



WORLD TRADE CENTERS
ASSOCIATION

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SPECIAL

ISSUE



**COVID-19 UPDATES
FROM AROUND THE NETWORK**

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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 Chanelle Kasik, Communications Manager, WTCA at ckasik@wtca.org.

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

Staying United From a Distance

Dear Members,

It would be an understatement to say that over the last few months, the world has completely turned upside down. We have entered a new level of uncertainty with, among other things, economic effects seen around the world across nearly every industry. While there is no clear indication on when we will go back to what we once considered “normal,” if at all, we have learned to face the challenges and adapt to a new reality. And together, we will weather this storm.

To prepare for this month’s issue, which is focused on COVID-19 and its effects around the world, we worked closely with our WTCA Regional Teams to compile updates on how Members in various regions are dealing with the outbreak on a local level. The Memo shares a recap of our recent WTCA Global Town Halls which were held April 21 and 22, where a combined total of 74 of our WTCA Members across 14 countries came together to continue our discussion about COVID-19, including current strategies, beneficial resources and objectives for the next 30 days. Lastly, our Around the Network section features Member-submitted stories with updates on what is happening around the globe from a business perspective.

We understand that these are trying times for us all and want to ensure you, our Members, that WTCA Headquarters is at your disposal to help in any way we can. Now is an important time to come together as an Association and lean on each other for support. With a united front, we can show the strength of our network and maintain resiliency to overcome the inevitable effects this pandemic will have in our local economies. I am grateful for the community we have built together, and know that when we stand together, we can emerge from this stronger than ever.

If you have any questions, comments or concerns, please do not hesitate to reach out to WTCA Headquarters at media@wtca.org.

Sincerely,



John E. Drew



Asia Pacific

SCOTT WANG

WTCA Vice President, Asia Pacific

Since the lockdown of Wuhan, China in late January, the Asia Pacific region has been in the frontline of the ongoing fight against COVID-19. While some areas such as China are now stabilized and on the cautious path to recovery, others such as Japan and Singapore have seen cases spike and have had to extend existing lockdowns or take additional measures to curb the outbreak.

Business in the region has experienced massive disruption, and World Trade Center (WTC) operations were not immune. Working remotely has become common for WTC staff and tenants, WTC construction has been suspended, hospitality services have been brought to a halt, and trade shows and conventions have been postponed or canceled. Facing the unprecedented challenges, WTCs across the region have demonstrated their commitment to their communities by working quickly to facilitate and sustain operations and services with adaption and innovation. On April 10, an APAC Regional Town hall was held to give updates, share best practices, and discuss strategies for operations under COVID-19 from a regional perspective. The meeting saw

participation from 28 representatives of 18 regional WTCs across eight countries — including Australia, China, Cyprus, India, Philippines, South Korea, Sri Lanka, and Vietnam — who shared impacts within their communities.

For Pamela Pascual, President and CEO of WTC Metro Manila, 2020 was supposed to be the year for facility expansion as one of the most prominent exhibition and business event venues in the Philippines. The project was derailed when the region was hit by the outbreak. With a cascade of canceled events and the growing need from the local community for a large-scale supplemental healthcare facility, WTC Metro Manila started to reach out to community partners for help, resulting in the “[WTC We Heal as One Center](#)”¹ project to repurpose its exhibition hall into a 502-bed quarantine center.

In China, Oceanwide Holding Group, the parent company of WTC Wuhan CBD, has donated millions of dollars’ worth of funds, personal protective equipment (PPE), and medical equipment to the community. Two of its premier hotels were also dedicated to lodging first responders who came from different parts of the

¹World Trade Center Metro Manila, “WTCMM: Going Down in History to Fight COVID-19,” Accessed April 27, 2020. <https://www.wtca.org/locations/world-trade-center-metro-manila/news/wtcmm-going-down-in-history-to-fight-covid-19>.

“
WTCs in the region have also
been playing a critical role in
keeping businesses informed of the
government’s changing measures
and restrictions.” ”

country. Further, in an effort to help tenants and local businesses financially, the company waived or reduced rental payments for tenants. In India, WTC Chandigarh created an emergency “COVID-19” fund to support all construction workers at its project site to ensure their safety and well-being.

WTCs in the region have also been playing a critical role in keeping local businesses informed of the government’s changing measures and restrictions. For example, WTC Bengaluru hosted a seminar, which featured healthcare experts as speakers to help raise awareness for COVID-19 prevention in business community. WTC Mumbai has been sending out a daily newsletter on the changing business environment and regulations. WTC Taipei has been posting updates on the progress in the efforts to contain COVID-19. And when China was planning to reopen for business, WTC Beijing, WTC Guangzhou, WTC Shanghai, WTC Shenzhen, WTC Xiamen, and WTC Xi’an worked hard to get access to government aids for their member companies.

