow floor.

WTC Las Vegas has established nearly 20 MOU partnerships through the WTCA network and we are always looking to work with groups who are interested in exploring the many ways tradeshows and events contribute to global connectivity and driving trade forward. The WTCA's Member Advisory Councils for Conferences and Exhibitions are an incredible resource for learning more about how involvement in the industry, whether through attending or hosting an event, can elevate and accelerate business initiatives.

A core mission of the WTCA is to help people connect globally, and prosper locally. Please know Las Vegas is eager to collaborate and available as a resource to help all of our network friends achieve their goals, and don't hesitate to reach out whenever needed!

TRENDS

TRENDS

Conferences and Exhibitions: GLOBAL TRENDS 2019

To provide the best conferences and exhibitions possible, event sponsors and meeting hosts must ensure that an event meets its overall business goals while exceeding the expectations of attendees. Here's a list of five key global trends in conferences and exhibitions to watch in 2019.

TREND 1: EVENTS ARE SHAPESHIFTING

One of the broadest, but perhaps imperceptible, trends in the conference and exhibition landscape is the changing shape and scope of events. "Meetings are getting shorter, larger, more frequent, more niche and featuring shorter sessions," according to Meeting Professional International's [Meetings Outlook Fall 2018](#) report. In a recent MPI survey of its members, 58 percent of respondents noted that meetings are becoming more niche, and 30 percent cited sessions are getting shorter. Other trends that the MPI report noted include sponsors holding more meetings in secondary markets, hosting meetings closer to home, and focusing meetings on a single topic. The benefit of these changes is that "organizers fortunately find these meetings easier to design and market," says Bill Voegeli of MPI's Georgia chapter.

TREND 2: THE UNCONVENTION AND UNCONVENTIONAL VENUES

Seeking to boost engagement, boost business results, and provide an unforgettable experience, sponsors are looking at moving their events out of traditional meeting spaces like conference rooms and ballrooms and into alternative venues. These venues are often more versatile than traditional spaces, making it easier to customize the space to make it exciting and on-point for the sponsor

“ Museums, galleries, sports venues, warehouses, rooftops — and even islands — are among the types of nontraditional venues that are becoming more popular. ”

and attendees. Carlson Wagonlit Travel's [2019 Meetings & Events Future Trends report](#) observes, "Stimulating brains and body — that's where the most attractive venues will be headed in 2019."

Museums, galleries, sports venues, warehouses, rooftops — and even [islands](#) — are among the types of nontraditional venues that are becoming more popular. To compete with these venues, traditional hotels are upping their games. For example, the Mandarin Oriental offers meeting attendees wellness activities to achieve [mindful meetings](#), and Radisson Blu has built a dedicated attendee [experience team](#).

TREND 3: TECHNOLOGY MARCHES ON

Given the many ways that technology has already changed the event landscape, it may seem like a bit of a stretch to proclaim it as a trend for 2019. But technology continues to alter the way meetings are planned and conducted. It's more important than ever for sponsors and event sites to keep technology up to speed with the expectations of attendees. "[We are talking about the consumerization](#)



younger attendees of any type of event.

TREND 5: JOB #1: PERSONALIZATION

All of the previous four trends are compassed by the increased focus of event planners on improving both the breadth and depth of personalization. The overarching goal in 2019 will be to deliver the best onsite experience that an event's budget will allow. That task requires developing the types of experiences that optimize

of technology," Linda McNairy, Vice President, Global Operations and Shared Services, American Express Meetings & Events observes. "We need to create within a meetings and events environment the same experience that meeting attendees and owners are able to achieve within their personal lives."

Tech trends include offering automated registration and check-ins, mobile apps, facial recognition, virtual reality, chatbots, AI, and robotics. These new technologies are finding their places in event landscape more and more rapidly. Using [RFID for event-wide access](#) is another tech development that's gaining traction.

TREND 4: CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Corporate social responsibility and sustainability will become more central to event planning and programs in 2019. Sponsors and event hosts are adopting sustainability best practices, as well as increasing their focus on wellness and philanthropic activities that help inspire attendees. Integrating social responsibility activities into an event is effective for [employee team-building](#) and appeal to

attendee engagement and maximize the business value that they gain from the event.

