



WORLD TRADE CENTERS
ASSOCIATION

MERIDIANTM

THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION

Vol. 3, No. 7
July/August 2020

SPECIAL
SUMMER
DOUBLE
ISSUE



UNITED AS ONE GLOBAL COMMUNITY

MERIDIAN™

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 320 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.

FOLLOW US



World Trade Centers Association



World Trade Centers Association



@WTCA



World Trade Centers Association



WORLD TRADE CENTERS
ASSOCIATION

115 Broadway, Suite 1202, New York, NY 10006 USA

TABLE OF CONTENTS

03

WELCOME:

United As One Global Community

John E. Drew

Chair, Board of Directors, WTCA

04

MEMBER PERSPECTIVE – SPECIAL SECTION:

COVID-19 HERO STORIES FROM AROUND THE NETWORK

09

ANNIVERSARIES:

WTCA congratulates all Members celebrating their anniversaries in July and August

10

SPOTLIGHT:

Q&A with WTCA Executive Director-Business Development Robin van Puyenbroeck

12

AROUND THE NETWORK:

WTCA Members share their news from around the globe

14

UPDATES:

Updates from the WTCA Board, WTCA Foundation, Member Advisory Councils (MACs) and Regional Advisory Councils (RACs)

18

SME SHOWCASE:

El Automation (WTC Binh Duong New City)

20

SME SHOWCASE:

Hotel Hesperia WTC Valencia (WTC Valencia [Venezuela])



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

United as One Global Community

Dear Members,

With only four months left of 2020, I wanted to take the time to reflect on all that has happened so far this year. While this unprecedented time has greatly challenged the business world, it has also presented us with a golden opportunity to strengthen our relationships and come together to unite as a global community. It has reminded us of the foundation of our organization and the role we each play within our local communities — to be facilitators of international trade.

For this month's Special Summer Double Issue, we wanted to highlight the goodness that sparked in all of us during these unprecedented times, and asked several of our WTCA Members to showcase the heroes who have gone the extra mile to help their local communities during the pandemic. The Spotlight highlights a Q&A with our new Executive Director-Business Development Robin van Puyenbroeck and what he envisions for the future of our organization. The Updates section provides updates from the WTCA Board with details on programming for the remainder of the year, an announcement of the winners of the 2020 WTCA Foundation "Peace Through Trade" Competition, updates regarding the recently-elected Member Advisory Council (MAC) Chairs and Vice-Chairs, and the newly-established Latin America Regional Advisory Council (RAC). Our Around the Network section features Member-submitted stories with updates on what is happening around the globe.

Lastly, I wanted to share that we will be putting the publication of *WTCA Meridian* on hold under the current format. On behalf of the Association, a sincere "Thank You" to the team who has worked hard each month to pull together content that inspire and educate our Members, bringing the community together in written form. Under Robin's guidance, we will be announcing new initiatives that will enhance our Membership communications and engagement while continuing to fully embrace technology. Please look out for further updates from Headquarters as details will be announced.

I hope you enjoyed the summer season with friends and family, and return refreshed and invigorated for all to come this fall. It won't be easy as we continue to weather this storm, but I believe that our united front will only grow stronger if we continue to support each other and work together. I want to thank each and every one of you for your tireless efforts in helping your global colleagues as well as your local communities during these trying times. It is your dedication and commitment to international trade that keeps this network alive, and I am proud of all that we have and will accomplish.

Sincerely,



John E. Drew

There's no doubt that the COVID-19 pandemic has greatly affected all aspects of our daily lives — from social distancing and isolation, permanent changes in the workplace and business practices, to long-term public health effects and the prospect of a challenging global economic recovery. In this environment, we have also found courage, humanity and the willingness to fight back and help our communities in a time where collaboration is needed the most. Our Members from around the world are now in the spotlight for having taken the opportunity during these uncertain times to rise to the occasion.

Our special Member Perspective section in this Summer Issue of *WTCA Meridian* looks at how Members from our network have stepped up and lead efforts to assist their communities. The articles in this section highlight stories of how they have helped frontline workers and healthcare professionals deal with the devastating effects of COVID-19 in creative, organized, and generous ways.

ASIA PACIFIC

WTC Metro Manila

PAMELA D. PASCUAL

President and CEO, WTC Metro Manila

WTC Metro Manila (WTCMM) — a pioneer in world-class exhibition venues in the Philippines — was converted into a COVID-19 center on April 3 to help the government address the looming gap in hospitals and healthcare facilities throughout the country. Private companies came forward to donate personal protective equipment, rubbing alcohol, hygiene kits, meals, beds, beddings, among others, to complete the facility's infrastructure and meet the needs of the frontliners and patients. The medical team of the Armed Forces of the Philippines (AFP) managed the medical and operational needs of the center, ensuring the safety and care of the patients. To date, WTCMM's *We Heal As One Center* has accommodated and treated more than 1,600 patients.



Ms. Pamela D. Pascual, WTCMM President and CEO with government officials for the We Heal As One Center partnership. From left to right: Mr. Vince Dizon, Deputy Chief Implementer of NTF-COVID-19 and Chief Testing Czar; Secretary Delfin Lorenzana of the Department of National Defense; Secretary Carlito Galvez Jr., Chief Implementer of NTF-COVID-19; and Undersecretary Emil Sadain of the Department of Public Works and Highways.

