



WORLD TRADE CENTERS
ASSOCIATION

MERIDIANTM

THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION

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February 2020



THE TRADE SHOW ISSUE

NEW DATE!

TAIPEI

**SEPTEMBER
20-23**

2020

The new date for WTCA's 51st Annual General Assembly is September 20-23, 2020 in Taipei.

Please stay tuned for more information – in the meantime, visit <https://events.bizzabo.com/WTCAGA2020>.

For any questions, please reach out to events@wtca.org.



**WORLD TRADE CENTER®
TAIPEI**



DEADLINES EXTENDED FOR THE INAUGURAL WTCA CHAMPIONS AWARDS AND GLOBAL MURAL COMPETITION!

As we have announced the postponement of the 51st Annual General Assembly in Taipei for September 20-23, 2020, we are extending the deadlines of our WTCA 50th Anniversary Member Activations, accordingly.

Please note that our 50th Anniversary celebration will continue over the next few months and will culminate at the General Assembly Gala in Taipei.

- WTCA Champions Awards – New Deadline Friday, February 28, 2020
- WTCA Global Mural Competition – New Deadline Tuesday, June 30, 2020

Thank you to everyone who has submitted so far!
We hope you continue to join us in celebrating this significant milestone!

For more information, visit <https://events.bizzabo.com/WTCA50TH/home>. Questions? Contact media@wtca.org.

New Reciprocity Desk: Version 2.0 is Now Live!

Connecting World Trade Centers (WTCs) to one another is central to the World Trade Centers Association's (WTCA) mission of "Connecting the Business World." To turn this mission into a reality, the Association launched the WTCA Reciprocity Desk, allowing Member WTCs to select an in-house Reciprocity Desk Manager that can interact with their counterparts at other WTCs. As technology has evolved greatly since the tool's initial launch, the WTCA Digital Steering Committee has revamped the tool and is pleased to announce that the WTCA's new, redesigned Reciprocity Desk – version 2.0 – has officially gone live.

Striving to improve digital tools offered to Members, the WTCA Digital Steering Committee solicited for and listened to your/Reciprocity Desk participants' feedback, and made significant changes in the user interface to allow for a more exceptional user experience.

What's New in Request Initiations?

To allow Reciprocity Desk Managers to make more informed requests, we have increased the number of reciprocity type categories. Specifically, based on previous requests, we matched these categories with the facility and trade service categories of the InfoShare Online Form and added two new service categories. Thanks to a deeper integration with the WTCA's internal database, vetted category data populates location selection results of new requests so that Reciprocity Desk Managers gain visibility into whether or not:

- ***The targeted WTC(s) offers the desired facility or trade service***
- ***The offering is reciprocal***
- ***The targeted WTC is out-of-office***

What's New in Request Management?

Reciprocity Desk Managers now benefit from a redesigned dashboard making it easier to locate and act on their open, incoming, and outgoing requests, and streamlining request management (including closed requests). The cleaner dashboard focuses members on what is important and requires their attention. Its updated design is also consistent with the WTCA's InfoShare Online Form dashboard.

Additionally, as part of this 2.0 update, we increased administration access across the digital platform. WTCs can now designate more than one Reciprocity Desk Manager per account/WTC, and a single user can manage more than one account/WTC.



We invite you to discover the latest Reciprocity Desk updates and (re)connect with your fellow WTCs on the Reciprocity Desk today!

For more information, contact your local regional representative or email digital@wtca.org.

THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION

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.

For comments or questions regarding this issue of *WTCA Meridian*, please contact Channele Kasik, Communications Manager, WTCA at ckasik@wtca.org.

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John E. Drew
Chair, Board of Directors
World Trade Centers Association

Updates on the 2020 General Assembly and More

Dear Members,

I'd like to start off this month's issue by conveying our deepest sympathies to all those affected by the Novel Coronavirus. Our thoughts and prayers are with your Member World Trade Centers (WTCs), staff, and families who are impacted by this outbreak. Please do not hesitate to reach out to WTCA Headquarters and/or the WTCA's Beijing Representative Office if we can be of any assistance. We are all at your disposal during this difficult period.

Our Association is built on the relationships we have between our Members, and now, it is more important than ever to come together to help our Members in need. Medical resources are running low nationwide as medical staff continue to identify and treat those infected by the virus. In that regard, we are requesting all WTCs with

any connection to manufacturers of medical supplies to please reach out to WTCA Headquarters and/or WTCA's Beijing Representative Office to go over next steps on how you can help.

In light of these recent events, we have received many questions regarding the upcoming General Assembly (GA) in Taipei, and I want to assure you that we have been working closely with Mr. Walter Yeh and the WTC Taipei team on how to best move forward. At this time, we have decided to postpone the 2020 GA, as well as the culmination of our 50th Anniversary, which will now take place September 20-23, 2020 in Taipei. Programming for the annual Member Seminar, which is typically hosted in October in New York City, will be included in the September General Assembly. Details of the updated programming will be sorted out over the next couple of months as the teams work swiftly to re-confirm venues, speakers and company tours, and we will make sure to keep you informed.