WTCs around the world have also been well positioned to leverage the WTCA global network for trade facilitation to meet the high demand of PPEs and other medical supplies. In January, the WTCA created the COVID-19 section in the [WTCA Resource Center](#) (in a folder titled “0. COVID-19 (Coronavirus) Information”) to exchange information and establish matchmaking efforts to deal with shortages of medical supplies. Many of the region’s WTCs — including WTC Beijing, WTC Chongqing, WTC Macau, WTC Metro Manila, WTC Mumbai, WTC

Quanzhou, WTC Shenyang, and WTC Xi’an — have contributed valuable supplier information to help fellow WTCs.

Additionally, many WTCs in the region have expanded their services to include trade related to legal and business to address their communities’ needs. Covering a range of services, these WTCs are assisting businesses with force majeure certifications, PHEIC clearance and contract disputes, trade financing and foreign exchange risk management, and other services to promote products for exporting as exhibition and trade fairs are not currently available.

To keep business as normal as possible, businesses have had to make significant changes to the way they communicate. Many WTCs are taking the lead in the wave of innovation. For example, WTC Suwon invested in a video conferencing system which can help in business matchmaking and communicating with their SME community. WTC Beijing tapped its [e-show global platform](#) to display its members’ products and promote trade, and, similarly, WTC Taipei developed an online [Taiwan Trade program](#) that enables buyers to connect with sellers digitally. WTC Xiamen created a social media group to provide instant consulting services for companies in need. WTC Binh Duong New City has launched webinars to educate clients on sustaining operations and preparing for a post-COVID-19 recovery. This ongoing trend of digitization has been accelerated in light of the pandemic and seems to come with a lasting impact on the way we conduct business.



Europe

NIKLAS ÅKLUNDH

WTCA Membership Coordinator, Europe

The first known cases of COVID-19 in Europe were confirmed in France on January 24. Since then, the virus has spread rapidly across Europe, with particularly high cases and deaths in France, Italy, Spain, and the UK. As the situation has escalated, governments have closed down public areas including schools, universities, restaurants, libraries, theaters, and sporting events to prevent crowds from gathering. Most retail stores, with the exception of essential stores including food and pharmacy suppliers, have closed in addition to non-essential factories and workplaces.

Currently, the economic impact in Europe is escalating and will have consequences for long after the pandemic subsides. Three major problems currently face the economy: disruption of supply chains, lower consumer demand and the negative impact of uncertainty of investments, and the result of companies' liquidity constraints. According to the [European Commission website](#),¹ to help combat the potential extent of this issue, Europe, as a region, has adopted a comprehensive economic response

of €3,390 billion to fight the pandemic and economic recession at both an EU and national level.

In the midst of this crisis, the WTCA European Members are working remotely, tapping into their networks to help their members, regions, and communities. In doing so, they are showing the world that World Trade Centers (WTCs) are still operating and ready to help, fighting both the pandemic and the economic impacts. Examples include:

- French WTCs, such as WTC Brest and WTC Rennes Bretagne, which are connected to their Chambers of Commerce, are working as the link between government and companies. They are calling as many SMEs as possible to offer individual support. Additionally, they are planning to help smaller retailers with a kit, including face masks and hand sanitizer, for protection in the re-opening phase.
- WTC Cyprus is communicating daily to circulate relevant government notices and steps to all employees and SMEs.

¹European Commission, "Jobs and Economy," Accessed May 1, 2020.

https://ec.europa.eu/info/live-work-travel-eu/health/coronavirus-response/jobs-and-economy-during-coronavirus-pandemic_en

“
Communication between the
European Members has increased
on their social media group to share
ideas, information, and best practices
in order to connect and stand united
during this critical time.”

- WTC Nantes Atlantique has communicated that the entire Nantes Saint-Nazaire port is still operating, supporting exporters, and sharing customs information for the importation of face masks.
- WTC Pescara has used its network and established contacts to find medical ventilators, and, through long-lasting partnerships, has received donations of more than 100,000 face masks from sister cities in China.
- WTC Växjö is working together with tenants and members, helping them to improve liquidity and setting up individual payment plans for the rent.
- Many of the European WTCs are also helping their governments and companies by posting information on the pandemic and best practices on handling its economic impact on their websites or on their social media channels.

As a result of the lockdowns, the European WTCs have moved to a virtual environment. Communication between the European Members has increased on their social media group to share ideas, information, and best practices in order to connect and stand united during this critical time. European WTCs have been creative in their quest to find new digital and virtual solutions for conducting business from afar.

For example:

- WTC Eindhoven is looking at platforms for virtual business matchmaking.
- WTC Lisbon is working on a project with a platform for virtual matchmaking, hosting an exhibition with 1,500 participants in the healthcare sector.
- WTC Rotterdam, in association with the city of Rotterdam, held a webinar on April 23 on international trade which included 1,300 remote participants and five US-based WTCs, showing the strength of the WTCA network.
- WTC Trieste is evaluating a digital B2B platform for members.