Photo credit: WTC Metro Manila

WTC Pune

PRAKASH MIRPURI

*Executive Vice President - Communications & Marketing,
 Panchshil Foundation (WTC Pune)*



Nitin Wanhkade distributes food hampers and leads the community education drive with the Elite National Disaster Response Force team. Photo credit: Panchshil Realty

In response to the COVID-19 pandemic, the Panchshil Foundation — the CSR arm of Panchshil Realty, one of India’s leading real estate developers and a member of WTC Pune — embarked on a multi-pronged initiative to mitigate the pandemic’s impact on daily-wage workers. The Foundation provided food hampers with basic essentials such as rice, dal, cooking oil, and eggs to those in need. Nitin Wankhade, Assistant Manager-Safety — who has been with Panchshil Realty for a decade — is the WTC Pune community hero as he led the initiatives from the frontlines. Over the past two months, Nitin oversaw and participated in the distribution of more than 35,000 food hampers to the impacted communities. Further, in partnership with a team from the 5th Battalion of the Elite National Disaster Response Force, Nitin also led and coordinated special community education drives to raise awareness about COVID-19 and the precautions vulnerable populations need to take at the community level.

WTC Taipei

ELINA LEE

*Executive Director of Planning and Finance Department,
 WTC Taipei*

As COVID-19 continues to spread globally, Taiwan’s fight against the pandemic has drawn international attention and requests seeking exchange and collaboration. In response, Taiwan has been actively sharing lessons learned from the 2003 SARS outbreak and working with communities worldwide.

In April, WTC Taipei worked with the National Cheng Kung University Hospital to host an online seminar for 9,000 doctors in India and share Taiwan’s epidemic prevention experience. Since then, over 20 online seminars have taken place with more than 15,000 medical professionals in attendance from various countries, including Bangladesh, Colombia, Kenya, Mexico, Myanmar, Nigeria, Peru, Thailand, and Vietnam.

To help people from both public and private business



Taiwan Global Anti-COVID-19 Pavilion.

Photo credit: Elina Lee

sectors, WTC Taipei has worked with more than 2,000 companies and 21 hospitals, as well as diplomatic and economic organizations, to launch the “[Taiwan Global Anti-COVID-19 Pavilion](#).” The Pavilion offers resources for epidemic prevention, and matches global demands for medical technology and devices with their corresponding suppliers.

EUROPE

WTC Barcelona

JUDITH LLORENTE

Marketing Manager, WTC Barcelona

WTC Barcelona (WTCB) wanted to do its part in the fight against the pandemic, so the team encouraged their community to show their support to the COVID-19 healthcare workers and patients by launching an initiative called “No Esteu Sols” (You Are Not Alone). The initiative seeks to make professionals and patients feel more supported by the entire WTCB Virtual Community.

Partnering with Hospital Clinic de Barcelona, the WTCB team set up an email address to receive messages, letters, drawings, and videos from the community expressing encouragement and appreciation to these professionals and patients. A selection of these submissions is published on



In partnership with Hospital Clinic de Barcelona, WTC Barcelona launched an initiative called “No Esteu Sols” (You Are Not Alone) to support the professionals and patients of COVID-19.

Photo credit: Pexels.com

the Clinic’s [website](#). To date, numerous submissions have been received, and the WTCB team is confident that this initiative has helped professionals and patients continue in the fight against COVID-19. Initiatives like this show frontline workers and patients that they are not alone because the #WTCBVirtualCommunity is with them.

WTC Leeuwarden

E.J. SCHOUWSTRA

Managing Director, WTC Leeuwarden



Anniek van Aert displays the flag DVC created to support local heroes and those in need during the COVID-19 pandemic.

Photo credit: WTC Leeuwarden / Dokkumer Vlaggen Centrale (DVC)

Touched by first response efforts and a strong drive to make a small difference during the COVID-19 pandemic, Anniek van Aert and Dokkumer Vlaggen Centrale (DVC), a member of WTC Leeuwarden, joined forces and developed the Corona flag.

“The flag makes a great symbol by displaying two hands holding each other, shaping a heart. That’s what this is about — showing you care and support local heroes and those in need,” said Anniek van Aert.

Through this initiative, DVC offered the opportunity for citizens to give a shout out to first responders without leaving their homes and donate to the Red Cross in the Netherlands. Van Aert added that “It was heartwarming. I received pictures from all over the country where this flag was waving. We need to show we stand together and empathize with each other in these difficult times.”

To date, DVC has raised €37.500 for the Red Cross in the Netherlands.

AFRICA

WTC Accra

EDEM KOFI YEVUTSEY

General Manager, WTC Accra



WTC Accra Executive Chairman Togbe Afede XIV and partners present checks of USD \$200,000 to Ghana's COVID-19 Relief Fund.

Photo credit: WTC Accra

Ghana recorded its first case of COVID-19 on March 12, igniting a concerted and collaborative effort between the government and private individuals to manage its public health, social, and economic impacts.