As mentioned in last month's issue, our Association is undergoing some organizational changes – this month's issue will include a Memo regarding the Association's "Regionalization Plan" with FAQs on this renewed vision for 2020 and beyond. It will also include a Feature article from WTC Las Vegas with the key takeaways from last month's successful CES event, where nearly 20 WTCs from around the world attended through the WTCA Delegate Program, the first mission of its kind developed by the Association's "Trade Services Member Advisory Council (MAC)" and the "Conventions & Exhibitions MAC." Our Member Perspective – penned by Charlotte Gallogly, Founding President of WTC Miami – provides tips on how to successfully host a trade show in your local market, while our Trends section takes a look at what regions are hot for hosting business events and meetings. And lastly, our "Around the Network" section features Member-submitted stories that show what's happening on the ground around the globe.

On behalf of the Board, we thank you again for your continued Membership and support in our Association, and your participation in our core WTCA programming. We promise to keep you updated throughout this year as we undergo organizational changes, and move forward to reschedule the 2020 General Assembly in Taipei, and appreciate your patience during this time.

Sincerely,



John E. Drew



From left to right: Gary Shapiro, President and CEO, Consumer Technology Association (CTA); Cindy Hoag, Senior Director, CTA; Cheryl Smith, Director, Las Vegas Convention and Visitors Authority (LVCVA), and Director of Operations, WTC Las Vegas; Chris Meyer, CEM, CMP Executive Director, WTC Las Vegas, and Vice President of Global Sales, LVCVA; Remy Swaab, Vice Chair, WTCA, and Executive Director, WTC Panama; Steve Hill, President and CEO, LVCVA

Photo credit: Sam Morris, Las Vegas News Bureau

WTC LAS VEGAS MARKS 10-YEAR ANNIVERSARY WITH SUCCESSFUL CES® 2020 DELEGATION PROGRAM

CHRIS MEYER

CEM, CMP Executive Director, WTC Las Vegas; and Vice President of Global Sales, Las Vegas Convention and Visitors Authority

World Trade Center (WTC) Las Vegas is celebrating 10 years of operation this year and to mark the occasion, the organization incorporated innovative programming during CES® 2020, the world's largest and most influential global technology event, which was held January 7-10, 2020. In partnership with the World Trade Centers Association (WTCA), WTC Las Vegas created the first-ever global CES® delegation program for the WTCA network. This venture represents a joint project between the "Trade Services Member Advisory Council" and the "Conventions & Exhibitions Member Advisory Council." Response to this effort resulted in participation from 20 World Trade Centers across the world, bringing approximately 160 attendees and exhibitors to Las Vegas to experience CES®. This effort also resulted in the booking of more than 800 hotel room nights for Las Vegas hotel and resort partners, emphasizing the value events and exhibitions can bring to a destination. In total, CES® 2020 attracted an estimated 170,000+ attendees and generated an economic impact of US \$283.3 million. Since its inception in 1978, CES® has drawn

4.7 million visitors to Las Vegas and has generated more than US \$5.7 billion economic impact on the destination.

During the recent trade show, special presentations from key leaders of the Consumer Technology Association (CTA), the Las Vegas Convention and Visitors Authority (LVCVA), and the WTCA were delivered at several impactful occasions. On January 6, the recently-established WTC Las Vegas Business Club, the Las Vegas Metro Chamber of Commerce, hosted a welcome networking reception for the WTCA delegation. WTCA Vice Chair, Mariette Mulaire of WTC Winnipeg, delivered remarks at the start of the event promoting the importance of meeting face-to-face to accomplish business and trade goals. Additionally, during an exclusive breakfast event on January 9, WTCA Vice Chair, Remy Swaab of WTC Panama, presented WTC Las Vegas with an award for their commitment to driving business opportunities worldwide, in recognition of WTC Las Vegas' decade of successful operations and innovative programs.



Gary Shapiro, President and CEO, CTA

Photo credit: Sam Morris, Las Vegas News Bureau

“We are happy to be here with more than 20 different World Trade Centers because we are actually combining the power of the amazing World Trade Center Las Vegas and the CES® show with our global network, and we’re also happy to be celebrating the 50th Anniversary of our global World Trade Centers Association network that has been connecting the business community for so long,” said Swaab.

WTC-associated business partners traveling to Las Vegas for CES® 2020 also received high accolades during the event.

“We started off a couple of months ago at CES® Unveiled in Amsterdam and we were awarded ‘Best of Innovation’ in the categories of sustainability, eco-design and smart energy, which is really fantastic and has given us a lot of visibility,” said Sabine Stuiver of Hydraloop Systems. “The World Trade Centers Association is like one big family, so it’s a warm welcome wherever you go in the world, especially in Las Vegas.” The group also received recognition in categories for ‘Best of the Best’ from additional notable entities participating in the show.

President and CEO of the CTA, Gary Shapiro, also delivered remarks at the exclusive WTC Las Vegas breakfast during the trade show, demonstrating his commitment and support of the network.

“Las Vegas is a great city – an international city,” said Shapiro. “We are so happy to be affiliated with the World Trade Centers Association and World Trade Centers Las Vegas. To me, the value of the World Trade Centers Association is about people doing business globally and creating a venue where people can connect and get to know each other.”

