



WORLD TRADE CENTERS
ASSOCIATION

MERIDIAN™

THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION

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September 2019



REIMAGINING CONNECTION

WTCA MEMB

OCT 6-8 | 2019

CONNECTION

REGISTRAT



**WORLD TRADE CENTERS
ASSOCIATION**

The World Trade Centers Association's signature learning and development event is just around the corner!

The annual WTCA Member Seminar is an important yearly event for education, training and networking for the WTCA community, so don't miss out on another stellar program.

ER SEMINAR

NEW YORK CITY

REIMAGINED

ION OPEN!

Attend and connect with WTCA Members like you from around the world, and follow the conversation on social media using #WTCAMS2019.

Click [here](#) or visit <https://events.bizzabo.com/WTCAMS2019> to REGISTER TODAY! If you have any questions, please email events@wtca.org.

MERIDIAN™

THE OFFICIAL PUBLICATION OF THE
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 325 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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John E. Drew
Chair, Board of Directors
World Trade Centers Association

Reimagining Connection

Dear Members,

Welcome to the September issue of *WTCA Meridian*. Each year at this time we are getting ready for our exciting end-of-year activities, including the Member Seminar, the WTCA's signature learning and development event. This year's Member Seminar will be held October 6-8 in New York City.

In advance of this event, this month's issue is focused on the importance of connecting and working with others, in all its varied forms. With more than 325 members spanning nearly 100 countries, we equip our Members with the necessary resources to connect with each other, as well as others, with the goals of connecting the business world, building our own businesses, and helping our communities thrive. Our annual Member Seminar is one of two WTCA-driven opportunities for our Members to connect and learn from each other—and outside voices—to take advantage of our collective opportunity.

Our issue kicks off with a Feature article from Matt Phillips of Phillips & Co. on how to reinvigorate your approach to innovation. Additionally, our Member Perspective article from Oliva Ibañez, Cultural Manager, WTC Asunción, recounts her experience at a past Member Seminar and touches on the opportunities that came about from attending the event. Meanwhile, our Spotlight article gives you a preview of this year's programming, including what to expect from the various workshops and sessions. Our Trends piece comes from Adrienne Smith of Adrienne Smith Content Marketing, focusing on current trends in content marketing, and how they help businesses connect with new audiences. Scott Ferguson's Memo dives into our 50th Anniversary activations including our inaugural WTCA Global Mural Competition and WTCA Champions Awards, both of which will launch later this year and lead into our 51st annual General Assembly in Taipei next March. And last but not least, our "Around the Network" section features Member-submitted stories that show what's happening on the ground around the globe.

I hope you enjoy this month's issue, and I look forward to seeing as many of you as possible next month in New York.

Sincerely,



John E. Drew

MATT PHILLIPS
President, Phillips & Co.



Connections for “Leaner” Innovation

As part of its upcoming Member Seminar, WTCA has once again invited Phillips & Co. to lead several sessions, one of which is on “Lean Innovation.” Because connection is central to the theme of the event and the process of reinvention — and to the value of belonging to our global network — we asked Matt Phillips, founder and president, to offer some ideas on connection as a preview of that workshop.

Silicon Valley innovators and small startups often innovate faster and cheaper than larger organizations. But by developing new connections and using a “Lean Innovation” approach, established organizations can innovate at startup speed.

With the rapid pace of change in today’s world, *everyone* needs to innovate. Innovation — the use of new methods to achieve your team’s goals — is now required of all organizations to stay relevant. For many people, innovation brings to mind technology: smartphones, electric cars and the latest cool app. It turns out that the methods used to create these innovations can be used by any organization to drive change faster and more cost-effectively.

CONNECTIONS: POWER OF THE PEOPLE

Creating anything new is a lot like building with LEGO® blocks. Most innovations are simply the combination of something that already existed with something that’s new to a market or industry. In fact, many of the world’s greatest

ideas came from connections made by two people with different expertise. Cirque du Soleil, the multi-billion-dollar Canadian entertainment leader, was founded by a circus performer and an expert in Broadway theater. Without this unusual human connection — connecting these two pieces — Cirque wouldn’t exist. As an innovator, part of your job is to seek out new “LEGO® pieces” that, when combined with something else, create something new and valuable.