The team at WTC Accra — led by Executive Chairman Togbe Afede XIV — supported the government's COVID-19 management efforts. In late-March, Togbe Afede XIV donated 2,200 bottles of hand sanitizers along with GHC100,000.00 (about USD \$17,000) to two local hospitals. Further, Togbe Afede XIV, who is also co-founder of the Sunon-Asogli Power Plant and Africa World Airlines, also donated a total of USD \$200,000 to the government's COVID-19 Relief Fund in partnership with those two firms. The funds were used by the government to finance mass COVID-19 testing and purchase food for the most vulnerable Ghanaians.

NORTH AMERICA

WTC Denver

DOUGLAS JACKSON, PHD, JD

President and CEO, Project C.U.R.E. and Board Member, WTC Denver

For more than 30 years, Project C.U.R.E. — a non-profit, humanitarian relief organization that has been a member of WTC Denver for more than a decade — has shipped donated medical supplies and equipment to people in need around the world. During a normal week, the organization delivers about five semi-truck-sized, 40-foot containers filled with everything from catheters to CAT-scans to nearly 140 countries. Until COVID-19.

On March 16, Project C.U.R.E. received calls from local fire departments and hospitals mentioning they were running



A Project C.U.R.E. volunteer helps Colorado residents unload their donated PPEs at Project C.U.R.E.'s PPE drive at Empower Field.

Photo credit: Project C.U.R.E.

Continued on next page

Continued from previous page

NORTH AMERICA

WTC Denver

very low on Personal Protective Equipment (PPEs). And the calls kept coming. To address this need, the organization cleared the PPE inventory from its seven warehouses. When those were gone, the team organized collection drives with major league sports teams such as the Arizona CARDINALS®, Chicago BULLS® and Denver BRONCOS®. To date, about 10 semi-trailers filled

with medical supplies and equipment have been delivered to frontline healthcare workers across the country. Today, Project C.U.R.E. is continuing in the fight against COVID-19 by providing PPEs to rural hospitals across Colorado and other rural states — partnering with the Civil Air Patrol — and delivering 22,500 emergency relief beds to developing countries around the world.

WTC Utah

CLAYTON CHUDLEIGH

Communications Coordinator, WTC Utah



As part of Utah's "Stay Safe to Stay Open" campaign, this photo shows the importance of social distancing and is one of the many ways the WTCU team has supported numerous COVID-19 relief and education initiatives throughout the state. Pictured from left to right: Julia Breinholt-Pappas, Miles Hansen, Nicole Sherwood, David Carlebach, Hannah Lowry, Ethan Fong, and Paxton Merrill.

Photo credit: Julia Breinholt-Pappas

All members of the WTC Utah (WTCU) team are playing a leading role to mitigate the negative economic impacts of COVID-19. As the chair of the Governor's Economic Response Task Force's Federal Committee, WTCU led an aggressive statewide public awareness campaign, educating hundreds of thousands in Utah about the Paycheck Protection Program. WTCU also created a team of 50+ volunteers to provide one-on-one assistance to 2,000+ small businesses.

WTCU is using its international network to support

Utah's multicultural community, which has been hit hardest during the pandemic. WTCU facilitated a USD \$50,000 donation from the Saudi-based Muslim World League for Utah's refugee-owned businesses, and arranged for a donation of thousands of masks from a Taiwanese company to Utah's homeless community. WTCU is also collaborating with multicultural state leaders to ensure resources are available in many languages, and is helping to develop the "Utah Leads Together" economic recovery plan.



**WORLD TRADE CENTERS
ASSOCIATION**

July/August

MEMBER

ANNIVERSARIES

The WTCA extends their warmest congratulations to those World Trade Centers celebrating yet another milestone. July and August mark 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!



Photo credit: WTC Mumbai

MVIRDC WTC Mumbai Celebrates 50 Glorious Years in Service to Trade and Industry

Established under the vision of Bharat Ratna Sir M. Visvesvaraya — engineer, scientist, and a great son of India — MVIRDC WTC Mumbai celebrates 50 years of service in the promotion of India's international trade. As it continues to guide businesses into the evolving global environment, WTC Mumbai envisions trade development and promotion with renewed hope, and reaffirms its commitment to strengthen its cooperation with the WTCA and its members around the world.

JULY —

- | | | | |
|-----------------------------------|----------|---|---------|
| World Trade Center Jakarta | 46 years | World Trade Center Nanning | 6 years |
| World Trade Center Moscow | 46 years | World Trade Center Thiruvananthapuram | 6 years |
| World Trade Center Dubai | 42 years | World Trade Center Colonia del Sacramento | 5 years |
| World Trade Center Warsaw | 30 years | World Trade Center Dhaka | 5 years |
| World Trade Center Twente | 14 years | World Trade Center Hunchun | 5 years |
| World Trade Center Bengaluru | 10 years | World Trade Center Punta del Este | 5 years |
| World Trade Center San Pedro Sula | 10 years | World Trade Center Amman | 4 years |
| World Trade Center London | 8 years | World Trade Center La Paz | 4 years |
| World Trade Center Ahmedabad | 6 years | World Trade Center Nanchang | 4 years |
| World Trade Center Ballerup | 6 years | | |
| World Trade Center Chicago | 6 years | | |
| World Trade Center Hyderabad | 6 years | | |
| World Trade Center Kochi | 6 years | | |

AUGUST —

- | | |
|-----------------------------|---------|
| World Trade Center Asunción | 9 years |
|-----------------------------|---------|

Q&A with WTCA Executive Director-Business Development **Robin van Puyenbroeck**

Robin – thank you so much for (virtually) sitting with us today and congratulations again on your new role at the World Trade Centers Association (WTCA). Can you take a moment to briefly discuss your professional background and what attracted you to the WTCA?