In addition to the extensive programming provided at the trade show last month, WTC Las Vegas developed tailored services to assist delegates with their travel plans to Las

Vegas and securing accommodations, experiences, and even event venues. The event came at a pivotal time for Las Vegas, after welcoming a record-breaking 6.6 million business travelers in 2019, as the Las Vegas Convention Center — site of WTC Las Vegas — is currently in the midst of a large-scale expansion and renovation project, slated for completion in December 2020. The facility will be open in time for CES® 2021 and will also welcome an underground people mover system, in partnership with Elon Musk’s [The Boring Company \(TBC\)](#), to transport convention attendees quickly and efficiently throughout the 200-acre campus. This is the first commercial endeavor for TBC and a fantastic demonstration of the forward-thinking concepts taking shape in Las Vegas.

Once again, we would like to give our sincerest thanks to all WTC Members and delegates for participating in this year’s CES®. And a special thanks to Cheryl Smith of WTC Las Vegas for making this delegation program a successful event and forging ahead with new opportunities for our WTCA network. For the full list of WTCs who attended the CES® 2020 WTCA Delegation Program, click [here](#).

WTC Las Vegas is committed to the success of the WTCA network and our team is always available to assist in coordinating opportunities for partners across the globe. As interest in utilizing trade shows and events as a conduit for creating meaningful business partnerships grows rapidly throughout the WTCA and beyond, we invite you to engage with WTC Las Vegas to achieve your goals for any Las Vegas-based trade show or large-scale business event. The next venture in the WTC Las Vegas delegation program is in partnership with the National Association of Broadcasters show ([NAB Show®](#)) in April 2020 – more information will be available soon on how WTCA Members can participate. For any questions about CES®, please write to Cheryl Smith at csmith@lvcva.com.

WTC Las Vegas is a partnership between the LVCVA and the CTA, owner and producer of CES®. In addition to marketing and branding Southern Nevada as the leading tourism and convention destination worldwide, the LVCVA operates the Las Vegas Convention Center, the nation’s only convention center designated as a World Trade Center site and one of the largest convention centers in the United States. Together, the LVCVA and CTA market Las Vegas to business travelers around the globe under the World Trade Center brand.

Trade Shows Offer New Revenue Opportunities for World Trade Centers

CHARLOTTE GALLOGLY

Founding President, World Trade Center Miami

The beginning of the year is a popular time for trade shows, which are great opportunities for businesses and consumers. Businesses have the opportunity to display their products, meet potential clients and foster new partnerships, while consumers have the opportunity to meet with a variety of businesses all in one place and select those that best fit their needs. In light of this issue's theme on trade shows, the editorial team at WTCA Meridian asked Charlotte Gallogly, Founding President of WTC Miami, to pen a brief article on the types of opportunities trade shows offer World Trade Centers and tips on how to successfully host a trade show in your local market.

Many licensees of the World Trade Centers Association (WTCA) are looking for new sources of revenue to support their trade promotion services and reduce their dependence on member dues.

One strategy to consider is hosting a trade show that focuses on the business needs of a local, regional or hemispheric market. This might involve launching a new show, perhaps in partnership with an events company. Investing in a trade show can generate new revenue from exhibitors, sponsorships, attendee registration fees, and media partnerships.

It takes careful planning and implementation, but hosting a trade show can make a significant contribution to a World Trade Center's revenue and profitability, while raising awareness of the center's services, and assisting the business community.

A PROVEN STRATEGY

At the World Trade Center Miami (WTCM), trade shows play a vital role in advancing our mission of promoting our community as the Trade and Logistics Hub of the Americas. Since the 1990s, our trade shows have generated more than US \$3.8 billion in reported international sales and stimulated the formation of thousands of new jobs.

Last September, the WTCM hosted the [23rd annual Americas Food and Beverage Show and Conference](#) – a unique one-stop marketplace designed to bring together all segments of the food and beverage industry to expand their sales opportunities. Our sponsors included the U.S. Department of Agriculture and the National Association of State Departments of Agriculture.

Our 2019 food and beverage show attracted more than 11,000 decision-making buyers who visited the booths of 435 exhibitors from 26 countries. Our show included



Photo credit: WTC Miami

special pavilions for exhibitors from Africa, Argentina, Brazil, Canada, Ecuador, France, Spain, Thailand and the United States.

Altogether, our exhibitors reported more than US \$100 million in anticipated sales. They also donated their unsold food and beverage items to the Bahamas, as part of the international humanitarian relief effort in the wake of devastating Hurricane Dorian.

Our [15th annual Air Cargo Americas International Congress and Exhibition](#) was held the last week of October. More than 4,000 international aviation executives from 68 countries registered for the trade show, which was hosted by the Miami International Airport – our community's leading economic engine – and powered by our World Trade Center. Altogether, our exhibitors reported more than US \$50 million in anticipated sales.

Both our trade shows included conferences featuring notable speakers and panelists discussing issues related to each specific market. For instance, our Air Cargo Americas Conference featured updates on the latest security and safety regulations being used in the Western Hemisphere to secure cargo from the intrusion of biological, chemical or explosive materials.

Together, these two trade shows generated more than US \$2 million in revenue for our World Trade Center in 2019.

TIPS FOR SUCCESS

If you are considering adding a trade show to your World Trade Center's services, it's essential to begin planning at least a year in advance of the anticipated date for the event. It takes time to secure a suitable venue, recruit a sales team, and begin promoting the show.

You should also conduct a market study to determine the potential demand for a new show. This might involve surveying your members, holding focus groups or talking with other leaders in your global trade and logistics community.