Separately, Europe is starting to see a flattening of the curve – with the number of casualties and cases slowing. As this decrease continues, more countries will talk about easing their restrictions and opening up partially in order to give the economy the opportunity to recover. While the business landscape may not look the same after the pandemic, European WTCs remain committed to help their local economies and will do what they can for their regions and members.



Latin America

CARLOS RONDEROS

WTCA Regional Director, Latin America

The COVID-19 pandemic is now widespread throughout Latin America and has been present since January. However, it was not until the beginning of March that local cases were reported. Information on the total number of cases is not equally reliable across all countries in Latin America since the number of tests per thousand habitants changes from country to country. As of April 27, available information from the [Johns Hopkins Resource Center](#) indicated that Brazil reported the largest numbers of COVID-19 patients with 63,328 cases, followed by Peru (27,517), Ecuador (22,719), Mexico (14,677), Chile (13,813), Panama (5,779), Colombia (5,379), and Argentina (3,892)¹. All other Latin American countries had reports of less than one thousand cases. Notwithstanding, the region is still a long way from reaching the peak of the infection curve. In total, Latin America, with a population nearing

500 million, has reported less than 8,000 deaths.

As a whole, the Latin American region has opted for a full quarantine. Most governments have issued executive orders for the population to stay at home through mid-May, only allowing exceptions for those providing essential services in utilities, food services, and medical duties, among others. Making this decision at an early stage of contagion has helped to keep numbers low. However, closing down Latin American countries has also meant closing down their economies, which will have a devastating effect on poverty levels. Although nations are undertaking immense fiscal efforts, they do not always have the resources to fully cope with the needs of the poorest sections of the population. [According to the World Bank](#), GDP in the Latin American and Caribbean

¹JHU CSSE, Johns Hopkins Coronavirus Resource Center, (Johns Hopkins University & Medicine, 2020), Accessed April 27, 2020. <https://coronavirus.jhu.edu/map.html>. NOTE: Please be advised that we/the WTCA have obtained permission from Johns Hopkins University & Medicine to share this link with our WTCA Members. If you choose to share it with your own members/tenants in any form, you need to inquire.

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Despite the challenging situation
facing many WTCs in the region,
every active center has gone
to great efforts to support their
local communities.”

countries (excluding Venezuela) is expected to contract negative 4.6% in 2020².

World Trade Centers (WTCs) in the Latin American region have indeed been impacted by the economic slowdown as most of their core businesses revolve around real estate developments, and are complemented by services to their tenants and local communities. With employees working remotely and companies in financial distress, WTCs in the region are seeing some of their office space being vacated or are renegotiating rents with tenants. The main efforts of these centers have been geared towards retaining tenants, lowering rents, and, in some cases, waiving them. For example, WTC Querétaro has given some of its tenants two months of free rent while WTC Buenos Aires has extended rent discounts to some tenants.

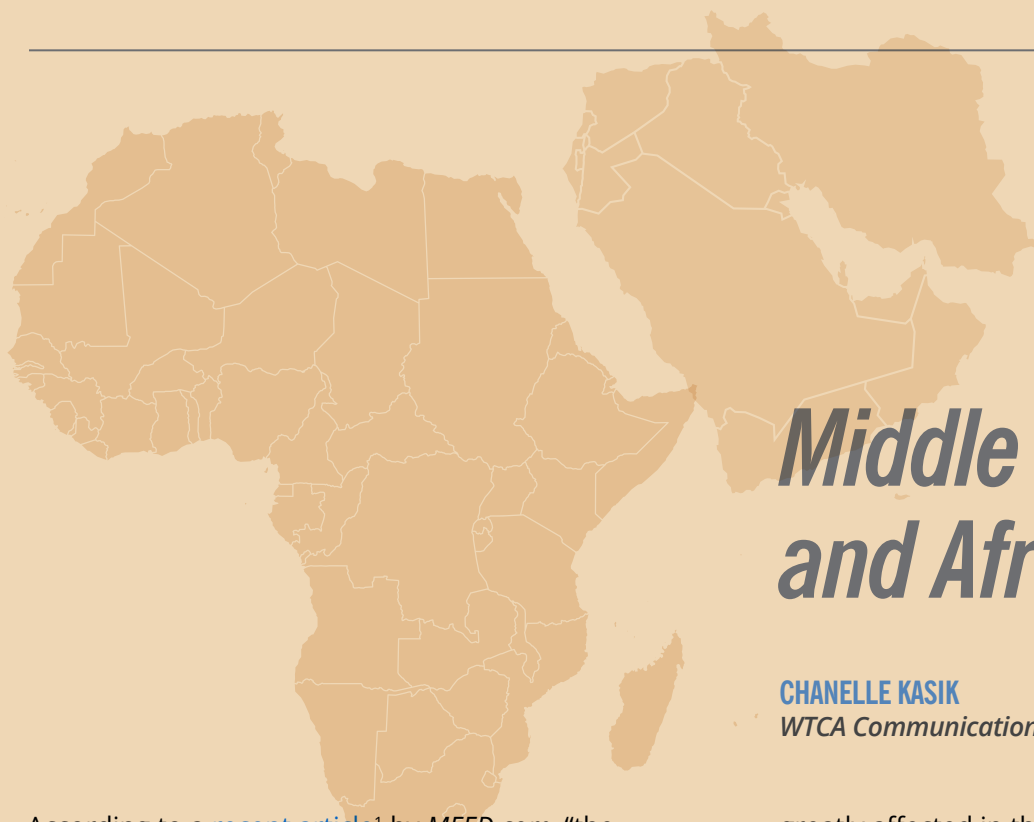
Despite the challenging situation facing many WTCs in the region, every active center has gone to great efforts to support their local communities. For example, WTC Montevideo has collected \$3 million USD among its tenants to support the city's healthcare system. WTC Buenos Aires is working with parishes in the city to collect funds to support supplies for those most in need. And WTC Monterrey has set up a free-of-charge consulting effort to guide small- and medium-sized businesses through this crisis.