Let me first thank everyone at the Association for the warm welcome I received during my first virtual weeks. As to my background, I am a lawyer by training, and have worked at a financial institution in various capacities, as a business consultant, and, most recently, as Vice President Business Development at a US-based global retailer. My professional life has always been about relationship management and business development, creating partnerships and, in every capacity, it was about thinking outside of the box. I have always had a passion for international affairs, which is reflected in my leadership engagements at non-profit and intergovernmental organizations that are active in that area. My personal and professional passions to create a meaningful impact and to be purpose-driven come together at the WTCA through its core mission of facilitating global trade. Additionally, I was impressed with the strategic exercise the organization went through and how engaged the WTCA Board is.

What is your impression of the Association and its Members so far?

I am dedicating quality time engaging with our Members and all of our stakeholders to really get a grasp of the organization's heartbeat. Throughout this journey, I have encountered so many talented and driven people who truly care about the organization,



for whom the WTC is so much more than a brand. Further, the WTCA's global network of Members has proven very resilient during this challenging time with the COVID-19 pandemic. As we can read from the [COVID-19 Hero Stories](#) in this issue, our Members have come together in advisory groups and through organizing webcasts, providing resources for each other as well as their local communities. They support each other and are navigating these uncertain times together. That is the uniqueness of being a membership-based organization. I find this very empowering.

As this is a newly created position, what are your priorities?

My priorities are to grow our organization and expand our global footprint, enhancing membership engagement, and strengthening our brand equity.



My priorities are to grow our organization and expand our global footprint, enhancing membership engagement, and strengthening our brand equity.



In summary, to make us future-proof. I envision our growth quantitatively and qualitatively with membership engagement and trade services driving both at the core. We are going to have an active voice in the conversation on global trade and be part of various international platforms where that conversation happens. Regarding our global expansion, we will work on expanding the definition of trade to include logistics — moving goods and people — hospitality, and education. We have a tremendous opportunity to leverage this intersection because of the expertise of our Membership base. Imagine the WTCA as a beehive of economic activity and trade services with iconic buildings, airports, seaports, free trade zones, tourism infrastructure, and, yes, also universities located all around the world.

This is certainly a very interesting and challenging time. How do you think international trade and globalization will change for the future, and how must global businesses adapt to these changes?

What the pandemic — and the resulting global economic recession that it has triggered — has shown us is that we need to re-evaluate how we conduct our business, live our lives, and question the sustainability of the current economic model. As we see a new form of globalization unfolding, a digital globalization, the ability for people around the world to connect with one another in a trusted environment has become an essential business necessity. Therefore, our mission is now more important and relevant than ever. This time

of crisis also brings to the forefront the importance of sustainability and ESG — Environmental, Social, and Governance — principles. These cover how we conduct ourselves, how we treat each other fairly and with dignity, how we care for the environment, and how we operate with good governance. A business strategy that embraces sustainability will make an organization more adaptable to change and gain better tools to become a driver of change.

What do you envision for the future of our Association?

The WTC brand is a globally recognized icon of trust. It brings great credibility as a facilitator of international trade. As an Association, we have a strong heritage with a Board of Directors that is very committed and forward-looking. This will allow us to drive change, be agile, grow, and become a true global leader that brings people together in an environment of trust. I envision the WTCA as a unique cosmos of economic activity — an inspiration and a beacon of rock-solid business connections strengthened by mission-driven partnerships.

Anything else you'd like to share with our Members to get to know you better?

I believe that life is all about challenging our comfort zone so that we can expand, explore, and rejuvenate. The process of change may not always be easy, but when completed, we come out stronger. Insanity is doing the same things over again, but expecting different results.

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](#).

ASIA PACIFIC

FINANCIAL MANAGEMENT IN INTERNATIONAL TRADE

World Trade Center Bengaluru

World Trade Center Bengaluru and Indian Institute of Materials Management (IIMM) Bangalore...

[Full Story](#)

VIRTUAL SESSION ON "FACELESS ASSESSMENTS UNDER CUSTOMS"

World Trade Center Bengaluru

World Trade Center Bengaluru partnered with Bangalore Chamber of Commerce and Industry to...

[Full Story](#)

AGRICULTURE SECTOR TO STRENGTHEN INDIAN ECONOMY

World Trade Center Bhubaneswar

Agriculture has always proven to be the backbone sector of Indian economy. The COVID-19 pandemic...

[Full Story](#)

WEBINAR ON CYBER CRIME & DIGITAL SECURITY

World Trade Center Bhubaneswar

With COVID-19 indirectly enforcing use of digital platforms for various business operations, many organizations, especially the...

[Full Story](#)

SHOWCASE THE NETHERLANDS

World Trade Center Chennai

World Trade Center Chennai is collaborating with SAS Partners in Chennai to organize a series...