A NEW MINDSET: LEAN INNOVATION

Typically, innovation is seen as very risky. People fear building something that fails in the market and losing the investment that went into it. “Lean Innovation” is an approach that makes the process of inventing and launching new ventures easier, with lower risk.

Consider the “[Pareto Principle](#),” which says that 20 percent of what you do often produces 80 percent of the results. In Lean Innovation, we try to do just the 20 percent of work that will give us most of the impact.

Another idea behind Lean Innovation is to test ideas early and often with real customers to figure out what they want *before* fully investing in a new idea. This is very different from the approach many organizations use, which often can take far too long, cost too much, and become so complicated that innovation projects run out of budget or time. In Lean Innovation, teams try to move quickly and experiment often, avoiding lengthy meetings and complicated approval processes. Using simple prototypes, they work to understand what people want before fully investing in launching it.

ZAPPOS.COM

Zappos is a global online retailer that sells shoes, bags, clothing and more. However, back in 1999, when entrepreneur Nick Swinmurn first had the idea to sell shoes online, few companies sold apparel on the internet making it a crazy, foreign idea. Most people assumed that shoe buyers would always want to go into a shoe store to try shoes on – so an online shoe store simply wouldn't work.

In an interview with *Fortune* Swinmurn talked about how he came up with the idea. "One day I was at the mall and couldn't find a pair of the Airwalk desert boots I wanted. So I thought, 'why not do an online shoe store?'"

At this time, large organizations followed a typical process — they would commission a study, research the market for 6-12 months, and perhaps then begin to invest in a staff, facility, inventory, financial systems, and more to make their idea a reality. But that's not what Swinmurn did. "[To test my idea] I went to Footwear Etc. in Sunnyvale, California and said, 'I'll take some pictures, put your shoes online, and if people buy them, I'll buy them from you at full price.' The store said 'okay,' and I got a few orders," said Swinmurn.

Swinmurn did something brilliant — instead of trying to raise millions of dollars or build the perfect online store, he built an imperfect first website and put shoes on it, selling them *without a profit*. While this clearly isn't a path to building a sustainable organization, it gave him something extremely valuable at this point in developing the idea: proof that people would actually take action and buy shoes

online. This was incredible insight in 1999 that would later shape what e-commerce is today.

Due to the success of his small website (which was originally called Shoesite.com), Swinmurn was able to raise money from outside parties to cover the cost of slowly growing the company. Along the way, he changed the company's name to Zappos, a play on the Spanish word "zapatos." In a short amount of time and little cost, he had achieved what some organizations spend months or years trying to do — to see if an idea is a good one.

Eventually, this online shoe store grew rapidly and, according to *Forbes*, was purchased by Amazon for US \$1.2 billion dollars. In this example we see the value of taking a "Lean" approach by quickly testing ideas and, by connecting with a local shoe store, he was able to build a prototype far faster than working alone.

INNOVATING WITH CONNECTIONS AT SCALE

Global giants like Apple, Proctor & Gamble, and Samsung regularly look outside of their companies to find the best ideas, quickly spotting new technologies and identifying new partners. This concept is called "Open Innovation," meaning that instead of looking inside of their organization, executives reach out to the rest of the world. Many organizations have built partnerships with local universities, inventors, and companies to create and launch ideas they couldn't achieve on their own.

A key benefit of being a WTCA Member is access to the association's global network of business and non-profit leaders, and their collective wealth of knowledge. By fully tapping into the WTCA network, Members can quickly share their expertise, test new business ideas regionally or globally, and launch new ventures with less risk and greater certainty.

Matt Phillips is president of Phillips & Co., an innovation consulting and training company based in Chicago, Illinois. For more than 15 years, Phillips & Co. has helped mid-sized and Fortune 500 organizations invent and launch breakthrough products, experiences, and brands. Their clients include Dell, Paramount Pictures, and Hyatt Hotels. Learn more at phillips-co.com.