"The goal is to reach out and really engage the audience," a German meeting professional observes in the MPI's [Fall Outlook 2018](#) report. "That means people are not just listeners, they are completely integrated into the event. There needs to be plenty of opportunity for them to give feedback, raise ideas, and have virtual and live options to come together with ideas. It's how the space is set up, how you use technology, how you design the sessions, and the venues you choose."

Sponsors and planners will need to ensure that each event or conference leaves attendees informed, inspired, and ready to build on business objectives, according to Carlson Wagonlit Travel's trends report.

While these trends are shaping the ever-changing landscape of conferences and exhibitions, one thing remains certain: World Trade Centers Association members that specialize in this space will remain some of the most attractive options for anyone planning their own meetings.

AROUND THE NETWORK

MEMBER POLL

In April the World Trade Centers Association (WTCA) will celebrate its 50th Annual General Assembly (see feature story, page 4). In addition to the fantastic networking opportunities the event provides, it also offers a terrific chance to connect your local companies to those in Mexico, and around the world. [Take our brief survey and let us know your thoughts!](#)

AFRICA & MIDDLE EAST

STUDENTS FROM KNUST WIN PRIZE AT ENACTUS WORLD CUP

World Trade Center Accra

A team of 52 students from the Kwame Nkrumah University of Science and Technology in Ghana were awarded prizes for two innovative projects presented...

[Full Story](#)

ASIA PACIFIC

MAYOR OF CITY OF COLUMBUS, INDIANA VISITS WTCB

World Trade Center Bengaluru

World Trade Center Bengaluru organised an interactive session on 29th October 2018 with the honourable Mr. James D Lienhoop, Mayor of City of Columbus...

[Full Story](#)

INTERACTIVE SESSION ON FOREIGN TRADE POLICY

World Trade Center Bengaluru

World Trade Center Bengaluru in association with Engineering Export Promotion Council (EEPC) and Apparel Export Promotion Council (AEP), organised...

[Full Story](#)

WORKSHOP ON "MASTER YOUR MIND" AT WTC BENGALURU

World Trade Center Bengaluru

The Human Mind is the most powerful tool which can be used for the creation of good in one's life, if not used properly it can also act as a destr...

[Full Story](#)

INTERACTIVE SESSION BOOSTS ODISHA SEA FOOD EXPORT

World Trade Center Bhubaneswar

An interactive session on Sea Food Exports from Odisha was organized by World Trade Centre Bhubaneswar in association with Directorate of Export Pr...

[Full Story](#)

MENTORSHIP SESSION FOR MSMES

World Trade Center Bhubaneswar

World Trade Center Bhubaneswar associated with Hari Telematics Pvt. Ltd. and Institute of Entrepreneurship Development, Government of Odisha in org...

[Full Story/](#)

WTC GOA INTERACTS WITH OFFICIALS OF BANKING SECTOR

World Trade Center Goa

WTC Goa was invited to make a presentation to a distinguished gathering of officials of leading Public and Private sector banks operating out of S...

[Full Story](#)

AWARENESS SESSION ON SEXUAL HARASSMENT AT WORK

World Trade Center Kochi

WTC Kochi along with the Indian Chamber of Commerce and Industry organised an awareness session on Sexual Harassment at Workplace on 20th November ...

[Full Story](#)

SEMINAR ON DATA LOCALIZATION

World Trade Center Kochi

The World Trade Center Kochi organized a seminar on Data Localization and its Efficacy on 14th November 2018. Mr. Praveen Sasidharan, Partner - Ris...

[Full Story](#)

INDIA AND TANZANIA EXPLORE NEW VISTAS FOR TRADE

World Trade Center Mumbai

An interactive meeting was organised by MVIDC World Trade Centre Mumbai with the Hon'ble Mr. Mahmoud Kombo, Minister for Information, Culture &...

[Full Story](#)

MAHARASHTRA BUILDS CORPUS FOR SC/ST ENTREPRENEURS

World Trade Center Mumbai

SC/ST Entrepreneurs Conclave was organised by Ministry of Micro, Small and Medium Enterprises, Government of India and the Department of Industries...

