



WORLD TRADE CENTERS
ASSOCIATION

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MOVING FORWARD TOGETHER:
The Plan for WTCA's 50th Anniversary

THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION

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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.



WORLD TRADE CENTERS
ASSOCIATION

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John Drew
Chair, Board of Directors
World Trade Centers Association



Scott Ferguson
CEO, World Trade Centers
Association

Fifty Years in the Making

Dear Members,

Welcome to the April 2019 issue of *WTCA Meridian*. As we release this issue our Members will be preparing for what is sure to be another milestone event at the 50th Annual General Assembly (GA) of the World Trade Centers Association (WTCA) in Querétaro, Mexico.

As the 50th General Assembly kicks off, we are looking forward to a stellar meeting that gives all Members a chance to connect with the region, and brings local companies together for important business-to-business and cultural exchanges. With Members from around the globe, the people that are part of this Association are our most important resources, and the GA is the perfect opportunity to revive and enhance our conversations about making international trade a priority, and how we can do business with one another.

In 1969 the WTCA was established and the first 15 Members of the Association convened for a meeting in Tokyo — the site of the first GA. The New York World Trade Center would not open its doors until 1973, a few years later. The tenacity and focus of the original members to create this worldwide Association resulted in our continued expansion over the last 50 years with new members joining each year. Today we count more than 320 cities as part of this network worldwide, and we show no signs of stopping.

This edition commences the commemoration of the first 50 years of the WTCA. The Featured Article is an interview with WTCA CEO, Scott Ferguson, on what the WTCA plans to do over the next year to celebrate half a century of our Association, highlighting the diversity and hard work of its Members. Likewise, our Trends article reflects on some of the prevailing movements in trade and investment over the last 50 years. Finally, our Member Perspective was penned by Ms. Annie S.C. Wu, the Director of WTC Nansha, who has been an integral part of our Association for over 40 years, as a valued Member and a past Director of our Board.

We have a lot planned for the next 12 months to commemorate this golden anniversary, much of which you will hear about at the upcoming GA, and regularly thereafter. There will be multiple chances for all Members to take part, including recognizing those who truly embody the title “Champion,” so stay tuned for more information and help us celebrate our Association’s many successes.

Thank you again for your continued Membership in our Association, and we hope to see as many of you as possible in Mexico, and beyond!

Sincerely,

John E. Drew
Chairman of the Board

Scott Ferguson
Chief Executive Officer



CELEBRATING 50 YEARS OF THE WORLD TRADE CENTERS ASSOCIATION

A Q&A with WTCA CEO Scott Ferguson

As part of the 50th Anniversary of the World Trade Centers Association (WTCA), the Headquarters office plans a number of exciting and engaging activations for Members, their communities, and the whole network alike. At the General Assembly in Querétaro, Mexico, attendees will learn about these activities first-hand, and following that event Members will be offered webinars and materials to help them participate in what should be a milestone moment for the WTCA. To kick off our coverage for this year-long campaign, we sat down with WTCA CEO Scott Ferguson to speak with him about some of the plans for the anniversary.

Hello Scott! As we go to publication for this issue Members will be gathering once again in Querétaro, Mexico for the 50th General Assembly. That's 5-0! Before we begin with the anniversary, do you want to just touch on that event briefly for those Members who were unable to attend?

Of course! As everyone knows the General Assembly (GA) is our premiere annual event. It is held in a different global region each year, which not only showcases the city where it is being held, but also the cross-border reach of our association. Last year our hosts in Leeuwarden, the Netherlands did an exceptional job of

pivoting the event, giving it a more external-facing element, and this year World Trade Center (WTC) Querétaro has certainly stepped up to the challenge! We expect to have a great turnout, a terrific program, and exceptional cultural events. So for everyone reading this on their way to Mexico—get ready for a great event.

Thanks for that. And speaking of the GA, there is a presentation on Monday to introduce how we are planning to commemorate the 50th anniversary over the next year. Can you tell us a bit about the thinking process that went into these plans?



For sure. Our intention is also to have a year-long campaign to accomplish a whole set of objectives. First and foremost, we want to celebrate this historic moment with our entire family, from new members who have just joined, to those who have been around for nearly all of that half of a century.