You could also organize smaller events, such as receptions, lectures or networking activities, to gauge the level of interest in your trade show.

After determining the focus for your event, you should see if there are competing or complimentary shows in your geographic region that can affect your decision on whether or not to go forward, as well as the timing of your show.

If you decide to launch a show, you should consider engaging an experienced trade show professional who can manage the complex day-to-day activities involved in selling and promoting your event. Please feel free to contact our team at the World Trade Center Miami for advice on operating a successful trade show at cg@worldtrade.org.



MEMO: Renewed Vision for the World Trade Centers Association

Dear WTCA Members,

I wanted to take this time to address the questions many of you have asked regarding our renewed vision for the World Trade Centers Association (WTCA), what these important changes entail, and how these changes will strengthen the regions our Members are based in and, as a result, strengthen the Association as a whole.

In line with the WTCA Board's revised strategic priorities for 2020, the main focus of this "Regionalization Plan" is to shift the emphasis of the past 50 years on centralized HQ functions to a coordinated structure of regionalized operations. We believe this new regional approach will best serve our Members moving forward and we aim to roll out this plan as seamlessly as possible while continuing to be transparent and communicative throughout the process.

Below are some FAQs to better explain our 2020 focus and the changes that will be implemented throughout this year.

As always, I am available if you have any questions or comments on these changes. Please look out for further updates as we work to strengthen our network, and once again, we thank you for your continued support during this time of transition.

Sincerely,

John E. Drew, Chair of the Board of Directors

WTCA 2020 Regionalization Plan FAQs

What is the overview of these WTCA organizational changes?

The WTCA Board has approved a "Regionalization Plan" that will result in a more efficient allocation of resources, which will financially strengthen the regions, bring WTCA's day-to-day operation decisions closer to Members, and better prioritize the initiatives best suited for each region, which will therefore strengthen the WTCA network as a whole.

Who is involved in these organizational changes?

The WTCA Board will work closely with WTCA Headquarters staff to implement the necessary changes over the next year. With the two newly created positions — the Executive Director – Business Development (EDBD) and Executive Director – Corporate Services (EDCS) — in place, WTCA Headquarters will work in partnership with each of the Regional Advisory Councils (RACs) to appoint five new Regional Contractors to fill out the remainder of the newly created positions.

Why are these WTCA organizational changes occurring and why are they important?

The rationale behind these changes is for the WTCA to be closer to its Members in each of the regions it serves, and to allocate resources and operations in such a way that allows it to do so. The WTCA is dedicated to making these changes in order to evolve with the needs of its Members and the changing global business environment as seamlessly as possible, and believes this new regional

approach will best serve the Association as we head into the future.

When will all of these WTCA organizational changes take place?

Some of these organizational changes are now in effect as of December 2019. However, as organizational change is a slow process that involves many factors, the majority of these changes will roll out throughout 2020 and beyond as they will take some time to be mapped out and implemented. As changes are implemented, they will be communicated to the Membership through *WTCA Meridian* and email.

Where will these WTCA organizational changes take place?

These organizational changes will take place in WTCA Headquarters in New York City, and will result in the appointment of several new Regional positions across the five regions that the WTCA serves (Asia-Pacific, Europe, Latin America, Middle East – Africa, and North America). WTCA Headquarters will continue to be located in New York City, and be the central point for core programming and brand uniformity.

How will these WTCA organizational changes affect services and programming for my World Trade Center?

The WTCA is dedicated to a seamless process to integrate these organizational changes into its infrastructure. Therefore, all departments at WTCA Headquarters will continue their regular functions with

minimal interruption while these changes come into effect in 2020 and beyond.

What is the contribution required from WTCA Members?

While these organizational changes are physically occurring at WTCA Headquarters, we ask WTCA Members to take an active role during this process by carrying out WTCA initiatives throughout their regions. WTCA Headquarters is committed to providing a seamless transition process with minimal interruption to our services and programming. Members will be updated on any evolving information, including the appointment of new Regional Advisory Council (RAC). We appreciate your cooperation and understanding during this time of transition.

What are the benefits of these new WTCA organizational changes for my World Trade Center?

The new organizational changes will result in a more efficient allocation of WTCA resources amongst its regions while maintaining its core programs. It will also bring WTCA's day-to-day operational decisions closer to Members and better prioritizes the initiatives best suited for each region, all without undermining the crucial need for a uniform global brand and interconnected WTC network.

Are there any drawbacks to these organizational changes?

These changes have been agreed upon by the WTCA Board to benefit the organization for years to come. Specifically, they will result in a more efficient allocation of resources that will financially strengthen the regions, bring WTCA's day-to-day operational decisions closer to Members and better prioritize the initiatives best suited for each region, all without undermining the crucial need for a uniform global brand and interconnected WTC network. Once implemented, we believe these changes will only strengthen our Association.

Will the organizational changes affect the WTCA Foundation and its initiatives?

The WTCA Foundation is a separate entity from the WTCA Headquarters, and will continue with its regularly scheduled initiatives throughout this year, including the annual "Peace Through Trade" Competition. It will not be affected by any organizational changes as it is managed by the WTCA Foundation Board Members, not WTCA Headquarters. As a private, U.S. tax-exempt, charitable organization, the WTCA Foundation's mission is to conduct programs that promote social welfare in the pursuit and support of activities that foster peace and social stability.