Since lockdown measures were imposed at the beginning of April, WTCs in Latin America have held weekly virtual meetings to share experiences and explore

ways to collaborate and have a positive impact on the region. This has resulted in a regional campaign with the theme of “I take care of myself and I help you” to create support groups throughout the region. This initiative is being led by WTC Cali, WTC Colonia del Sacramento, WTC Guanajuato, and WTC Valencia with the participation of most WTCs in the region, and even beyond Latin America, including WTC Arkansas and WTC Winnipeg. This program has just started and by early June, we will be able to evaluate the impact of this commitment of Latin American WTCs with their communities during crises.

Further, WTCs have invited special guests to these weekly virtual meetings to learn more about steering businesses in times of crisis. WTCA's Regional Teams who are looking to integrate regional efforts on COVID-19-related initiatives have also been invited to join. Overall, Latin American WTCs have taken the challenges stemming from COVID-19 with innovation, courage, and generosity.

²Coherent Policy Response Needed to Overcome Crisis in Latin America and the Caribbean, (Washington D.C., The World Bank, 2020), Accessed April 27, 2020. <https://www.worldbank.org/en/news/press-release/2020/04/12/coronavirus-crisis-latin-america-and-the-caribbean>.



Middle East and Africa

CHANELLE KASIK

WTCA Communications Manager

According to a [recent article](#)¹ by *MEED.com*, “the number of COVID-19 cases in the Middle East and Africa (MEA) region crossed 129,502 as of April 22.” Compared to other regions, MEA is further behind in the number of COVID-19 cases and casualties, and appears to have not yet reached its peak. However, the region’s governments are not taking the outbreak lightly and are rolling out a slew of measures to minimize infections and help their regional economies.

Scheduled events have been postponed to late 2020 or 2021, public gatherings and travel have been limited, borders have been closed for international travel, companies have requested for non-essential employees to work remotely, and people testing positive for COVID-19 have been placed in isolation. According to [an article](#)² by the *Associated Press*, some nations like Saudi Arabia and the UAE have established nationwide drive-through testing and curfews to identify and contain the spread of the virus.

With these measures in place and lockdowns practiced around the world, business and trade have been

greatly affected in these regions. To help ease the financial burdens, some governments, such as the Lebanese Cabinet, have introduced tax measures such as the suspension of tax deadlines and deferral of the payment of social security contributions. Other governments, like the Saudi Arabian Monetary Authority, have unveiled programs to support SMEs in addition to tax measures and other government reliefs. The Algerian government, in another example, implemented measures to cover the salaries of 50% of their workforce, giving priority to women, the elderly, and people with medical conditions.

In light of the current state of the pandemic, our Members from the MEA region have developed initiatives to assist their members and tenants while complying with local government restrictions.

For example, WTC Abu Dhabi, among other commercial centers, shut down for a two-week period per the directives issued by the UAE government. According to [a recent article](#)³ in *The National*, malls in Abu Dhabi are preparing to reopen.

¹*MEED.com*, “MENA Nears 130,000 COVID-19 Cases,” Accessed April 28, 2020. <https://www.meed.com/mena-nears-130000-covid-19-cases>.

²*Associated Press*, “Iraq, Lebanon Extend Government Restrictions to Combat Virus,” Accessed April 28, 2020. <https://nbc16.com/news/nation-world/iraq-lebanon-extend-government-restrictions-to-combat-virus>.

³*The National*, “Coronavirus: Malls in Abu Dhabi and Al Ain Prepare to Reopen,” Accessed May 4, 2020. <https://www.thenational.ae/uae/coronavirus-malls-in-abu-dhabi-and-al-ain-prepare-to-reopen-1.1013639>.