Why YOU Should Attend the WTCA Member Seminar: Key Takeaways from a Past Attendee

OLIVA IBÁÑEZ

Brand Manager, WTC Asunción

I can still remember the first World Trade Centers Association (WTCA) event I attended: the 2018 Member Seminar. I was very nervous because I had to address colleagues from all over the world and talk about the upcoming Latin American Regional Meeting, which World Trade Center (WTC) Asunción was preparing to host shortly thereafter. After reading about past Member Seminars, memorizing the names of key Members to meet, and drafting notes for my speech, I felt that nothing prepared me for what I soon experienced — the warm welcome I received from my fellow Members. After all of the panels, MAC meetings, workshops, conversations, and other social activities, I quickly realized the whole event was filled with camaraderie amongst WTCA Members and staff, and each person I met had been in my place before and were eager to meet me and learn about my WTC. Moreover, there were lessons I learned that I could put into practice as soon as I returned home.

In my particular case, as WTC Asunción was preparing for the upcoming Regional Meeting, I was tasked to share key topics from the agenda, as well as information about our WTC including what projects WTC Asunción was working on and what it was like working with the local government, the impact we had in the corporate market in Paraguay, as well as our economic and investment dynamics. It was astonishing to see how our work interested WTCs from distant regions, especially WTCs from the United States who had commercial ties to Latin America, and even WTCs from China. As a result of our efforts to share our upcoming event and network with other Members, our Regional Meeting was highly attended not only by Members from the Latin America region but also from regions across North America, Europe, and Asia.



The annual Member Seminar is a unique, enlightening, and educational experience. It provides a valuable opportunity to bolster your global perspective, learn about the successes and challenges from other WTCs, and get their insights on what is happening within their local markets. Listening to case stories and best practices is the best way to learn from each other and help others succeed. Whenever people ask me what's the best thing about being part of the WTCA, I always answer "my fellow Members." I believe it's because of the network's global reach, the genuine connection, and how we all learn from each other. There is great diversity in the 325-plus WTCs from nearly 100 countries around the world, and WTCA Members truly want to share their stories, and to connect with and help each other for the

“
Whenever people ask me what's the best thing about being part of the WTCA, I always answer "my fellow Members."”

improvement of global trade and investment.

This October will mark my second year attending the annual Member Seminar — my fourth WTCA event overall — and I'm very excited about this year's

program, and to re-connect with my fellow Members. To those who are going for the first time, or those who are still having doubts about going, I will say this — not only will the agenda topics be very interesting and the location of the venue in New York City amazing, but, my dear colleagues, please don't miss out on this opportunity. Everyone is eagerly awaiting your attendance and participation. You are part of this diverse, global community, and we can't wait to learn all about you and all that you're doing at your WTC!



MEMO:

Two New Member-Centered Activations are Launching in Honor of the WTCA's 50th Anniversary

SCOTT FERGUSON

CEO, World Trade Centers Association

This year marks a big milestone for the World Trade Centers Association — our 50th Anniversary. As part of our year-long celebration of “A Half Century of Global Trade Connectivity,” we’re pleased to announce two new member-centered activations — the “Understanding Through Trade” Global Mural Competition and the WTCA “Champions Awards.”

The first activation, the “Understanding Through Trade” Global Mural Competition, is a creative way to strengthen the deep ties between Members in our global network and their home communities. Throughout history, art has been a medium of expression that transcends borders and creates understanding between people from varying backgrounds. We believe trade has a similar impact, forging connections between countries and bringing the world closer together, and we hope this competition sheds a light on what this global connection means to all of us.