How will the overhead costs saved by these changes be spent, and who is managing that spend?

All savings will be re-invested into the WTCA regions by WTCA Headquarters under the management of the EDCS and legal counsel to further support Member

programming including events, communications, and other initiatives that are needed by the regions.

Who will be the face of WTCA Headquarters for external communications/media?

This role will be shared by the Chairman of the Board – John E. Drew, Vice Chairs – Remy Swaab and Mariette Mulaire, EDCS – Arun Manansingh, and the EDBD, when hired.

How can my World Trade Center join a Regional Advisory Council (RAC)?

The RAC shall have five (5) members consisting of: two (2) elected Directors of the WTCA Board from that region, and three (3) Representatives of WTCA Members from the region. The initial WTCA Board Directors and Member Representatives who will serve on the RAC shall be appointed by the WTCA Board Chair, in consultation with the Nomination & Compensation Committee. Open seats on the RAC (due to completion of term, resignation, or removal) shall be filled as follows: (i) WTCA Board Director positions shall be appointed by the WTCA Board Chair, in consultation with the Nomination & Compensation Committee; and (ii) Member Representative positions shall be appointed by the Members of the region by electronic and in-person voting at their annual Regional Meeting from a list of candidates who are nominated by Members in the region and who are deemed by the Nomination & Compensation Committee to meet the eligibility criteria set by the WTCA Board.

How will the RACs work with the World Trade Centers within each region?

Once established, your World Trade Center will be able to discuss issues with your local RAC and your local Regional Contractors. In addition, each region will hold its own annual meeting to allow for its Members to come together and discuss matters specific to the region.

What will happen to the current Regional Directors?

The role of the current Regional Directors will be changed, the specifics of which are currently being mapped out by the WTCA Board.

Who can I contact for more information or questions about these WTCA organizational changes?

We believe in maintaining trust and transparency to you, our Members, and will communicate the progress of our organizational changes at WTCA Headquarters over the next year through our monthly issues of *WTCA Meridian* and email. For any questions or additional information, please contact Chairman of the Board – John E. Drew, EDCS – Arun Manansingh, or your local Regional Director.

Reminder: WTCA Member Communication Tools are Available for Your Use

To help elevate the WTCA brand and ensure consistency among Members, WTCA Headquarters has developed a wide range of resources and tools for Members to use within their local markets.

Available on the [WTCA Resource Center](#), you can find:

- WTCA Official Media Kit and Key Messages
- WTCA Official Press Release Template
- WTCA 50th Anniversary Media Kit, Digital Shorts, and Member Activations Guidelines
- *WTCA Meridian* (archives)
- The 2018 and 2019 WTCA Trade and Investment Reports
- WTCA Member Case Stories
- WTCA Social Media Guides

*NOTE: You must be logged in to the WTCA Digital Platform in order to access the WTCA Resource Center. Please contact support@wtca.org if you need assistance logging into the Digital Platform.

Our team will continue to craft and update these tools for your use to promote your affiliation with the Association. For your reference, we've compiled a list in this article with a bit more detail on some of the resources that are most beneficial for you to share with your members and local partners.

WTCA Meridian

We believe that the content we provide should be of value not only to you but also to your members and external parties. Our monthly newsletter offers outsourced content from industry experts, WTCA Member perspectives, Member-submitted stories, upcoming events and anniversaries, and a memo from WTCA Headquarters. All issues published to date can be found on the WTCA Resource Center [here](#).



ANNUAL WTCA TRADE AND INVESTMENT REPORT

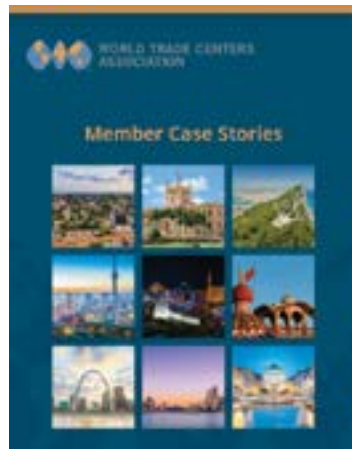
The annual *WTCA Trade and Investment Report* is produced by FP Analytics in collaboration with the WTCA and illuminates the current state of the world economy. The study is the result of original city-level data analysis, surveys and Member interviews from around the world using the WTCA's network of more than 325 cities, representing more than 35% of global gross domestic product and 1.24 billion people. Key findings from the 2019 *WTCA Trade and Investment Report* can be found at www.wtcareports.com, where the full report can also be downloaded. All promotional materials for the 2019 report can also be found on the WTCA Resource Center [here](#).



We will be launching the third installation of the report – *Fostering Resiliency: the 2020 WTCA Trade and Investment Report* – on June 12, 2020. If your World Trade Center is interested in participating in this year’s report, please reach out to us at media@wtca.org to schedule your time to speak with FP Analytics. Please note: where applicable, interviewees must have expressed written authorization from their CEO or senior leadership team to speak on behalf of their World Trade Center.