[Full Story](#)

THE NEW NORMAL IN B2B SALES AND MARKETING

World Trade Center Chennai

With new direction each day, many companies are being forced to close their doors or change their...

[Full Story](#)

WTC GOA'S WEBINAR "EMPOWERING DIGITAL SUCCESS - PART 2"

World Trade Center Goa

World Trade Center Goa organized their 6th webinar titled "Empowering Digital Business Success - Part 2." ...

[Full Story](#)

WTC GOA'S WEBINAR - SOLAR POWER NEED OF THE HOUR

World Trade Center Goa

World Trade Center Goa organized a webinar titled "Solar Power - Need of the Hour" with the objective of...

[Full Story](#)

HOW CAN MARKETING LEAD BUSINESS IN THE NEW NORMAL

World Trade Center Kochi

A conversation on how marketing can help businesses in the COVID-19 era was organized by World Trade

Center Kochi. Mr. Anish Aravind, Founder-MARS and Mr. Kamal Krishnan...

[Full Story](#)

THE FUTURE OF SME BRANDING IN A POST-COVID ERA

World Trade Center Kochi

A panel discussion on branding was organized by World Trade Center Kochi. Marketing experts...

[Full Story](#)

WTCMM LAUNCHES THE CIT ONLINE PROGRAM

World Trade Center Metro Manila

World Trade Center Metro Manila Business Club launched the online version of the Certificate in...

[Full Story](#)

DIGITALIZATION TO IMPROVE MSME ACCESS TO FINANCE

World Trade Center Mumbai

"Digital transformation is the buzz word across sectors and, increasingly, governments are talking...

[Full Story](#)

UNCTAD SUPPORTS INDIA'S RECOVERY FROM COVID CRISIS

World Trade Center Mumbai

Despite the negative impact of the COVID-19 pandemic on trade and investment, it is the conviction of UNCTAD that India, which is the engine of world economic growth...

[Full Story](#)

COMPUTEX CONTINUES ONLINE INTEGRATED SERVICES

World Trade Center Taipei

Many major tech events have been postponed, canceled, or have gone online during this unprecedented...

[Full Story](#)

EUROPE

WORLD TRADE CENTER BREST ORGANIZES WTCA DAY

World Trade Center Brest

To celebrate World Trade Centers Association Day, World Trade Center Brest organized a webinar on June 12...

[Full Story](#)

SUPPLIERS NECESSARY TO SUPPORT BUSINESS SURVIVAL

World Trade Center Dublin

On July 23, World Trade Center Dublin — in conjunction with World Trade Center Barcelona, World Trade...

[Full Story](#)

WTC MARSEILLE: READY TO GET BACK TO BUSINESS?

World Trade Center Marseille Provence

Since May 11, it is again possible to move freely without a certificate and return to your workplace. It is true...

[Full Story](#)

DON'T GIVE UP! KEEP ON BUILDING!

World Trade Center Moscow

We continue to introduce you to our tenants or partners. Our tenants, along with the guests of our hotel...

[Full Story](#)

WTCA DAY 2020 – HOW TO EXPAND YOUR BUSINESS ABROAD

World Trade Center Rennes Bretagne

As part of the WTCA Day 2020

festivities, World Trade Center Brest and World Trade Center Rennes Bretagne hosted a webinar during...

[Full Story](#)

NORTH AMERICA & THE CARIBBEAN

EXIM CHM REED + SEN CARPER AT WTC DELAWARE WEBINAR

World Trade Center Delaware

Chairman Reed focused on how EXIM can help Delaware small businesses succeed in the competitive global...

[Full Story](#)

WORLD TRADE CENTERS DAY

October 07, 2020 | Upcoming Event

World Trade Center Greater Philadelphia

Save the date! We will be returning to the Fairmount Water Works for the second year in a row to hold our World Trade Centers Day Awards...

[Register](#)

ASTM INTERNATIONAL: HELPING THE WORLD WORK

World Trade Center Greater Philadelphia

Over the years, we've heard the horror stories of housing construction material falling apart or children's toys manufactured...

[Full Story](#)

CUSTOMS & BORDER PROTECTION 21ST CENTURY FRAMEWORK

World Trade Center Kansas City

Jeremy Page of Page Fura, P.C. keynoted the World Trade Center Kansas City and the Greater Kansas City Foreign Trade Zone co-sponsored virtual event...

[Full Story](#)

LAS VEGAS WELCOMES VISITORS WITH "VEGAS SMART"

World Trade Center Las Vegas

Las Vegas is preparing for the return of meetings and conventions, and when the time is right for business...

[Full Story](#)

TECH SOLUTIONS FOR GLOBAL CHALLENGES – CES UNVEILED

World Trade Center Las Vegas

CES Unveiled® returns to Europe in October to demonstrate the power...

[Full Story](#)

24TH AMERICAS FOOD AND BEVERAGE SHOW

November 02 - 03, 2020 | Upcoming Event

World Trade Center Miami

The 24th annual Americas Food and Beverage Show and Conference event is organized and sponsored...

[Register](#)

PABLO DE HOYOS APPOINTED TO BUSINESS ACCELERATOR

World Trade Center Querétaro

The once generous and cheery economy is going through a very irritable and unforgiving mood...