[Full Story](#)

TIMTOS 2019 BECOMES 3RD LARGEST MACHINE TOOL SHOW

World Trade Center Taipei

Taipei International Machine Tool Show, known as TIMTOS, will open its grand doors March 4-9, 2019. Among the world's largest machine tool trade sh...

[Full Story](#)

VISIT 2019 TAIWAN TRADE SHOWS

World Trade Center Taipei

The Taipei World Trade Center (TWTC) has lined up 48 international shows for the year 2019, making the next twelve months some of the best times to...

[Full Story](#)

EUROPE

CONSTRUCTION OF TOWER TEN OFFICIALLY STARTED

World Trade Center Amsterdam

Amsterdam, on 19 November 2018 received the official go-ahead for TOWER TEN's new construction and the revitalization of one of the existing bu...

[Full Story](#)

THE PRIMATE OF POLAND VISITS WTC WARSAW

World Trade Center Warsaw

The Primate of Poland Cardinal Polak was the main speaker in the annual Christmas reception organized by the Polish Chamber and met with hundreds o...

[Full Story](#)

WTC WARSAW PARTICIPATED IN HORASIS GLOBAL EVENT

World Trade Center Warsaw

The prestigious Swiss based Horasis organization (horasis.org) which organizes high level global economic forums, was inviting the Chairman of WTC...

[Full Story](#)

LATIN AMERICA

WTC ASUNCIÓN SUCCESSFUL EVENTS OF 2018

World Trade Center Asuncion

This year WTC Asunción held 6 editions of an event called "WTC Executive Breakfasts." Executives from WTC Asunción and special guests, had the chan...

[Full Story](#)

NORTH AMERICA & THE CARIBBEAN

JAPANESE DELEGATION MEETS WITH ARKANSAS LEADERS

World Trade Center Arkansas

The World Trade Center Arkansas and Arkansas Secretary of State Mark Martin hosted the Consul General of Japan in Nashville, Hiroyuki Kobayashi, an...

[Full Story](#)

WTC ARKANSAS, QUERÉTARO PARTNER TO GROW EXPORTS

World Trade Center Arkansas

The World Trade Center Arkansas and World Trade Center Querétaro partnered on an inbound trade mission to Arkansas from Dec. 17-18 seeking to recru...

[Full Story](#)

CES ASIA CALL FOR SPEAKERS NOW OPEN

World Trade Center Las Vegas

Owned and produced by CES Shanghai and co-produced by Shanghai Intex, CES Asia 2019 will run June 11-13, in Shanghai, China. CES Asia showcases tra...

[Full Story](#)

INNOVATION IS CRITICAL!

World Trade Center Las Vegas

In today's world of lightning-speed innovation, preparation is everything. Gary Shapiro – New York Times best-selling author and president and CEO of the Consumer Technology

AROUND THE NETWORK

Association (CTA), licensee for the World Trade Center Las Vegas – knows the secrets that have empower...

[Full Story](#)

WTCSAV LEADS TRADEBRIDGE DELEGATION TO IRELAND

World Trade Center Savannah

November 4-7, World Trade Center Savannah (WTCSav) led a delegation of businesses from the Coastal Georgia region to Southeast Ireland to explore b...

[Full Story](#)

WTC SAVANNAH TRADEBRIDGE PROGRAM YIELDS RESULTS

World Trade Center Savannah

A pilot program started in May to connect Savannah and Ireland for international trade is bearing fruit. The program, TradeBridge, is a partnership...

[Full Story](#)

CLOUDBEDS UNVEILS NEW SAN DIEGO HEADQUARTERS

World Trade Center San Diego

As part of its local expansion, software startup Cloudbeds unveiled its new San Diego headquarters alongside Congressman Scott Peters an...

[Full Story](#)

SCIENTIST.COM OPENS NEW OFFICE IN TOKYO

World Trade Center San Diego

During World Trade Center San Diego's Trade Mission to Tokyo and Yokohama, Japan,

Scientist.com, the world's leading marketplace for outsourced ...