WTC Algiers has kept only one to two employees on site at a time with scheduled shift rotations. It has also established health and safety protocols for staff and tenants, including disinfecting the buildings several times a day and building a system that allows employees to work remotely. Since the lockdown started, WTC Algiers created a task force of members across a variety of sectors to maintain communication. This task force is working to help the government and population overcome difficulties, assist tenants, and share information with fellow World Trade Centers (WTCs) around the globe such as what actions to take post-COVID-19. It is also launching an e-learning platform that will provide clients with ways to facilitate trade and increase knowledge of COVID-19.

WTC Al Khobar, WTC Jeddah, and WTC Riyadh are open for clients operating during the pandemic. As three of the largest business centers in Saudi Arabia, these WTCs are taking extra measures to serve their customers in light of the government's curfew conditions. They have created a virtual network for employees to communicate with each other, for example. They have also increased staff to thoroughly clean and sanitize the business centers and tightened security measures to control those who are entering the business centers.

WTC Beirut is open for clients, but operating under measures that a limit be placed on the number of employees reporting to the workplace. Since March 19, the International Airport Rafic Hariri has been closed, with commercial flight services suspended until the airport reopens. All land border crossings into Syria have also been closed indefinitely. The Lebanese government introduced tax measures as a response to the pandemic, including the suspension of tax deadlines, deferral of payment of social security

contributions, and limited exemption for two months from custom duties.

WTC Cairo reached out to each of its tenants, offering relief measures, including payment deferrals and discounts on bills. Many tenants are working remotely, but the team has also sanitized the entire complex and provided hand sanitizers on all floors. Recently, Egypt has received medical equipment from China and Japan, and the government has granted incentive packages for small businesses including the postponement of loan payments for six months, a three-month exemption for real estate taxes, and six-month exemption for hotels.

WTC Dubai's exhibition halls were converted into a temporary field hospital, equipped with isolation and intensive care units, to treat up to 3,000 patients. Nearby vacant local hotels have also been turned into quarantine facilities for those infected. According to [a recent article](#)⁴ in *The National*, the Dubai World Trade Center Authority has implemented a "number of relief measures including fee waivers and rent deferrals for its clients and commercial tenants" and full refunds on canceled events. Additionally, Dubai just recently re-opened after a three-week, 24/7 lockdown.

WTC Sharjah has closed its expo center and converted it into a 2,000-bed medical facility. The local government will continue to use the facility through the end of August, when it will undergo extensive cleaning and sanitization for a month before re-opening. While the team works remotely, WTC Sharjah is offering webinars and virtual meetings for business members. Further, His Excellency Al Midfa, CEO of WTC Sharjah, has recently participated as a speaker in several international discussions about the economic impact of COVID-19 and its effects on the exhibitions industry.

⁴*The National*, "Dubai World Trade Centre Authority Reveals Relief Measures for Clients and Tenants," Accessed April 28, 2020. <https://www.thenational.ae/business/dubai-world-trade-centre-authority-reveals-relief-measures-for-clients-and-tenants-1.1009931>.



North America and the Caribbean

MARTIN SALLOUM

WTCA Regional Director, North America

Editor's Note: As Mexico is included in the Latin American WTCA Region, the WTCA North American Region only includes Canada, the United States, and non-Spanish speaking Caribbean countries (i.e., Haiti).

On the surface, the reactions to the COVID-19 pandemic in Canada and the United States appear to be very similar. However, as we look further, there are substantive differences in how the populace and their governments have treated the crisis.

As background, Canada is a confederation of provinces that have authority over areas such as healthcare, education, and resource development. With that, the governance of the pandemic has been primarily led by the federal government. Prime Minister Trudeau speaks to Canadians every morning from his residence in Ottawa, and all provinces have been cooperating by instituting the same public health guidelines as the federal government. Similar to other parts of the world, the pandemic has had

variable effects on different provinces — Quebec has been the hardest hit, with over half the nation's infections, according to the [government of Quebec's website](#).¹ Canada is beginning to see positive results from its early response by closing schools and non-essential businesses, as well as establishing and enforcing social distancing. Additionally, provinces such as British Columbia are now seeing a flattening of the infection curve.

Meanwhile, in the United States, there are noticeable differences on how individual states are dealing with the outbreak. There are disputes as to whether the president or state governors have ultimate authority. There are also growing differences as to whether or not the suffering economy will take precedent over the health of citizens. According to [Statisa.com](#),² as of April 20, nearly one-third of the two million global infections are in the United States, where the infection rate continues to climb — especially in New York City, which has almost half the infections of the entire country to date.

¹Government of Canada, "Coronavirus Disease (COVID-19): Outbreak Update," Accessed April 24, 2020. <https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection.html>.

²Statisa.com, "Number of Coronavirus (COVID-19) Cases Worldwide as of April 20, 2020, By Country," Accessed April 20, 2020. <https://www.statista.com/statistics/1043366/novel-coronavirus-2019ncov-cases-worldwide-by-country/>.

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Designed as a platform to share
messages of inspiration, diplomats
offer uplifting stories in the face
of the COVID-19 pandemic. These
shared experiences from embassies,
countries, and diasporas illustrate how
our global community benefits from a
collaborative support system.”