The competition will officially launch at the Member Seminar in New York on October 6-8 ([register here!](#)) and getting involved is quite simple. Each WTC is invited to submit one entry (original artwork) from a local artist or student who wishes to enter the competition. The friendly contest asks these artists to visually define the cultural understanding and connection that results from trade between diverse peoples and nations. Entries must be submitted digitally by February 3rd, 2020. WTCA HQ will then produce physical prints of the entries to be displayed at the 51st annual General Assembly (GA) Gala in Taipei, where attendees will be voting for their four favorite entries. Once chosen, winners will be awarded a cash prize and the winning murals will be featured in WTCA marketing campaigns throughout 2020-2021, with artist attribution.

The second activation, the “Champions Awards,” is an opportunity to recognize Members who make the WTCA the network we all know and love.



Not only will the program increase visibility for our top performers, but it will also help the Association identify our Members’ innovations and practices that are driving the future of global trade and investment.

Nominations for the new awards program will be open from January 1st through 31st, 2020. Members are invited to nominate fellow Members, whether a full team or an individual staff person, for their contributions to the network across five award categories. A simple nomination form will be provided to describe why the nominee deserves to be recognized. Winners will be selected by a Board panel and awarded on-stage at the upcoming GA in Taipei. In addition to receiving a physical statuette, all winners will also receive a free registration for them and an accompanying guest to the subsequent 2021 GA, hosted by WTC Accra. And while this starts in Taipei, this program will continue in perpetuity at each successive GA.

We’re excited to roll out these activations over the next few months and we hope you’re just as excited to participate in some friendly competition with your fellow Members. Together, let’s make this 50th Anniversary one that we will always remember!

Stay tuned for more information on both activations from WTCA HQ and be sure to download all 50th Anniversary materials — including media kits, guidelines, press release templates, and forms — from the [WTCA Resource Center](#). You can also follow the WTCA on social media using the hashtags #WTCACHampion and #WTCA50 for the latest updates. For any questions, please email events@wtca.org.



2019 Member Seminar Preview

Next month, we'll be welcoming our Members in New York City for our signature learning and development event—the 2019 WTCA Member Seminar. With the theme “Connection Reimagined,” the two-day event will feature workshops and sessions that dive into new techniques and tools to strengthen the global network and produce successful solutions to real world challenges.

Our first day officially kicks off with Opening Remarks from WTCA Chairman Mr. John E. Drew and Chief Executive Officer Mr. Scott Ferguson. Attendees will then hear brief updates from the WTCA Foundation and about the organization's 50th Anniversary campaign before turning to a full day of working with and alongside other Members. We're excited to welcome back Matt Phillips and his Phillips and Co. team for a number of sessions, including several moderated Member Advisory Council (MAC) sessions. MAC Members will break into separate break-out sessions on both days with Real Estate, Trade Services/Conferences Americas, and Trade Services/Conferences EMEA+APAC on the first day, and Agriculture and the newly-formed Business Club MACs on the second.

Following the heels of last year's media workshop, the event will also include time for some practical skills training. “Lean Innovation” and “Stand and Deliver: Presentations Made Simple” will both feature professional development skills that can be put into practice

immediately. Of course, Members themselves will have the opportunity to share what's happening at their respective WTCs during our “Member Flash Sessions,” and to learn more about the newly revamped WTCA Accreditation Program and WTCA's Digital Platform during individual or small-group appointments with a member of the Headquarters team.

Our final day will kick off with pre-conference Regional Meetings (where requested by a Regional Director), and feature both a keynote panel (stay tuned for more details!) and a presentation from WTC Taipei about the upcoming 2020 General Assembly.

With all of these offerings, in addition to the ancillary social events and networking opportunities you've come to expect, we are certain this event will deliver an enriching and valuable program for all attendees. To register, visit <https://events.bizzabo.com/WTCAMS2019>. If you are interested in sponsoring a portion of the event to reach our global audience and expose your brand, we have several sponsorship levels available, which can be downloaded from the Resource Center [here](#).

For any further questions, please contact us at events@wtca.org, and be sure to follow the conversation on social media using **#WTCAMS2019**.

See You Next Month!