The second goal of our campaign is to give Members tools to use to engage their communities about the history of our association. We know that Members play an important role in their home cities, and we want to create ways in which they can reinforce that point with all of their key audiences. For that reason we have developed a number of member-driven activations that we will roll out over the next 12 months, which will include assets for members to use across multiple channels.

Finally, in late 2017 the Board of Directors approved a strategic plan with the vision to “become the world’s trusted global brand facilitating international business connections and trade,” and the tagline, “connecting the business world.” Taken together with our unique network makeup, and the history of the last 50 years, our theme for the Anniversary is “A Half Century of Global Trade Connectivity.”

Interesting! Can you give us a little sneak peek into some of those “activations?”

Absolutely. First of all, as with any milestone we want to capture this moment in time. It is really quite special to have made it to 50 years. For that reason we will be creating a commemorative video that will debut at the 2020 GA in Taipei. Member involvement is key here because the main pillar of the production is interviews with Members themselves. It will be a narrative piece that rests on real stories of being a part of our network. And moreover, once we have wrapped the main

commemorative video, most if not all of these interviews will be edited into shorter clips to be hosted on a microsite that will be very future-facing, providing a new tool for Members to use to promote their WTC and our network.

We will also be initiating a new awards program for the association, using the anniversary as the occasion to launch the effort. We are calling it our “Champions Awards,” to launch in 2019, with the first awards being given at the GA in 2020. We have a number of categories, and the intent is to continue this at each successive GA. In addition to our new Accreditation Program—coming to full Membership in summer 2019—we felt we needed a way to recognize excellence around the network.

Finally, we are getting a bit “artsy,” as well. A bit later this year we will introduce a 50th-Anniversary mural competition, and provide members with a creative brief so they can solicit submissions from local artists. We will ask artists to create a piece that depicts the ways that trade fuels cultural exchange and understanding. These submissions will be on display in Taipei, and attendees will be asked to vote for their four favorite murals. The artists of the top four submissions—as selected by event participants—will be granted a small cash prize, and their creations will be used in WTCA marketing materials, and made available to Members for use thereafter.

A mural competition? Some Members might be thinking, “what does art have to do with trade, or what we do on a daily basis?” Which is a good question! What was the thinking behind this? How would you answer that?

Sure—and I understand. Though I should add that many of our members are involved in artistic and cultural endeavors around the world, so it may not be so strange for some.

Continued on next page

“
... our Members’ participation is
critical if we are to succeed. They are
the most important ingredient to any
recipe for success at the WTCA.”

One of our challenges is that trade and investment discussions are typically had by those whose professions require them to do so. Trade and investment are not, traditionally, a “kitchen table” topic. While recent global events have changed that a bit, they are complicated topics and do not always make their way into wider consciousness. However, as all of our Members know, it absolutely should. Trade and investment are so vital to the health and opportunities of our communities.

So, in an effort to help members engage audiences they may not regularly have an opportunity to speak with, we wanted to create a way of building a bridge to those wider communities.

Great. As you well know, many Members note that help building the brand locally to make the “WTC” or “World Trade Center” brand more universally understood, is a huge service they look for from headquarters. I wonder if you can touch a bit on how this will help accomplish that.

Sure. We want to use the occasion as reason to speak with press and other important external constituents so that we can leverage the anniversary to build our profile and brand. With the resources and

staff we have at Headquarters, we cannot be everywhere around the globe at once. However, collectively with Members we can be! To accomplish this we will provide Members with a hefty toolkit to use in their own markets, and with their own local press. From media kits including pre-baked pitches and messaging, to pre-built social posts, hashtags, video assets, and graphics that they can use across their own channels we hope that Members join us in this campaign. And of course, headquarters and our agency resources are always there to help with any questions or guidance—we want to make this as seamless and impactful as possible.

Great! So how do people find out more about all of this?

Like you mentioned before, we will have a presentation at the GA for those in attendance. Following the event we will schedule a number of webinars open to Members if they were unable to attend the GA, or if they want a refresher or a more intimate place to ask questions. And as always, we are available anytime. Just drop a note to support@wtca.org

Alright—well I know you are getting ready for the big event, so are there any last words you want to offer?