[Full Story](#)

ACCESSING CAPITAL TO FINANCE IMPORTS

World Trade Center Savannah

Import transactions can be a significant burden on a company's cash-flow. Potential delays and...

[Full Story](#)

FOSTER BEELIEF NAMED FINALIST IN WTCAF STUDENT COMPETITION

World Trade Center Savannah

SAVANNAH, Ga. – World Trade Centers Association Foundation (WTCAF), an affiliated organization...

[Full Story](#)



UPDATES

WTCA Board Updates

With the final quarter of the year quickly approaching, we would like to provide a brief update from the WTCA Board on the Association's programming, Membership and governance. This year has been especially difficult for our business Members and our Association. As we continue to navigate the COVID-19 pandemic, the WTCA Board continued to make decisions in supporting our Members as they are experiencing serious business disruptions.

First, the WTCA Board elected to further extend the deadline for payment of 2020 WTCA dues to September 30, 2020. No interest charges will accrue during this time. For those Members who have already paid their 2020 dues, we express our gratitude as these timely payments are supporting our Association to continue operations. For those of our Members who could still pay dues prior to September 30, we encourage them to do so.

Additionally, effective as of April 15, the WTCA Transfer Policy will no longer assess a "transfer fee" of up to USD \$167,000 when a Membership license is

transferred. The former "transfer fee" is replaced by a USD \$25,000 "processing fee," which will help offset the costs of the WTCA's customary due diligence of the proposed transferee, the vetting of the transfer application, and preparation of a new transfer license if the transfer is approved by the WTCA. To review the WTCA's new Transfer Policy, please visit the WTCA Resource Center [here](#) (under "WTCA License Agreement Samples and Policies" → "Membership Documents" → "WTCA Transfer Policy (Updated April 15 2020)").

And finally, as all on-site meetings for the remainder of the year — including the Member Seminar and in-person Board meetings — have been suspended, we hope that you take advantage of the resources that the WTCA provides including InfoShare and Reciprocity Desk, and access to your fellow WTCA colleagues from around the world. Our network is now more relevant than ever as we continue to lean on and support each other to navigate these uncertain times. Together, we will come out of this uncertainty stronger than ever and, hopefully, reunite in person again soon.

WTCA Foundation Updates

We are pleased to announce that the World Trade Centers Association Foundation (WTCAF) Peace Through Trade Competition successfully concluded its second year. We would like to thank all participants for their valuable contribution, and also a special word of gratitude for the incredible support and donations from so many WTCs around the world.

The competition, which is designed to identify and

inspire the next generation of entrepreneurial leaders from the 320-plus cities where a WTC is located, received an enthusiastic response that resulted in quality submissions of innovative projects from student teams addressing one of the [17 United Nations Sustainable Development Goals](#). In light of the COVID-19 pandemic, the Foundation Board met virtually with three finalist student teams

throughout July, where they each provided a 15-minute presentation on their projects and participated in a 5-minute Q&A session. The WTCAF Board is proud to announce the following winning, first runner-up, and second runner-up teams of this year's competition:

Submitted by WTC Savannah, **the winning team is Foster Beelief**. Founded by Savannah State University students Sade Shofidiya, Jennyfer Dayan Vivas Gomez and Karen Perez, Foster Beelief works to promote sustainability through the education of the at-risk honeybee population, increasing STEM interests and environmental stewardship, building stronger industry and community partnerships, and increasing citizen involvement in communities. Special consideration was given to the project's focus on promoting and developing of sustainable farming activities, on promoting ethical international business practices, and on its research orientation and global in perspective in addressing a specific environmental issue.

In recognizing the winner, Foster Beelief will have the opportunity to present their project and engage with our Membership at the 2021 WTCA General Assembly. This will be a unique opportunity for the team to connect with our global WTCA community.

The first runner-up team is ReNu Hygienics, submitted by WTC Winnipeg. Led by University of Calgary and York University students Parker Easter and Silas Lee, ReNu Hygienics focuses on upcycling bars of soap from soap that would have otherwise been thrown out by local hotels, and providing them to those less fortunate who need them. Through its agile and effective recycling process, ReNu Hygienics is able

to clean and disinfect the collected soap, and develop unique soap recipes to improve the soap's cleansing ability and provide value to users.

The second runner-up team is Agro-preneurs, submitted by WTC Mumbai. Led by students Ishita Joshi, Ashi Gala, Karan Patil and Kalpesh Patil, Agro-preneurs aims to bridge the gap between farmers and investors all over the world, providing farmers with the best quality resources to yield the best quality harvest through capital from investors.

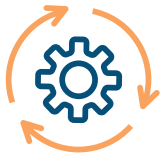
Congratulations again to the three finalist student teams of this year's competition and the respective WTCs who submitted them! Please do reach out to the three finalist student teams to see how, together, we can provide invaluable mentorship and, in doing so, contribute to our mission of bringing peace through trade.

Separately, in an effort to further strengthen our engagement with young leaders and innovators, the WTCAF is working on an exciting initiative to keep all previous, current and future participants of the Peace Through Trade Competition engaged through the WTCA network. More details to follow.

Once again thank you to all our Members for their incredible support, we could not have done this without you. We are confident we will continue to grow the Competition in 2021!