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 have 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!](#)

AFRICA & MIDDLE EAST

CLUB MEMBERS COCKTAIL

World Trade Center Algiers

During the Monthly Club Members meeting, WTC Algiers presented the work done during the latest trade mission to Abidjan: "It's an African Road..."

[Full Story](#)

ASIA PACIFIC

SEMINAR – ANNUAL RETURNS AND JUDICIAL INTERVENTION

World Trade Center Bengaluru

World Trade Center Bengaluru organized a Seminar on – "Annual Returns, Judicial Interventions and Dispute Resolution Scheme" on August 2. The...

[Full Story](#)

WTC GOA ORGANIZES SEMINAR ON GOODS & SERVICES TAX

World Trade Center Goa

World Trade Center Goa along with World Trade Center Mumbai organized a Seminar on Goods and Services Tax (GST) on August 13 at Margao....

[Full Story](#)

WTC GOA ORGANIZES WORKSHOP ON MUSHROOM GROWING

World Trade Center Goa

World Trade Center Goa along with World Trade Center Mumbai organized a Workshop on "Growing Mushrooms for Exports" on August 14 at Panaji...

[Full Story](#)

FINANCE FOR MICRO AND SMALL EXPORT ENTERPRISES

World Trade Center Jaipur

World Trade Center Jaipur and EPCH Jodhpur came together to organize a workshop addressing the ever-growing needs of educating...

[Full Story](#)

EMERGING ECONOMIC AND MARKET SCENARIO IN INDIA

World Trade Center Kochi

A talk on "Emerging Economic and Market Scenario in India" was held at World Trade Center Kochi. Dr. V.K. Vijayakumar, Chief Investment Strategist...

[Full Story](#)

SEMINAR ON RECENT AMENDMENTS IN LABOR LAWS

World Trade Center Kochi

In the wake of the recent reforms in labor laws, World Trade Center

Kochi jointly with GTech conducted a seminar, which discussed these...

[Full Story](#)

NBFCS TO EMERGE STRONGER FROM THIS CRISIS

World Trade Center Mumbai

World Trade Center Mumbai organized a panel discussion on "Strengthening the NBFC Sector" in association with All India Association of...

[Full Story](#)

WTC MUMBAI SIGNS MOU WITH WTC CALI & WTC MEDELLIN

World Trade Center Mumbai

"In an uncertain and challenging global trade scenario, Latin American and the Caribbean (GRULAC) countries have emerged as major economic partners...

[Full Story](#)

MATTA FAIR 2019

September 06 - 08, 2019 | Upcoming Event

World Trade Center Kuala Lumpur

In essence, all the attractions that have made MATTA FAIR® the No. 1 Consumers' Travel Fair in Malaysia will also be at every MATTA FAIR® plus many...

[Register](#)

EUROPE

6TH MADE IN CYPRUS EXHIBITION OF CYPRIOT PRODUCTS

September 26 - 28, 2019 | Upcoming Event

World Trade Center Cyprus

World Trade Center Cyprus is pleased to announce that the largest exhibition of Cypriot products and services will take place at the...

[Register](#)

WTC DUBLIN HOSTS "ENTREPRENEURS IN IRELAND" EVENT

World Trade Center Dublin

On August 20, WTC Dublin paired up with Hubspot in Dublin to host Ireland's largest annual event for entrepreneurs, "Entrepreneurs in...

[Full Story](#)

SEMINAR ON DOING BUSINESS IN BRAZIL

World Trade Center Istanbul

World Trade Center Istanbul continued its "Business and Investment Opportunities" seminar series with Brazil, on July 23, at its...

[Full Story](#)

WTC LISBON | BUSINESS MISSION WEB SUMMIT 2019

World Trade Center Lisbon

WTC Lisbon, in partnership with Atlantic Hub, invites you to Business Mission Web Summit 2019! The...

[Full Story](#)

THE HIVES ON THE ROOF

World Trade Center Marseille Provence

The World Trade Center has welcomed 200,000 new employees

in the Tour de la Marseillaise! How is it possible? It's pretty easy to...