WTCA MEMBER CASE STORIES

Since launching our annual *WTCA Trade and Investment Report* in 2018, our research partners have held more than seven dozen interviews with Members in every region of the globe. These discussions have added a tremendous amount of insight into not only how these







WTCs work in their locales, but the positive effects their operations have on local businesses, infrastructure, and economic development. In our [WTCA Member Case Stories](#), we memorialize a sampling of these stories as a way of communicating just how deep our roots run and how impressive our Members’ efforts are, both individually and when taken together. The

WTCA Member Case Stories are also available in Mandarin and Spanish on the WTCA Resource Center [here](#).

WTCA SOCIAL MEDIA CHANNELS

We’ve revamped the WTCA’s social media channels over the past year, and have been sharing and promoting your programs, events and initiatives to our followers. These tools allow you to connect with Members around the world, and spread the word about what you are doing on the ground. We invite you to be a part of this initiative to connect with fellow Members on a new level.

If you haven’t done so yet, please follow us on our social media channels and feel free to tag us in your posts so that we may help to further promote your announcements, events, and more:

-  **Facebook:** [World Trade Centers Association](#)
-  **LinkedIn:** [World Trade Centers Association](#)
-  **Twitter:** [@WTCA](#)
-  **YouTube:** [World Trade Centers Association](#)

Please note that there are also WhatsApp channels across Africa, Asia-Pacific, Europe, and Latin America; and a WeChat channel in mainland China, all of which are available for Members to use. For more information on receiving updates from these channels, please contact your local regional representative.

We thank you in advance for your participation and support in our communications initiatives. If you have any questions, please write to Chanelle Kasik, Communications Manager, WTCA at ckasik@wtca.org.

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

WTC ALGIERS LAUNCHES THE DIGITAL BUSINESS CLUB!

World Trade Center Algiers

"Young people today have many opportunities, including those to create their own business in a...

[Full Story](#)

ASIA PACIFIC

SEMINAR – TURBULENCE AT THE TOP

World Trade Center Bengaluru

World Trade Center Bengaluru presented a seminar by Mr. Sundharesan Jayamoorthi on "Turbulence at the Top – Criminalizing the Boardrooms..."

[Full Story](#)

DY. PM OF THAILAND VISIT TO BENGALURU

World Trade Center Bengaluru

World Trade Center Bengaluru, in association with the Department of International Trade Promotion, Ministry of Commerce, Thailand...

[Full Story](#)

IEEE TEMS INDUSTRY FORUM 2019 – FUTURE OF TECH

World Trade Center Bengaluru

IEEE TEMS partnered with World Trade Center Bengaluru for the IEEE TEMS Industry Forum 2019 – Future of Technology Management on...

[Full Story](#)

WTC BHUBANESWAR IN ODISHA MSME TRADE FAIR 2020

World Trade Center Bhubaneswar

World Trade Center Bhubaneswar participated in the 8th edition of the Odisha MSME Trade Fair. Odisha MSME International Trade Fair 2020...

[Full Story](#)

WTC CHANDIGARH LAUNCH EVENT AND LOHRI CELEBRATION

World Trade Center Chandigarh

World Trade Center Chandigarh saw a successful start of their Trade Infrastructure Investment services with the formal launch of the office...

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WTC CHENNAI TO COMMENCE OPERATIONS SOON

World Trade Center Chennai

World Trade Center Chennai is the latest addition to the network of the World Trade Centers Association. Strategically located in the..

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WTC GOA ORGANIZES AWARENESS PROGRAM ON IPR

World Trade Center Goa

World Trade Center Goa, along with MSME Development Institute – Goa, organized an awareness program on Intellectual Property Rights (IPR) on January 9...

[Full Story](#)

WTC JAIPUR CHAMPIONS A NATIONAL MOVEMENT WITH MSME

World Trade Center Jaipur

WTC Jaipur joined hands with MSME Jaipur, Petroleum Conservation Research Association (PCRA), and Jaipur Embroidery Textile Association...

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TALK ON FUTURE OF MOBILITY

World Trade Center Kochi

World Trade Center Kochi organized a talk on "Future of Mobility – Challenges and Opportunities." The talk, which was conducted at the...

[Full Story](#)

BUSINESS OPPORTUNITIES IN BARCELONA

World Trade Center Kochi

World Trade Center Kochi, in association with GTech, organized an interactive session with Mr. Thomas Joseph, Founder and Director, Mapp...

[Full Story](#)

WTCMM SUPPORTS THE 51ST WTCA GENERAL ASSEMBLY

World Trade Center Metro Manila

In support of the 51st World Trade Centers Association General Assembly happening in Taipei, World Trade Center Metro Manila (WTCMM)...

[Full Story](#)

WTC MUMBAI SIGNS MOU WITH COLOMBIA INDIA CHAMBER

World Trade Center Mumbai

An interactive program on “Promoting Colombia India Bilateral Trade Relations” was organized by MVIRDC World Trade Center (WTC)...

[Full Story](#)

INDIA CAN BENEFIT FROM GVCS WITH RIGHT POLICY MIX

World Trade Center Mumbai

An interactive program on the first-ever release of the World Bank's World Development Report 2020 “Trading for Development in the Age...”

[Full Story](#)

PRE-REGISTER IMTDUO 2020: SMART MANUFACTURING

World Trade Center Taipei

Aiming at future needs for smart manufacturing, the Taipei Intelligent Machinery and Manufacturing...