Just briefly that the success of these activities depends almost entirely on the active engagement of Members—**WE NEED YOU!** As with any program our Members’ participation is critical if we are to succeed. They are the most important ingredient to any recipe for success at the WTCA.

Great, Scott—thanks for your time!

Thank you.



**WORLD TRADE CENTERS
ASSOCIATION**

APRIL

MEMBER

ANNIVERSARIES

The WTCA extends their warmest congratulations to those World Trade Centers celebrating yet another milestone. April 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 Sofia	43 years
World Trade Center Sofia (AF)	35 years
World Trade Center Edmonton	35 years
World Trade Center Fort Lauderdale	35 years
World Trade Center Montréal	35 years
World Trade Center Kuala Lumpur	34 years
World Trade Center Boston	34 years
World Trade Center Anchorage	32 years
World Trade Center Delaware	32 years
World Trade Center Panama	32 years
World Trade Center Stockholm	32 years
World Trade Center Shenzhen	31 years
China World Trade Center (Beijing)	31 years
World Trade Center Greater Philadelphia	31 years
World Trade Center San Antonio	31 years
World Trade Center Shanghai	31 years
World Trade Center Leeuwarden	30 years
World Trade Center Surabaya	30 years
World Trade Center Portland	30 years
World Trade Center Monterrey	30 years
World Trade Center Providence	30 years
World Trade Center Santiago	29 years
World Trade Center Nice/Sophia Antipolis	28 years
World Trade Center Tampa Bay	28 years
World Trade Center Bremen	28 years
World Trade Center Utrecht	27 years
World Trade Center Mexico City	27 years
World Trade Center Havana	26 years
World Trade Center Veracruz	25 years
World Trade Center Tokyo (AF)	24 years
Montana World Trade Center	24 years
World Trade Center Ekaterinburg	24 years
World Trade Center Seattle	24 years
World Trade Center Tallinn	24 years
World Trade Center Baghdad	23 years
World Trade Center Karachi	21 years
World Trade Center Palm Beach	20 years
World Trade Center Heerlen Aachen	19 years
World Trade Center Arnhem Nijmegen	19 years
World Trade Center Malpensa Airport	18 years

AROUND THE NETWORK

MEMBER POLL

As we celebrate the 50th Anniversary of the World Trade Centers Association, we'd love to see what 50 years has looked like for Members. Do you have historical materials, photos or videos that you'd like to share? Tell us about it! We would love to get permission to use these as we celebrate our 50th Anniversary over the course of the next year. If you'd like to help, [let us know here!](#)

ASIA PACIFIC

CELEBRATING SIR JAGADISH CHANDRA BOSE

World Trade Center Bengaluru

IEEE, in association with World Trade Center Bengaluru, celebrated the 160th anniversary of Sir Jagadish Chandra Bose on 17th February 2019 by reflecting...

[Full Story](#)

TALK ON "THE BRAND IS A LIE!" BY MR. HARISH BIJOOR

World Trade Center Bengaluru

WTC Bengaluru in association with Harish Bijoor consults Inc. organized a talk on "The Brand Is A Lie!" at the WTC Bengaluru on 22nd February 2019...

[Full Story](#)

WORKSHOP ON ANTI-SEXUAL HARASSMENT LAWS IN INDIA

World Trade Center Bengaluru

World Trade Center Bengaluru in association with Lakshmikumaran & Sridharan Attorneys organized a sensitization workshop on Anti-Sexual Harassment...

[Full Story](#)

CLOUD CONCLAVE 2019

World Trade Center Bhubaneswar

World Trade Centre Bhubaneswar was an associate partner at Cloud Conclave 2019. Mr Ashwini Rath, Director and CEO, Batoi Systems Pvt Ltd inaugurated...

[Full Story](#)

EXPORTERS FROM ODISHA PARTICIPATE IN GES 2019

World Trade Center Bhubaneswar

World Trade Center, Mumbai in association with All India Association of Industries organized its flagship event Global Economic Summit 2019 at the ...

[Full Story](#)

WTC BHUBANESWAR PARTICIPATES IN APRM; INKS MOU

World Trade Center Bhubaneswar

World Trade Center Bhubaneswar participated in the Asia Pacific Regional Meeting [APRM] organized by the World Trade Centers Association and...