[Full Story](#)

36TH IASP WORLD CONFERENCE IN NANTES, FRANCE

September 24 - 27, 2019 | Upcoming Event

World Trade Center Nantes Atlantique

Atlanpole will be hosting the 36th IASP World Conference in Nantes, France, from September 24 to 27 under the high patronage of...

[Register](#)

WTC RENNES BRETAGNE OFFERS SOFT LANDING PACKAGES

World Trade Center Rennes Bretagne

Creating a business in France is no walk in the park especially if your knowledge of the French language and French legal...

[Full Story](#)

FALL '19 AGENDA: MOROCCO, QUEBEC, USA, BREXIT, IRAN

World Trade Center Rennes Bretagne

World Trade Center Rennes Bretagne presents its agenda for Fall 2019...

[Full Story](#)

"BLOCKCHAIN TECHNOLOGY RULES FOR BUSINESSES"

World Trade Center San Marino

Investment token, Article 9 of Delegated Degree no. 86 (23 May 2019) of The Republic of San Marino in the field of "Blockchain Technology rules for..."

[Full Story](#)

MEDICAL DEVICES MEETINGS TWENTE

World Trade Center Twente

International Matchmaking Event for the Medical Devices Industry (September 18 and 19). Medical Devices Meetings (MDM) Twente...

[Full Story](#)

LATIN AMERICA

REINVENTING CLOUD BUSINESS

World Trade Center Asunción

WTC Asunción and the Paraguayan-Israeli Chamber of Commerce (CACOPI) are having very interesting and educational conferences with foreign experts...

[Full Story](#)

50% OF WTC CIUDAD DEL ESTE'S UNITS SOLD

World Trade Center Ciudad del Este

Tower 1 of WTC Ciudad del Este's complex construction process is moving really fast. This building will have a total of 12 floors, with up to four...

[Full Story](#)

NORTH AMERICA & THE CARIBBEAN

WTC ARKANSAS PARTICIPATES IN PARIS AIR SHOW

World Trade Center Arkansas

Boon Tan, Senior Director at World Trade Center Arkansas, participated in the 53rd Paris Air Show with Governor Asa Hutchinson, on June 17...

[Full Story](#)

Continued on next page

AROUND THE NETWORK

Continued from previous page

CES 2020 REGISTRATION OPENS SEPTEMBER 9

World Trade Center Las Vegas

Registration for CES® 2020, the global stage for innovation, opens on September 9. Owned and produced by the Consumer Technology Association...

[Full Story](#)

23RD ANNUAL AMERICAS FOOD AND BEVERAGE SHOW

September 23 - 24, 2019 | Upcoming Event

World Trade Center Miami

Americas Food and Beverage Show, sponsored by the United States Department of Agriculture and National Association of State...

[Register](#)

DIGITAL MARKETING SEMINAR AT WTC MONTERREY

World Trade Center Monterrey

On August 1, for the fifth year in a row, WTC Monterrey organized the Digital Marketing Seminar, with an attendance of 80 people. During...

[Full Story](#)

EVENT MARKETING BRANDED NASCAR SIMULATORS USA ONLY

September 03 - December 31, 2019 | Upcoming Event

World Trade Center Orlando

Do you, your members or your clients want to draw crowds to your event or trade show booth? World Trade Center Orlando announces partnership with...

[Register](#)

VHM PROVIDES THE RIGHT INGREDIENTS CUSTOMERS NEED

World Trade Center Philadelphia

Have you ever looked at the interior of a car and wonder how it was made, or why the paint is so shiny? Most likely not. After visiting...

[Full Story](#)

GEORGIA NO. 2 FOR AEROSPACE MANUFACTURING

World Trade Center Savannah

Georgia is home to more than 800 major aerospace companies, making it the no. 2 most attractive state for aerospace manufacturing. ...

[Full Story](#)

EXPORT DOCUMENTATION & COMPLIANCE

September 17, 2019 | Upcoming Event

World Trade Center Savannah

Export compliance regulations don't just apply to large companies. Even the smallest U.S. businesses that...