NOTE: For those interested in participating in or donating to the next competition for 2021, which will be launching this fall, please contact the Foundation at foundation@wtca.org.

Continued on next page



UPDATES

Member Advisory Council (MAC) Updates

Since launching in 2018, the WTCA Member Advisory Councils (MACs) have grown to include 105 unique World Trade Centers (WTCs) with a combined total of more than 190 participants, providing our Association with a wide range of projects, discussions, and cross-collaborative endeavors. Created to present an opportunity for all WTCA Members to engage and drive growth in the Association, the MACs offer shared best practices — showcasing WTCs around the world as leaders in providing new standards of safety and enhanced services in both the physical and virtual space. In today's uncertain environment, MACs have proven to be an indispensable tool for our Membership to communicate and network.

In the past year, the MACs made great strides in providing WTCA Members with new business opportunities and more forums to discuss strategies to enhance their WTCs. They also acted as advisors to new WTCs who joined the network. For example, the **Agriculture MAC (AgMAC)** participated in the China International Import Expo, providing an opportunity for WTCA Members to enter the China market. The **Business Club MAC** launched and began development of a best practices guide. The **Real Estate MAC** launched an assistance forum on the WTCA website and worked closely with WTCA Headquarters to update the "[Hot Desk Space](#)" tab, an online tool for WTCA Members to view which WTCs have hot desk space so they and their member companies can find facilities when traveling. The **Trade Services (Americas) MAC** hosted discussions on how WTCs can generate revenue, began development of a best practices guide — in collaboration with the other **Trade Services MACs (APAC and EMEA)** and the **Conferences & Exhibitions (Americas) MAC** — and developed a WTC-Member

Delegate Program and led a joint trade mission with the **Conferences & Exhibitions (Americas) MAC** to the 2020 CES® event in Las Vegas (see page 6 of the [February issue of WTCA Meridian](#)).

Earlier this year, the WTCA also launched two new MACs — **Conferences & Exhibitions (EMEA)** and **Trade Services (APAC) MACs**. The **Business Club MAC** recently introduced the first edition of the [World Trade Center Complimentary Member Catalogue](#), a listing of complimentary facilities, services, and goods offered by WTCs for fellow WTCA Members, and their tenants and Members.

In June, the MACs held their annual Chair and Vice-Chair elections. More than 20 individuals ran for a leadership position for the forthcoming year to lead and engage MAC members around the world, facilitating membership dialogue and taking actionable steps towards a stronger Association. Please join us in congratulating the 2020 MAC Chairs and Vice-Chairs, who will hold their positions until July 2021. For the full list, click [here](#).

As we steam ahead we expect to see more collaboration between the various MACs. For example, the **Real Estate and the three Trade Services MACs** have already teamed up to develop and strengthen the portfolio of trade services offered by all World Trade Centers. This important initiative will enhance our value proposition and make the entire network stronger. Our new Executive Director-Business Development Robin van Puyenbroeck will continue to work closely with the MACs to execute WTCA's vision for enhancing our collective services offering.

We would like to thank all the MACs and their leadership for their hard work and look forward to

what will be accomplished in the near future to further strengthen our collective global network. Stay tuned for email communications from WTCA Headquarters for more updates on MAC initiatives.

We also call upon all Members to join any of the nine current MACs listed below:

- Agriculture
- Business Club
- Conferences & Exhibitions (Americas)

- Conferences & Exhibitions (APAC)
- Conferences & Exhibitions (EMEA)
- Real Estate
- Trade Services (Americas)
- Trade Services (APAC)
- Trade Services (EMEA)

If you are interested in joining a MAC, please contact Crystal Edn at CEdn@wtca.org, or the respective MAC Chairs or Vice Chairs.

Regional Advisory Council (RAC) Updates

As part of the WTCA's strategy to establish a stronger and more customized regional presence, the European Regional Advisory Council (RAC) was created as a pilot for the RAC program in November 2018. The intent of the RAC program is to further activate the network and deepen Member engagement, and, understanding that our Membership is diverse geographically, culturally and professionally, the program aims for each region to establish specific goals, budgets, and programs. The ongoing make up for the RACs include two Board of Directors and three non-Board Member Representatives. The idea behind this structure is to align regional priorities with those of the WTCA Board, and also bring in voices from other Members within the region to guide initiatives, resources, and services to meet their region's needs, challenges, and priorities.

After having successfully established the European RAC, the WTCA Board created the Latin America RAC and confirmed its members during the recent June Board meeting. Please join us in congratulating the following members:

- LatAm RAC Chair: Remy Swaab (WTC Panama)
- Luciano Menezes (WTCs Curitiba & Lisboa)
- Subdelia Sevilla (WTC Valencia [Venezuela])
- Ignacio Del (WTC Montevideo)
- Jorge Arturo Acevedo Alarid (WTCs Guanajuato and Nuevo Laredo)
- Diego Pettinazzi (WTC São Paulo)

With RACs now firmly established in both Europe and Latin America, the concept will soon be further expanded to North America and the Asia Pacific regions. Important to note that after their initial appointments, each appointed Board of Director and Member Representative on the RAC shall serve for a two-year term after which Members in the regions will have the opportunity to elect new Members to open seats.

To learn more about the RACs, visit the WTCA Resource Center [here](#) (folder labeled "Regional Advisory Councils (RACs)").