[Full Story](#)

EUROPE

“DISCOVER GLOBAL MARKETS: TAIWAN”

World Trade Center Dublin

The event commenced with an introduction to the World Trade Centers Association and the 51st General Assembly hosted by World...

[Full Story](#)

WTC MARSEILLE – 7TH EDITION OF SAVEURS DU MONDE

World Trade Center Marseille Provence

On Monday December 16, the 7th edition of Saveurs du Monde took place at the City Center Marseille Provence. Organized by World Trade Center Marseille Provence...

[Full Story](#)

NORTH AMERICA & THE CARIBBEAN

USMCA PASSAGE COULD BOOST ARKANSAS TRADE GLOBALLY

World Trade Center Arkansas

ROGERS — Arkansas’ economy could blossom under the United States-Mexico-Canada Agreement, the landmark trade deal approved..

[Full Story](#)

WTCAR ADVISOR TAPPED FOR FEDERAL RESERVE BRANCH

World Trade Center Arkansas

JONESBORO — Davy Carter, who serves on the Board of Advisors for World Trade Center Arkansas, has been named director of the Federal...

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CES 2020 WRAPS: AI & 5G DEFINE FUTURE INNOVATION

World Trade Center Las Vegas

CES® 2020 wrapped on January 10, following a week filled with over 20,000 product debuts unveiling the future of technology...

[Full Story](#)

BUSINESS NETWORKING EVENT AT WTC MONTERREY

World Trade Center Monterrey

Seeking to grow our business community, WTC Monterrey held the first business networking event of this year on January 23...

[Full Story](#)

WESCO DISTRIBUTION IS NEW WTC ORLANDO MEMBER

World Trade Center Orlando

Welcome to New Member – Wesco Distribution! WESCO PROFILE: Fortune 500 Company (NYSE: WCC); Headquartered in Pittsburgh, PA...

[Full Story](#)

TRACK SELLING INSTITUTE THREE-DAY WORKSHOP

January 31, 2020 - December 31, 2020 |

Upcoming Event

World Trade Center Orlando

Ronald Mathis says: “When selling becomes a procedure, it ceases to be a problem. If selling is not a procedure...

[Register](#)

PHILADELPHIA'S BASSETTS ICE CREAM, NOW IN TAIWAN

World Trade Center Philadelphia

Taiwan has now joined the growing list of countries who have fallen in love with Philly's own Bassetts Ice...

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LOOKING TO GO GLOBAL?

World Trade Center San Diego

Drug discovery is a global industry. In 2017, Solana Beach-based Scientist.com – a B2B marketplace for drug...

[Full Story](#)

WTCSAV PROSPERITY THROUGH TRADE LUNCHEON

World Trade Center Savannah

Join World Trade Center Savannah (WTCSav) for the 2nd annual Prosperity Through Trade Luncheon...

[Full Story](#)

ACE ELECTRIC, INC. EXPANDING FOOTPRINT IN GEORGIA

World Trade Center Savannah

Ace Electric, Inc. will expand their footprint in Valdosta-Lowndes County with additional capital...

[Full Story](#)

52 PEDIATRICS NATIONAL MEETING – CONAPEME 2020

World Trade Center Veracruz

Pediatrician friends, I'm proud to introduce you to the program of our 52 Pediatrics National Meeting place...

[Full Story](#)



Founded on human values, the Gorioux Group is composed of 15 independent legal structures led by partners. Photo from left to right: Romain Laperche, Claude Faro, Pierre-Marie Gorioux (CEO), Gwennog Grall and Erwan Le Berre, Managing Partners.

Photo credit: Gorioux Group



Brief description about the SME: The Gorioux group operates in France and overseas in the following domains:

- Accountancy: accounting and tax filing
- Consultancy: organization, strategy, development, and management
- HR Management: pay slips, employment contracts, and recruitment
- Global Outsourcing: accounting, administrative and financial tasks
- Legal and Contractual Audit
- Trainings

When the SME was founded: 1981

How many employees work for the SME: 220

The SME's most recent accomplishment: Following the opening of an office in Thailand in 2019, Gorioux Group is planning to open an office in Bogota, Colombia in February 2020 in order to complete its offering in South America where the organization is already active in the Brazilian and Chilean markets.

Any tips for other SMEs: Be accompanied by competent advisors.

Link to the SME'S website: <https://www.gorioux.com>



**WORLD TRADE CENTERS
ASSOCIATION**

FEBRUARY

MEMBER

ANNIVERSARIES

The WTCA extends their warmest congratulations to those World Trade Centers celebrating yet another milestone. February 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 Tokyo 56 years

World Trade Center Atlanta 38 years

World Trade Center Atlantic Canada-Halifax 38 years

World Trade Center Lagos 38 years

World Trade Center Madrid 38 years

World Trade Center Trieste 22 years

World Trade Center Guangzhou 15 years

World Trade Center Monaco 11 years

World Trade Center Gibraltar 9 years

World Trade Center Kolkata 8 years

World Trade Center Antananarivo 7 years

World Trade Center Haiti 7 years

World Trade Center Goa 6 years

World Trade Center Harbin 5 years

World Trade Center Xiamen 5 years

World Trade Center Merida 4 years

World Trade Center Indianapolis 2 years

World Trade Center Nagpur 2 years

World Trade Center Sydney 2 years

TRENDS

TRENDS

Top Regions and Trends for HOSTING BUSINESS EVENTS AND MEETINGS

For corporate event attendees, the idea of a typical event can evoke images of drab conference rooms, uncomfortable lanyards, and hotel rooms with charming views of the airport parking lot. The emphasis on creating an engaging and worthwhile experience has often taken a backseat to convenience and necessity. However as a new decade begins to unfold, recent trends in event planning suggest a keen interest in making business meetings feel more in touch with modern lifestyles.