[Register](#)

FREE TRADE AND THE IMPACT ON WASHINGTON STATE

World Trade Center Seattle

International trade and investment directly support nearly 600,000 jobs in Washington state, and indirectly roughly 40 percent of jobs in the state...

[Full Story](#)

U.S. AMBASSADOR TO CHINA PRAISES UTAH'S EFFORTS

World Trade Center Utah

Salt Lake City – While participating in the National Governors Association Summer Meeting held in Salt Lake City, Utah, U.S. Ambassador...

[Full Story](#)

INTER-AMERICAN EXHIBITION OF PETROLEUM TECHNOLOGY

September 10 - 12, 2019 | Upcoming Event

World Trade Center Veracruz

EXITEP 2019 is one of the most important exhibitions where the main national and international companies in the energy sector will be showcased...

[Register](#)

ATAM 2019 – SUGAR TECHNICIANS EXPO & CONGRESS

September 17 - 19, 2019 | Upcoming Event

World Trade Center Veracruz

EXPOATAM is an annual event whose main objective is to capture the knowledge of the main sugarcane producing countries and take advantage of the...

[Register](#)

11TH ANNUAL AIDF GLOBAL SUMMIT

September 04 - 05, 2019 | Upcoming Event

World Trade Center Washington, D.C.

Hosted by the Aid and International Development Forum (AIDF), the 11th annual AIDF Global Summit will be held at the Ronald Reagan Building...

[Register](#)

2019 INTENSIVE TRADE SEMINAR

September 24 - 25, 2019 | Upcoming Event

World Trade Center Washington, D.C.

The WITA Intensive Trade Seminar, held in conjunction with the GWU Elliot School and the World Trade Center Washington, D.C., is a two-day overview of...

[Register](#)



**WORLD TRADE CENTERS
ASSOCIATION**

SEPTEMBER

MEMBER

ANNIVERSARIES

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

World Trade Center Seoul	32 years
World Trade Center Hamburg	32 years
World Trade Center Lugano	30 years
World Trade Center Tianjin	30 years
World Trade Center Helsinki	30 years
World Trade Center Belfast	17 years
World Trade Center Bahrain	14 years
World Trade Center WuXi	14 years
World Trade Center Poitiers Futuroscope	12 years
World Trade Center Kunming	10 years
World Trade Center Karlskrona	9 years
World Trade Center Chongqing	7 years
World Trade Center Ibague	7 years
World Trade Center Noida	7 years
World Trade Center Cochabamba	2 years
World Trade Center Guanajuato	2 years
World Trade Center Pereira	2 years

TRENDS

TRENDS

Content for Connection:

TRENDS IN CONTENT MARKETING

ADRIENNE SMITH

Founder, Adrienne Smith Content Marketing

The WTCA launched a robust content strategy late in 2018, beginning with the launch of this publication. Because brands only break through the noise when they make meaningful connections with their customers, we asked Adrienne Smith to identify some trends in using content to stand out from the crowd.

Using content to strengthen your business is as important today as ever. When done strategically, content can help [generate three times more leads](#) than outbound marketing, while costing 62 percent less.

Content marketing is comprised of two core elements. First, it involves creating content that reflects your business's perspective and expertise. Second, it involves using that content to spread brand awareness, engage existing customers, and even secure new customers.

These two approaches are constantly shifting as technology evolves and people change how they consume content online. From the rise of video to the importance of community, here's a look at the latest trends in content marketing.

VIDEO IS BECOMING MORE POPULAR AND EASIER TO CREATE

While written content is still a [top focus area for content marketing in 2019](#), video has quickly risen as an up-and-coming medium, and its demand is only increasing further. Today, [50 percent of consumers](#) say they want video content more than any other type of content from brands. Additionally, video content is now [50 times more likely](#)

[to drive organic search results](#) to your website than plain text. By 2021, it is expected that digital video will [represent 82 percent](#) of all internet traffic and, of that, live video will grow from three to 13 percent.