[Full Story](#)

SAVANNAH, GA TO HOST OF SEUS-JAPAN CONFERENCE

World Trade Center Savannah

In October, more than 45 Georgia delegates traveled to Tokyo, Japan to attend the 41st Annual SEUS-Japan Conference. Created in 1976 by former Geor...

[Full Story](#)

UAE DIPLOMATS EXPLORE OPPORTUNITIES IN UTAH

World Trade Center Utah

World Trade Center Utah (WTC Utah) and the Utah Governor's Office of Economic Development (GOED) hosted Mr. Saud Al Nowais, commercial counselor fo...

[Full Story](#)

WITA'S WASHINGTON INTERNATIONAL TRADE CONFERENCE

World Trade Center Washington, D.C.

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](#)



Gang Xu
Corporate Counsel

HEADQUARTERS STAFF ANNOUNCEMENT!

The World Trade Centers Association (WTCA) is delighted to announce the newest member of its senior staff, Gang Xu, Corporate Counsel.

Scott Richie, who has served the WTCA for more than 20 years as outside counsel and General Counsel, has assumed a new role as Secretary to the Board.

Gang is an international legal practitioner with more than twenty years of cross-border transactional experiences gained from Fortune 500 companies (Walmart, McDonald's, and The Hershey Company) and international law firms (Debevoise & Plimpton, Bracewell, Freshfields Bruckhaus Deringer, and Morrison & Foerster).

Admitted to practice law in New York, the District of Columbia, Virginia, and before the Supreme Court of the United States, Gang is also an arbitrator registered with Shenzhen Court of International Arbitration and Shanghai International Arbitration Center in China. He is a graduate of Boston University Law School (JD degree), Georgetown University Law Center (LLM degree) and Peking University Law Department (LLB degree).

We are all looking forward to Gang's tenure with WTCA. Feel free to reach out and introduce yourself at gxu@wtca.org, or +1 212 432 2702.

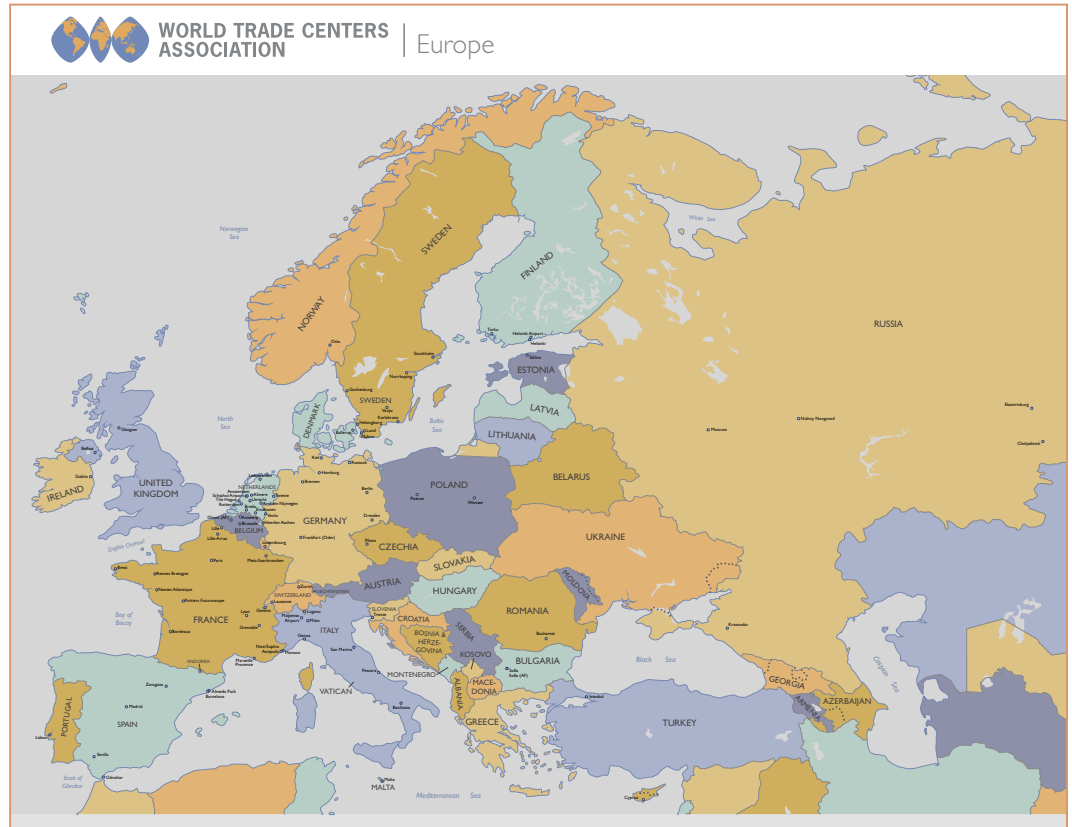
Meet the Regional Advisory Council Europe!