On March 20, the Canada-US border was closed to all but essential travel, which includes the transportation of goods and travel to avoid disrupting trade and the supply chains, and on April 18, both governments announced a 30-day extension of the closure. Earlier in March, all North American World Trade Centers (WTCs) directed their staff to work remotely. Amidst this uncertainty, there is growing concern amongst Members regarding the potential economic devastation that will impact member companies as well as their own WTCs. One of the key concerns post-crisis is the potential for a push-back on globalization. It is generally agreed upon that we need to get ahead of this by preparing positive messaging regarding international trade.

In light of the pandemic, several North American WTCs have developed initiatives while connecting and serving their tenants, members, and regions through leadership. For example, WTC Buffalo is currently spearheading a bi-national task force to evaluate the impact of the shutdown and to make trade recommendations on steps to re-open the Canada-US border in an efficient way. The primary concern is that governments may act too quickly, leaving the possibility of having to close the border again, or wait too long and causing unnecessary economic damage.

WTC Delaware held their first COVID-19 discussion on February 12 as part of a day-long session on the US-China Trade Agreement. A week later, the team produced a session on Disaster Planning, which was made available free of charge to the general public, in addition to other

COVID-19-related webinars. WTC Delaware has found the [WTCA Resource Page](#) and the Reciprocity Desk to be fundamental tools to distribute information regarding available medical supplies both in the United States and abroad.

WTC Denver is producing its [World Trade Month 2020 Series](#), which runs every Friday in May. The series features speakers such as

authors, consulates, WTC professionals, and international bankers. It will provide all North American WTCs, as well as all others in the network, with a discount code and promotional materials to make the content available to their staff teams and members.

WTC Washington, D.C. has launched the [Diplomatic Messages of Hope](#) campaign. Designed as a platform to share messages of inspiration, diplomats offer uplifting stories in the face of the COVID-19 pandemic. These shared experiences from embassies, countries, and diasporas illustrate how our global community benefits from a collaborative support system. To date, there are 12 participating embassies and diplomats.

WTC Winnipeg has been contacting their Trade Accelerator Program (TAP) graduates, in addition to other firms, to provide research during this complex time. They are finding that businesses are increasingly interested in diversifying their supply chains from a single source to markets they previously may have not considered, such as Europe and South America. Located in a province with a moderate infection rate, WTC Winnipeg is focusing on “how do we prepare for a post COVID-19 economy.”

COVID-19 Resources & Updates

WTCA COVID-19 Resource Page is Now Live!

Since its inception, the World Trade Centers Association (WTCA)'s mission has been to connect the business world and serve as an international ecosystem of global connections, iconic properties, and integrated trade services under the umbrella of a prestigious brand. In light of the current COVID-19 (coronavirus) outbreak, the Association's mission is more relevant than ever before. And through its network, the Association has come together to determine the best ways to assist during this time of uncertainty.

As government and health officials continue to work hard to control the current outbreak around the world, the WTCA has pulled together a number of resources available for Members and the general public. Resources provided on the [WTCA COVID-19 Resource Page](#), which is located on the [wtca.org](#) website, include:

- **Local Updates from World Trade Centers**
- **Virtual Programming Offered by WTCA Members (open to the public)**
- **WTCA Members-Only Resources**
- **Global Health Information and Alerts**
- **Global Travel Advisories**

This webpage is updated on a daily basis as new information is received, keeping Members and the general public abreast of new developments and resources. If your World Trade Center would like to post an update or publicize upcoming programming on the resource page, please contact media@wtca.org.



**WORLD TRADE CENTERS
ASSOCIATION**

May

MEMBER

ANNIVERSARIES

The WTCA extends their warmest congratulations to those World Trade Centers celebrating yet another milestone. May 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 Barcelona 28 years

World Trade Center Taipei 24 years

World Trade Center Almaty 13 years

World Trade Center Culiacan 12 years

World Trade Center Helsingborg 12 years

World Trade Center Luanda 12 years

World Trade Center Lund 12 years

World Trade Center Praia 12 years

AROUND THE NETWORK

WTCA COVID-19 RESOURCES AND UPDATES

As the COVID-19 pandemic is impacting communities worldwide, the WTCA is providing the public with a resource page to learn more about how World Trade Centers are providing assistance to their local communities. Learn more [here](#).

AFRICA

WTC ALGIERS BUSINESS CLUB MEMBER OF THE MONTH

World Trade Center Algiers

We are proud to announce that the World Trade Center Algiers Business Club's Member of the month...

[Full Story](#)

ASIA PACIFIC

BUSINESS FOOTSTEPS IN THE ERA OF COVID-19

World Trade Center Bengaluru

World Trade Center Bengaluru organized a webinar with Mr. Harish Bijoor, Brand-Guru and Founder of...

[Full Story](#)

WEBINAR ON PANDEMIC AND FORCE MAJEURE

World Trade Center Bengaluru

The webinar "Pandemic and Force Majeure" was organized by World Trade Center Bengaluru and FICCI...