The good news is that creating video content is more feasible now than it has ever been. While a polished and produced video is worth striving for, consumers today are perfectly content with unscripted videos. You can film on an iPhone, edit minimally, and keep your talking points casual rather than create something formal, to achieve the same goal of reaching your audience.

Experiment with the video style that reflects your business — try live streaming that panel discussion or event you're hosting. Interview a local leader on camera (it can even be an iPhone or recorded Skype call) instead of conducting the interview in writing over email. Or explain a concept using imagery and a voiceover to create a video without filming anything — the sky is the limit.

SHARING YOUR EXPERTISE IN CONTENT IS THE KEY TO BUILDING TRUST IN YOUR BRAND

Content marketing is about so much more than using content to sell your business. It's about building trust with



your audience. If you can build that trust, your customer base will return and even expand. Sharing your expertise is an increasingly critical way to build that type of relationship. In fact, [educational content](#) is listed as one of the top ways in which business-to-business (B2B) marketers nurture their audience.

Consider the unique expertise your business offers, whether within a certain industry or for a certain type of customer. You can share that expertise to establish your credibility and spark genuine trust in your brand. Create videos or hold webinars explaining a complicated topic. Answer FAQs you hear from your customers and share them beyond your daily customer base. Create an email series or online resource sharing the topics you covered at a recent event. Knowledge is power, and it can fuel connection with your key audiences.

MARKETING YOUR CONTENT IS ABOUT PARTICIPATING IN YOUR COMMUNITIES

In today's [fragmented and cluttered marketplace](#), it's become increasingly important to maintain a sense of community. There's plenty of opportunity to become active and valued in professional communities, such as Slack and Facebook, and your content can help you do so.

For example, the Slack community "[Launch](#)" has more than 8,000 entrepreneurs worldwide and has produced five Y Combinator founders, four Venture-Capital-funded companies, a Thiel fellow, and dozens of startups. Another

example, the Facebook Group [Small Business Connections](#) helps 6,000 members connect with other businesses and take part in themed discussions. Join communities like these within your industry and ask questions that spark discussion. Answer the questions of others and share your expertise. Also, when you create new content, share it!

Other valued communities for local businesses include your local World Trade Center (of course!), Chambers of Commerce, and business associations. When consumers know that a small business is a member of their local Chamber of Commerce, they are [44 percent more likely](#) to think favorably of it. They're also [63 percent more likely](#) to buy goods or services from the company in the future. Contribute articles to publications, speak on panels, and bring follow-up materials for attendees. Partner on these kinds of initiatives and provide helpful content to leverage these communities.

Taken together, the latest trends in content marketing reflect an important theme: that providing valuable, helpful content to the right people is the best approach to content marketing today. Opt for something with a point-of-view or a lesson to teach, rather than straight marketing pitches. Consumers and customers know when they are being "marketed" to, as opposed to when they are being genuinely engaged. Electing to do so through value-added content will help build your brand awareness, attracting and retaining customers to your business.



Highlighting the **WTCA Member Referral Program**

Great members attract great members.

At the World Trade Centers Association, we believe our Members are our most valuable asset and, therefore, our best marketing tool. The strength of our network is because of our Members' belief in our brand and our network. We wanted to remind you of our Member Referral Program to reward Members who advocate for our organization and help us establish new World Trade Centers.

- *Do you have a business contact that could be a strong addition to our network?*
- *Could this entity introduce a new city onto the WTCA map?*
- *Want a great way to help pay for your annual membership dues?*

Refer a potential Member and help us add them to our network as a new licensee.

The referral process is easy:

- ✓ *Send us an email with a description and contact information of the organization you'd like to refer.*
- ✓ *If your referral signs on as a full Member, you can earn a 5 percent commission of the total registration/initial sign-up fee (equivalent to US \$12,500).*

Want more information on the WTCA Member Referral Program?

Speak with your regional representative or contact WTCA HQ Membership Development Manager David Vidal at +1-212-432-2651 or via email at dvidal@wtca.org.



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