[Full Story](#)

WTC JAIPUR ORGANIZES HANDICRAFTS OUTREACH PROGRAM

World Trade Center Jaipur

On the guidelines of Ministry of Textiles to organize outreach programs on handicrafts sector in Rajasthan, Jodhpur office of Development Commissioner...

[Full Story](#)

WTC JAIPUR ORGANIZES SEMINAR ON UNION BUDGET 2019

World Trade Center Jaipur

WTC Jaipur in association with Alwar Chambers of Commerce and Industry and FIEO Jaipur organized a seminar on "Analysis of Union Budget 2019"...

[Full Story](#)

PANEL DISCUSSION ON "EMPOWERING WOMEN AT WORK"

World Trade Center Kochi

A panel discussion on "Empowering Women at Work" was held at the WTC. The panelists were - Ms. Preethi Gopalakrishnan, Asst. Director - Talent, EY Global...

[Full Story](#)



EXPERTS DISCUSS MSME ADOPTION OF INDUSTRY 4.0

World Trade Center Mumbai

A panel discussion on 'Are SMEs benefitting from Industry 4.0' was organized by MVRDC World Trade Centre Mumbai in association with All India Association...

[Full Story](#)

MEA HIGHLIGHTS STEPS TO PROTECT INDIANS ABROAD

World Trade Center Mumbai

An interactive meeting in honor of Mr. Dnyaneshwar M. Mulay, Former Secretary (CPV & OIA), Ministry of External Affairs, Government of India was...

[Full Story](#)

TIMTOS SETS NEW RECORD IN 2019

World Trade Center Taipei

The biennial Taipei International Machine Tool Show (TIMTOS) is shaping up to be the world's 3rd largest exhibition dedicated to the machine tools ...

[Full Story](#)

MOU SIGNED TO SET UP WTC THIRUVANANTHAPURAM

World Trade Center Thiruvananthapuram

Brigade Group, the Promoter of WTC Bengaluru, Kochi and Chennai has announced the signing of an MOU with Technopark, Government of Kerala for developing...

[Full Story](#)

EUROPE

6TH "MADE IN CYPRUS" EXHIBITION 27-29 SEPT, 2019

World Trade Center Cyprus

Save the Date: 'Made in Cyprus', the largest Exhibition of Cypriot products & services 27-29 September 2019, Limassol - Cyprus World Trade Center...

[Full Story](#)

MADE IN CYPRUS ROADSHOW TRAVELED TO GREECE

World Trade Center Cyprus

On the weekend 15-17th March 2019, the WTC Cyprus team traveled to Athens, Greece to attend one of the biggest Food Expo's in Europe. At the Expo ...

[Full Story](#)

WTC MARSEILLE - WELCOME TO CLICK & BOAT!

World Trade Center Marseille Provence

The Business Center welcomes Click & Boat! Click & Boat was founded in 2013 by Edouard Gorioux and Jérémy Bismuth. This online platform...

[Full Story](#)

100TH ANNIVERSARY OF SAMER & CO. SHIPPING S.P.A.

World Trade Center Trieste

The WTC Trieste proudly celebrates the 100th anniversary of its License Holder, Samer & Co. Shipping S.p.A. (Samer). Headquartered since 1919 ...

[Full Story](#)

TOP500 COMPANIES IN FRIULI VENEZIA GIULIA

World Trade Center Trieste

Friuli Venezia Giulia (FVG) is one of the five autonomous regions with a special statute and it is Italy's most North-Eastern region. Friuli Venezia...

[Full Story](#)

NORTH AMERICA & THE CARIBBEAN

WTC ANCHORAGE EXECUTIVE DIRECTOR VISITS WTC HARBIN

World Trade Center Anchorage

WTC Anchorage recently participated in a trade mission to Harbin (China), at the end of February, led by Anchorage Mayor Ethan Berkowitz. The mission...

[Full Story](#)

WTKY HELPS BUSINESSES BECOME TRADE CERTIFIED

World Trade Center Kentucky

In today's increasingly complex and fast-paced global business environment, more and more companies are investing in training for their trade operations staff...