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HOLDER OF WTC BDNC & ITS ENDEAVOURS TO COMMUNITY

World Trade Center Binh Duong New City

In the past 30 years, the Becamex IDC has been proactively taking part in several social responsibility initiatives in the Binh Duong...

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WTC CHANDIGARH ENSURES SAFETY AND SECURITY OF WORKERS

World Trade Center Chandigarh

The COVID-19 pandemic, followed by a lockdown in the country, has left many migrant workers with no food or shelter...

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BUILDING EFFICIENCIES IN BUSINESS USING ANALYTICS

World Trade Center Chennai

World Trade Center Chennai, in association with Skill2pro and GTech, organized a virtual session...

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PROTECTING THE CYBERHEALTH OF YOUR ORGANIZATION

World Trade Center Chennai

World Trade Center Chennai conducted a virtual session on protecting the cyberhealth of...

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WTC GIFT CITY LENDS HELPING HAND TO ITS WORKERS

World Trade Center GIFT City

The globally renowned brand WTC GIFT City announced support to its workers and assured them to...

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MSMES IN FOCUS IN WTC GOA'S WEBINAR

World Trade Center Goa

Micro Small and Medium Enterprises (MSMEs) constitute a very important sector in the country's all-around economic...

[Full Story](#)

WEBINAR ON COVID-19: A CRISIS OR AN OPPORTUNITY?

World Trade Center Kochi

World Trade Center Kochi partnered with TiE Kerala to host a virtual session called "COVID-19: A Crisis or An Opportunity?"...

[Full Story](#)

WEBINAR ON COVID-19: IMPACT ON IT/ITES COMPANIES

World Trade Center Kochi

World Trade Center Kochi, in association with the Indo American Chamber of Commerce, conducted a webinar called "COVID-19: Impact..."

[Full Story](#)

WTCMM: GOING DOWN IN HISTORY TO FIGHT COVID-19

World Trade Center Metro Manila

World Trade Center Metro Manila (WTCMM), a premier accredited WTC and a world-class exhibition venue...

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EXPERTS DISCUSS INDIA'S ECONOMIC RECOVERY

World Trade Center Mumbai

A webinar called "The Impact of COVID-19 Crisis on Trade and Industry" was organized by MVIRDC...

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INDIA TO BENEFIT FROM SHIFT IN GVCS POST-COVID-19

World Trade Center Mumbai

A webinar called "Navigating Trade and Industry in the COVID-19 Crisis" was organized by MVIRDC World...

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WTC NOIDA EXTENDS SUPPORT TO ITS WORKERS

World Trade Center Noida

The COVID-19 pandemic has brought the entire country to a standstill and many migrant laborers are left...

[Full Story](#)

EUROPE

HOW TO SURVIVE CONTAINMENT

World Trade Center Marseille Provence

Anyone can experience it — containment can sometimes drive you crazy! Our whole life is turned...

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THE KEYS TO AN INTERNATIONAL MINDSET

World Trade Center Rennes Bretagne

While being confident in English is important for successful international development, there are three...

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GROWING INTEREST OF COMPANIES IN BG BARCODE

World Trade Center Sofia (AF)

BCCI and World Trade Center Sofia AF announced that in March, there was increased interest from...

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LATIN AMERICA

LA ECONOMÍA PERUANA CON MIRAS AL BICENTENARIO

World Trade Center Lima

Un espacio de reflexión y propuestas sobre los principales temas del país. Transmisión en vivo vía Zoom.us...

**Editor's note: Submitted as-is in Spanish.*

[Full Story](#)

NORTH AMERICA & THE CARIBBEAN

WTCAR RECEIVES \$700,000 EDA GRANT

World Trade Center Arkansas

World Trade Center Arkansas has received a \$700,000 USD grant from the U.S. Department of...

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NEW LEADERSHIP AS OF 3/18: 2020 AGENDA LAID OUT

World Trade Center Atlanta

On March 18, World Trade Center Atlanta's Board of Directors confirmed and announced its 2020...

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PRES. CARLA STONE NAMED TO WORLD BANK GROUP NETWORK

World Trade Center Delaware

World Trade Center Delaware's president Carla Stone has been...

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GLOBALIZATION: CAUSE OR CURE OF THE PANDEMIC?

World Trade Center Denver

"You aren't in traffic, you are traffic," said my friend Bill Fulton in a recent blog. "This is a lighthearted way to..."

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WTC MONTERREY OFFERS FREE BUSINESS COACHING ONLINE

World Trade Center Monterrey

To help the SMEs of our community during this difficult time because of COVID-19, World Trade Center...

[Full Story](#)

WTC MONTERREY WILL PROVIDE FREE ONLINE TRAINING

World Trade Center Monterrey

In alliance with an enterprise called Territorium, which offers a digital platform for online training and...