According to the [American Express 2020 Global Meetings and Events Forecast](#), the “focus over the last few years on improving attendee experience and engagement has raised expectations that meeting planners will create immersive, memorable experience.” One popular option for corporations is to blur the lines between business and personal travel. Rather than treating a corporate retreat or conference as an event with a singular focus on business, “bleisure” – a portmanteau of the words “business” and “leisure” – melds [aspects of the modern work-life balance](#) to deliver a wholly unique experience.

Compared to five years ago, [92% of event planners and Meetings, Incentives, Conferences, Exhibitions \(MICE\) professionals](#) find that events are more likely to be booked outside of the confines of a hotel conference room. Breakout sessions in well-trodden meeting rooms are being exchanged for morning poolside meetings, hikes, or fireside chats to enjoy the location’s ambience and learn more about the location’s culture. Hosting business events outside of traditional meeting places allows attendees to be more relaxed and comfortable with sharing their

ideas, build team spirit and strengthen relationships with colleagues, and enjoy and learn from their travel time while avoiding the monotonous routine mandated by events of the past.

To adjust to the evolving shape of corporate gatherings, organizations and event planners must balance thinking “out-of-the-box” to pique attendees’ interest with accommodating the necessary logistics behind executing an event. For example, gathering for a conference in the mountains may seem like an incredible opportunity on paper, but a lack of local transportation options, lodging, safety precautions, and/or other crucial aspects behind a major event can lead to serious questions over the event’s cost and feasibility. The [American Express 2020 Global Meetings and Events Forecast](#) found that tight budgets and space issues have caused problems for planners tasked with keeping attendees engaged. Considering the report predicts meetings will last up to 2.9% longer with 3.1% more attendees, executing a logistically feasible event remains an industry imperative.

Around the world, several cities have emerged as popular gathering places for corporate events that manage the delicate balance of cost, logistics, and interest of attendees. The [American Express 2020 Global Meetings and Events Forecast](#) highlighted four of the most intriguing regions around the globe, including the top destinations within:

Asia Pacific: Greater meeting activity is anticipated throughout the Asia Pacific, with up to 4.8% increase in China and 3.1% increase in Australia. Throughout the region, a diverse mix of internal team meetings,

product launches, conferences, and trade shows will split between mid-tier properties, luxury properties, and resorts. In particular, Singapore remains a top destination in Asia thanks to its well-developed meeting and events

industry with Bangkok and Hong Kong rounding out Asia's top three destinations for 2020. Average daily costs for China and Hong Kong range from US \$713 to US \$860 per attendee. In Australia, Sydney, Melbourne, and Brisbane are the region's leading choices, with an average cost per attendee between US \$472 and US \$672 per day.

Central and South America: The most popular destinations for 2020 in the Caribbean and Latin America will be Nassau, Playa del Carmen, and Cancun. Mexico and Brazil are expected to be two of Latin America's largest regional meeting places, with increases in activity of up to 3% for each country. Corporations are choosing regional destinations with strong infrastructure and well-established hotel brands, as well as unique locations such as Medellin, Colombia, to offer differentiated experiences. Product launches are among the most popular meeting options, each of which can top out at above US \$800 per attendee. Concerns over political instability and safety often factor into meeting planning decisions throughout the region. Additionally, keep in mind that seasons are reversed in the southern hemisphere, which means summer is approximately from November to February and winter stretches from June to August.

Europe: Meeting growth is expected to remain stable, with a modest increase of up to 1.8% since 2019 among



Image credit: iStock

product launches, incentives, and team meetings. Planners are focused on finding trendy, individually-designed meeting spaces for small groups, with a greater emphasis on boutique hotel brands, creative locations, and

unique venues. Europe's top meeting destinations for 2020 are London, Berlin, Barcelona, Paris, and Amsterdam, with an average regional cost of US \$745 per attendee.

North America: The United States and Canada are expected to remain consistently popular for internal team and training meetings, product launches, and incentives, anticipating a growth in activity of up to 2.5% across the continent. The top destinations for meetings and events in the United States are Orlando, Las Vegas, and Chicago, and the top Canadian destinations are Toronto, Vancouver, and Montreal. Average prices per attendee range between US \$506 and US \$798 per day.

With the rise of "bleisure," event attendees are becoming savvier and growing their expectations of novelty when it comes to attending business events. No matter the region, the right event location should offer the right mix of business opportunities and accessibility. However, while educational opportunities, networking events, and meeting spaces can be adapted to any locale, interesting venues should not overlook concerns over attendee safety, the overall event cost, or the overall purpose of the event. Organizations and event planners must find a balance to make events in 2020 as original and memorable as possible while keeping their corporate goals in mind to make the event truly successful.



**WORLD TRADE CENTERS
ASSOCIATION**

**Questions? Do you have any story ideas?
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