[Full Story](#)

LAS VEGAS EXPLORES NONSTOP AIR SERVICE FROM TOKYO

World Trade Center Las Vegas

Last month, American Airlines applied to the US Department of Transportation to operate a nonstop route from Tokyo's Haneda airport to McCarran Int...

[Full Story](#) *Continued on next page*

AROUND THE NETWORK

Continued on from previous page

REGISTRATION NOW OPEN FOR CES ASIA 2019

World Trade Center Las Vegas

The Consumer Technology Association (CTA), licensee for the World Trade Center Las Vegas, announced that registration is open for the fifth annual ...

[Full Story](#)

WTC LAS VEGAS & ELON MUSK TRANSPORTATION PROJECT

World Trade Center Las Vegas

The Las Vegas Convention and Visitors Authority (LVCVA) Board of Directors made a monumental decision that will revolutionize Southern Nevada's...

[Full Story](#)

WTC LAS VEGAS ENTERS BUSINESS CLUB AGREEMENT

World Trade Center Las Vegas

The Las Vegas Convention and Visitors Authority (LVCVA) and the

Consumer Technology Association (CTA)® have announced a partnership with the...

[Full Story](#)

WTC & PROCOPIO HOST DATA PRIVACY WORKSHOP

World Trade Center San Diego

This week, WTC San Diego teamed up with Elaine Harwell, senior counsel at Procopio, to host a roundtable on a topic that has generated much confusion...

[Full Story](#)

GEORGIA SETS TRADE RECORD

World Trade Center Savannah

Georgia's 2018 international trade numbers set a new record with exports surpassing \$40.5 billion - a 9% increase over 2017. Total trade between Georgia..

[Full Story](#)

WTC UTAH HELPS WOMEN ACHIEVE INT. ECONOMIC SUCCESS

World Trade Center Utah

World Trade Center Utah (WTC Utah) co-hosted an International Women's Day Celebration on March 8 in cooperation with the Women's Business Center of...

[Full Story](#)

PRESIDENT OF COLOMBIA IVÁN DUQUE MÁRQUEZ

World Trade Center Washington, D.C.

On February 14th, President Ivan Duque Marquez of Colombia came to the Ronald Reagan Building and International Trade Center to discuss Colombia's ...

[Full Story](#)

WTCA FOUNDATION

Congratulates

THE 2019 PEACE THROUGH TRADE COMPETITION WINNERS

TEAM MOYO-NUA WORLD TRADE CENTER DUBLIN

Catherine Louise Hallinan

Aoife Hand

Seamus Hurley

Jack O'Connor



**WORLD TRADE CENTERS
ASSOCIATION FOUNDATION**

The 2019 WTCA India & Asia Pacific Regional Meeting and 8th Annual Global Economic Summit (GES)

“Sharing is indeed contagious” encapsulates the overarching theme from the 2019 World Trade Centers Association (WTCA) India/Asia Pacific Regional

meeting. Hosted by the WTCA and the World Trade Centre (WTC) Mumbai, the event was held March 7 and 8 in Mumbai, India, and was well-attended by 48 delegates representing 35 WTCs from various regions including India, Greater China, South Korea, and Australia. Developed to provide updates from the WTCA global and regional networks, the program featured best practices shared between participating WTCs, an expert panel to update delegates on trends and issues of international trade and real estate development, and networking opportunities within the WTCA family and beyond. Additionally, coinciding with International Women’s Day (March 8), an extra celebration was added to the event for WTCA’s female colleagues, who comprised about half of the event’s attendees.

The event included an expert session from Mr. Anil Wadhwa — former member of the Indian Foreign Service (IFS), former ambassador for the government of India, and senior fellow and cluster leader of the Vivekananda International Foundation — on trends and opportunities in international trade, and issues shaping global trade and investments. Other notable speakers included Mr. Aditya N. Vora, director at Adytum Designs Pvt. Ltd., who discussed opportunities and challenges in the evolving real estate sector; Mr. Scott Ferguson, WTCA CEO, who delivered a progress report for the delegates; and Mr. Scott Wang, WTCA Vice President Asia Pacific, who gave a briefing



about status of regional WTC developments. Members from various WTCs also provided updates including:

- WTC Bengaluru shared how services could add value to facilities
- WTC Harbin illustrated its vision to bring an agribusiness-oriented WTC to reality
- WTC Mumbai demonstrated its enriched trade services programs
- WTC Noida discussed how its innovative business model and practice contributed to the regional economic development
- WTC Perth highlighted how co-working solutions could become a mainstream component of WTC facilities
- WTC Pune shared that it added a satellite license due to the additional value of the brand and the facilitation of the local business community
- WTC Taipei showcased its digital services and how important online services are to the modern business network

This year’s regional meeting also coincided with the 8th annual Global Economic Summit (GES), which was held March 6-8 and organized by the World Trade Centre Mumbai. Titled “Services: Enabler of Growth for Trade and Industry,” the event garnered a substantial audience consisting of WTC delegates and about 500 business representatives from 28 countries.

To view presentations from the 2019 WTCA India/Asia Pacific Regional Meeting, please visit: https://www.wtca.org/dashboard/resource_categories

The Continued Power of the WTCA Network

ANNIE S.C. WU

Director, World Trade Center Nansha

Honorary Lifetime Member of the WTCA Board

As we kick off our year-long 50th Anniversary campaign, we asked long-time Member and Lifetime Honorary Board Director, Ms. Annie S.C. Wu, to reflect on her time as part of the WTCA.

I was first introduced to the World Trade Centers Association network when I helped set up the World Trade Centre Club Hong Kong (WTCC HK) on April 1, 1976. In order to fully understand the mission of the WTCA, I visited the organization's headquarters in New York City just a few weeks after setting up the Club, in mid-April. Shortly after that, the late Guy Tozzoli, then-Director of the World Trade Department of the Port Authority of New York and New Jersey, returned with a delegation for a visit to our WTCC HK on July 1, 1976 — the Club's first official day open. During those visits I quickly learned the core purpose of the WTCA: to connect with, and offer reciprocity to, our valuable global network of WTC Members. While much has changed over 40-plus years, WTCC HK has maintained its focus on global networking.

Since its inception, the Club has been the gateway for all WTCs' travels to China and has also become the link to assist WTCA to recruit members within the country. The first region to join was Shanghai in 1982, quickly followed by Nanjing, Guangzhou, and Beijing. In the years that followed, other cities such as Chengdu, Chongqing, Wuhan, Shenzhen, Xi'an, and Tianjin were added to the association's roster. As these members have joined across China, our collective ability to participate within and utilize the WTCA network has increased accordingly.

Specifically, the WTCA has been a useful platform for delegations from various Chinese cities to attend the General Assemblies (GAs) overseas. Some former



senior government officials have participated in GAs, such as Madam Wu Yi, acting as the keynote speaker at the WTCA GA in the Minnesota State Capital in 1990. WTCA GAs have also been hosted in Beijing, Shanghai, and Hong Kong, allowing WTCA members to travel throughout other regions of China for trade and networking opportunities. These GA experiences have allowed WTCC HK to learn about trade and investment from other overseas members, and provided a unique opportunity to visit other WTCs to exchange information.

In looking beyond China, my experience as an active Director on the Board of the WTCA gave me a wide view of everything happening around the globe and our network. I can say confidently that the Association has provided that same platform for Members in all its regions, from Asia-Pacific, to Africa and the Middle East, and from India to Europe and the Americas. Those early days of the WTCA showed such promise for our Membership, and I am delighted to share this 50th Anniversary with all of the rest of our global collection of trade and investment leaders. While the future is never clear, and the world has gone through so much

“

I quickly learned the core purpose of the WTCA: To connect with, and offer reciprocity to, our valuable global network of WTC Members. ”

change and flux since our founding in 1969, we have only grown stronger.

As global business continues to evolve, WTCA and its Members will face many challenges. For example, with the rise of fintech we will see how businesses adopt and utilize modern technology to secure their leadership in their specific industries. We understand that the future in business will be through digital technology and online capacity, paired with offline centers.

Through our global network and association, we are equipped with the resources to face these challenges head on and secure our positions in the modern disruptive world of business transactions. This is the continued power of the WTCA network, and I am so proud to have been a part of this deep history of collaboration, innovation, and partnership.