[Full Story](#)

DR. BARANOWITZ TO DOCS: CONSIDER MMF/MPA FOR COVID-19

World Trade Center Philadelphia

Philadelphia Scientist and President of Epitek Inc., Dr. Steven Baranowitz, urges doctors to pay attention to...

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PHILLY DOCTOR AWARDED PATENTS FOR MEDICATION STUDY

World Trade Center Philadelphia

Dr. Steven Baranowitz, President of Epitek, and a member of World Trade Center of Greater Philadelphia, was...

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GEORGIA PORTS HANDLE MEDICAL SUPPLIES

World Trade Center Savannah

As the nation works to provide necessary equipment and supplies in the fight against COVID-19...

[Full Story](#)

VOLUNTEERS HELP UTAH BUSINESSES NAVIGATE RESOURCES

World Trade Center Utah

The flood of new programs and resources from Washington, D.C. are critical for small business owners to...

[Full Story](#)



MEMO:

WTCA Global Town Hall Recap (April 21 and 22)

In response to Member feedback to follow up on the global town hall meetings held in March, the WTCA hosted two global town hall meetings in April via video conference. Over the span of two days, 74 WTC representatives from 14 countries around the world — including China, Cyprus, France, Paraguay, and the United States — continued the discussion on their World Trade Centers' approach to the COVID-19 (coronavirus) pandemic, including current strategies, beneficial resources, and objectives for the next 30 days. During these virtual roundtables, there were three overarching themes: the importance of our role as an Association in times of crises and prosperity, the importance of globalization in a post-COVID-19 world, and how WTCs can be of value.

In light of the pandemic, WTCs around the world have undertaken similar strategies to help their tenants and business members. From hosting virtual office hours and webinars to sending personalized notes and cold calling their most vulnerable companies, WTCs are reaching out to provide assistance and listen to concerns. Further, some WTCs including WTC Querétaro are offering two months free rent for some tenants to help ease financial burdens during this time.

To help prepare for what's to come post-COVID, WTCs like WTC Brest are interested in exploring a Post-COVID Business Club to help companies transition to the new normal, or holding WTC-to-WTC virtual meetings to facilitate connections for their business members. WTC Kansas City shared that they would be interested in collaborating on best practice standards for re-opening, while WTC Curitiba shared the launch of a new [LinkedIn page](#), highlighting the charitable actions, products, and services made by Brazilian companies in an effort to help communities. Members also discussed enforcing the importance of globalization to ensure that it isn't lost in the pandemic's aftermath.

WTCs around the world have also been collaborating, offering resources and virtual events to their local communities as well as fellow Members. In addition to those noted on the [WTCA COVID-19 Resource Page](#), WTC Winnipeg is a founding sponsor for the [Local Futures](#) initiative, a crowdfunding platform designed to help local small business access much needed capital to help sustain them during this period. Additionally, WTC Washington, D.C. launched the [Messages of Hope Campaign](#) to stay connected with the global community and stakeholders during COVID-19. The platform shares messages of inspiration from embassies, countries, and diasporas to illustrate how our global community benefits from a collaborative support system.

In terms of upcoming events, throughout the month of May, WTC Denver will be hosting its [World Trade Month 2020 Series](#) virtually each Friday. Topics will include cities of the future in a post-pandemic world, immigration and innovation, international trade during COVID-19, and the future of supply chain sustainability. Separately, WTC Noida will be developing a virtual expo for SMEs focused across five sectors including electronics and IT; food and agriculture; handcrafts and handlooms; healthcare; and travel and tourism.

Following the global town halls, all Members are encouraged to complete a survey to quickly identify ways they may collaborate with each other. [Click here to access the survey](#). **The deadline to participate is May 10.**

The WTCA will continue to host these global town halls monthly – please be on the lookout for details on when these will be scheduled. As mentioned before, now is an important time to come together as an Association, and we hope you take part in this initiative to connect with your fellow WTCs around the world.

NOTE: Call notes from the March and April global town halls are available [here](#). If you have any questions or comments, please reach out to media@wtca.org.



Founder Jesus Martinez Pompa and CEO Felix Martinez Gonzalez.



Some of the products from IIN Creatividad en Color.
Photo credits: IIN Creatividad en Color



Name of the SME Member: IIN Creatividad en Color

Brief description about the SME: Based in Monterrey, Mexico, IIN Creatividad en Color is dedicated to the design and manufacturing of displays and corrugated cardboard boxes. Their products include floor displays, counter displays, gaylord boxes, trays, and pallet displays. With an in-house design team, IIN Creatividad en Color can help with new projects from start to finish.

When the SME was founded: 1981

How many employees work for the SME: 68 employees

The SME's most recent accomplishment: Due to its proximity to the U.S., better prices and quality, IIN Creatividad en Color has been able to enter the highly competitive US market with great acceptance.

Any tips for other SMEs: Don't look for what to sell to your clients, look for what you can help them with.

Link to the SME's website: www.iin.mx



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**Questions? Do you have any story ideas?
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