Throughout 2018 the World Trade Centers Association (WTCA) Headquarters (HQ) worked to launch a pilot regionalization project as part of its efforts to realign resources and get closer to Members. In November 2018 these plans were set into motion in Europe, the first region to test this new structure. The intent of the program is to help further activate the network and deepen Member engagement.

At the heart of these efforts sits a Regional Advisory Council (RAC) made up of WTCA Members who will help determine priorities in Europe, and allocate resources. This RAC has since held three meetings and counting (as of publication) and is off to a terrific start.

The group is comprised of two WTCA Board Directors from Europe, and three other Members from the region. This first seating of the RAC includes:

- **Rolf Draak**, WTC Nice/Sophia Antipolis
(RAC Chair; Vice Chair, WTCA Board of Directors)
- **Emmanuel Thunier**, WTC Rennes Bretagne *(Member, WTCA Board of Directors)*
- **Edward Allison-Wright**, WTC Gibraltar
- **Eva Hyllstam**, WTC Gothenburg
- **Evert Jan Schouwstra**, WTC Leeuwarden



Given the staggered nature of the terms on the council, in the future other Members in the region will have the opportunity to elect new representatives to open seats, and/or indicate their own interest to serve.

Among the first tasks will be to hire an additional staff person in Europe—the “European Membership Coordinator”—to work in tandem with the RAC and Headquarters to help galvanize engagement, roll out core programming, and address critical issues on the ground.

If successful, the long-term goal is to create similar councils in each region of the WTCA and bring these additional resources to bear around the globe. Excited about these developments, HQ will be certain to update Members on the progress of this pilot as it moves forward through 2019.

For more information please contact media@wtca.org.



**WORLD TRADE CENTERS
ASSOCIATION**

JANUARY

MEMBER

ANNIVERSARIES

The WTCA extends their warmest congratulations to those World Trade Centers celebrating yet another milestone. January 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 Houston	49 years
World Trade Center Rotterdam	49 years
World Trade Center Amsterdam	49 years
World Trade Center Antwerp	49 years
World Trade Center Baltimore	49 years
World Trade Center Brussels	49 years
World Trade Center Toronto	49 years
World Trade Center New Orleans	49 years
World Trade Center Geneva	48 years
World Trade Center Milan	47 years
World Trade Center Ghent (AF)	46 years
World Trade Center Gothenburg	46 years
World Trade Center Istanbul	39 years
World Trade Center Poznan	16 years
World Trade Center San Luis Potosi	10 years
World Trade Center Cancun	9 years
World Trade Center Las Vegas	9 years
World Trade Center Naucalpan	9 years
World Trade Center Querétaro	9 years
World Trade Center Bhubaneswar	6 years
World Trade Center Jaipur	6 years
World Trade Center Brasilia	5 years
World Trade Center Curitiba	4 years
World Trade Center Goiania	4 years
World Trade Center Lisbon	3 years

**Each year we welcome new Members to our Association,
and last year was no exception.**

**We are proud to announce the following additions
to our global network in 2018!**

World Trade Center Hangzhou

World Trade Center Indianapolis

World Trade Center Jonkoping

World Trade Center Linkoping

World Trade Center Malta

World Trade Center Nagpur

World Trade Center Pimpri-Chinchwad

World Trade Center Pune-Balewadi Baner

World Trade Center Shenyang

World Trade Center Singapore

World Trade Center Sydney

World Trade Center Yangon



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