TRENDS

TRENDS

Trends in Global Trade: 1969 to 2019

Global trade has shown a consistent rising trend since World War II. Most notably, from 1950 to 2017, the global export volume of trade goods **increased from US\$62 billion to about US\$18 trillion**. As this year marks the beginning of a year-long commemoration of the World Trade Centers Association's 50th anniversary, the organization's milestone offers an excellent opportunity for us to take a look at some of the global trade trends that have brought us to where we are today.

BURGEONING INTRAREGIONAL TRADE

Founded in 1993, the European Union, which grew out of the European Economic Union (1957), has long since broken down trade barriers among its current 28 member states. It's a shining example of how a dynamic regional common market can help boost trade and economic growth. Similarly, the ASEAN Free Trade Area, South America's Mercosur, and the North American Free Trade Agreement all took strides to ease and promote trade among regional trading partners.

Today, Africa is poised to become the latest region to take full advantage of the benefits of intraregional trade. As African policymakers are long proponents of cross-border trade, there are government officials ready and willing to turn these efforts into a reality. Specifically, the African Economic Community was established in 1991 to create free trade by 2020 and an African Common Market by 2023. While the continent's intraregional trade remained stagnant throughout the early-2000s, efforts have picked up in more recent years. Last year, **44 African nations signed the Continental Free Trade Agreement** and committed to reducing tariffs on 90 percent of goods. This pact represents **the most significant free trade zone agreement since the creation of the World Trade Organization (WTO)** in 1995 and could be the precursor to vibrant internal and external trade in Africa.



TRADE LIBERALIZATION: THE ASIAN TIGERS

The liberalization of markets has been an unabating trend over the past five decades. Bilateral trade has become common, and the majority of preferential trade agreements are now between emerging economies,

enabling those countries to leverage their competitive advantages

In 1970, only Japan and four other newly-industrializing Asian economies (Hong Kong, Singapore, South Korea, and Taiwan) had trade-oriented development strategies. However, by 1990, [almost all of East Asia had enacted major trade and investment liberalizations](#). According to the [Asian Economic Integration Report in 2018](#), Asia expanded its trade by 7.1 percent the previous year, marking the highest levels seen since 2011. In comparison, trade volume in the U.S. expanded by 4.1 percent, and trade volume in the EU expanded by only 2.9 percent. (NOTE: This data comes from calculations made by the Asia Development Bank using data from the [International Monetary Fund's](#) World Economic Outlook April 2018 Database and the [World Trade Organization's](#) Statistics Database.)



Robust domestic and cross-border investments are both factors that have contributed to Asia's economic strength. The region has particularly benefited from the cross-border exchange of parts and components, as well as a shift in the types of goods manufactured. For

example, China's exports leaned more towards textiles, apparel, and appliances 10 years ago. However, with the rise of smartphones and tablets in recent years, it has since focused more on electronic equipment.

ADVANCES IN TRANSPORTATION AND LOGISTICS

Coupled with new technologies, advances in transportation and logistics are leveling the playing field, enabling emerging countries to compete against larger economies. In fact, [logistics is now a US\\$4.3 trillion industry](#) affecting nearly every country in the world.

Supply chains have also become more dispersed across the globe. While many modern products are designed with aesthetics in mind, engineers are now, more than ever, concerned with how goods will be transported. For example, rectangular containers are replacing cylindrical ones to save space and to make pallet stacking more efficient.

Further, new navigational technology, improved ports, and the advent of supertankers have lowered transportation costs. Advanced shipping-container designs now enable some ships to carry more than [19,000 standard containers](#). Many high performers in logistics are members of the [Organization for Economic Co-operation and Development \(OECD\)](#) rather than G12 superpowers. According to the World Bank, India, Indonesia, Vietnam, and Cote d'Ivoire are all [top trade competitors](#) — partly because they have access to the sea or are close to major transportation hubs.

RESHAPING GLOBAL TRADE

Many transformations have reshaped global trade over the past 50 years. Countries are tapping emerging markets, nurturing intraregional trade, and leveraging their competitive advantages. This [interactive visual](#) on global trade patterns by Harvard University's Center for International Development is a reminder of the growing complexities of global trade — and the various opportunities it offers.



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