EI Vertical, one of the products from EI Automation, is an automated vertical warehouse system that helps factories save space, cost, and labor force as well as increase productivity, traceability, and security. Photo credit: EI Automation



An up-close look at EI Vertical. Photo credit: EI Automation

WTC Name: World Trade Center Binh Duong New City (BDNC)

Name of the SME: EI Automation

Link to the SME's website: <http://ei-automation.com/>

What's your SME's mission? EI Automation specializes in providing Vietnamese-made, high-tech equipment, software, and solutions in the manufacturing industry. Its goal is to become a B2B sales company providing leading 4.0 technology solutions in Vietnam and other markets around the world.

When was your SME founded? March 2019

How many employees work for your SME? Currently, there are six employees.

What are the biggest challenges you've faced in your industry? Since EI Automation is still relatively new to the market, there have been many challenges including:

- **Lack of financial resources:** As a technology company, EI Automation has to invest heavily in R&D to create and improve its products. This has been especially challenging as a startup company because venture capital (VCs) is typically more interested in internet technology startups, or

“
Being part of WTC BDNC provides a platform to present EI Automation’s
products to a world-wide audience...”

fast/scalable and low capex businesses. It’s been difficult for EI Automation to find suitable investors or interested banks in Vietnam due to the high risk associated with startup companies.

- **Being a new player in the market:** Not many consumers know about EI Automation and there is competition with big multinational companies. Further, EI Automation needs to acquire several certificates including a safety certificate.
- **New concept of technology:** To local SME customers, EI Automation’s products are too new to apply even though they bring many benefits.
- **COVID-19 Crisis:** At the end of 2019, EI Automation received many inquiries for automated warehouse products. However due to the COVID-19 pandemic, EI Automation’s business plans were deterred.

What are the highlights of founding and managing your own SME? Some of the highlights are the abilities to explore opportunities in very tough situations and solutions to improve the overall enterprise. For example, the COVID-19 pandemic has driven the founder to change the business strategies that helped the company succeed in the past. Before the pandemic, EI Automation had two divisions — “intralogistics” and “B2B e-commerce.” During the pandemic, EI Automation started receiving funds from VCs, and, with their advice, the founder decided to split EI Automation into two independent companies. EI Automation will focus on intralogistics while EI Industrial focuses on an industrial B2B e-commerce platform. These two companies will have different business strategies with different types of investors.

What do you think has been a crucial decision in your SME’s growth? The decision to secure investors has been crucial to EI Automation’s growth. The company has been able to grow and profit over the past year thanks to funding from investors. EI Automation started with capital provided by its investors, and five months after beginning its operations, it received additional funding from an angel investor to accelerate growth. The funds were applied to R&D to make the prototype as well as sales and marketing. This investment allowed EI Automation to grow 300% over one year.

Which advice would you have appreciated when you were getting started? To just do it, and never stop learning and listening throughout the process. A good entrepreneur has to be good at learning and listening to others.

What advice can you offer to those that want to join your industry? The manufacturing industry is a huge market and there is enough room for all those who are driven to be different. For example, EI Automation has chosen a challenging market to create tech products that are “Made in Vietnam.” There are many companies in Vietnam who choose an easier route to become authorized dealers or an integrated partner of EU-US-China brands.

What’s the best thing about being part of a WTC? Being part of WTC BDNC provides a platform to present EI Automation’s products to a world-wide audience as well as to learn from the market and improve our technology to meet the market trend.



WORLD TRADE CENTER®
VALENCIA/VENEZUELA



*Hotel Hesperia WTC Valencia and Convention Center.
Photo credit: Hesperia WTC Valencia*



*Empresarial Tower at Hotel Hesperia WTC Valencia.
Photo credit: Hesperia WTC Valencia*

WTC Name: World Trade Center Valencia (Venezuela)

Name of the SME: Hotel Hesperia WTC Valencia

Link to the SME's website: <https://hoteleshesperia.com.ve/?go=1/detalle/0/hesperia-wtc-valencia>

When was your SME founded? 2009

How many employees work for your SME? Currently there are more than 300 employees.

What are the biggest challenges you've faced in your industry? Hotel Hesperia WTC Valencia has gone through different challenges over the last year as the national economy has dropped significantly, decreasing the hotel occupancy rate from an average of 60% to 25% annually. This year, the hotel has been especially impacted by the COVID-19 pandemic, which has created a significant decrease in occupancy, and affected 100% of the convention center's operations.

What are the highlights of founding and managing your own SME? Initially, this company was founded as an agency for corporate and social events, until 2010 when it was

established as a convention center. Currently, Hotel Hesperia is comprised of 325 rooms. One of the perks of the hospitality industry is the satisfaction of providing outstanding customer service and being recognized for it.

What do you think has been a crucial decision in your SME's growth? Establishing and projecting Hotel Hesperia WTC Valencia to be the most important Hotel and Convention Center of Venezuela.

Which advice would you have appreciated when you were getting started? One piece of advice would be to start a training program to allow staff development, increasing opportunities for them and guaranteeing quality service to customers.

What advice can you offer to those that want to join your industry? A very common mistake is the lack of specialized advisory in the hospitality industry. It's crucial to have a good organizational design and service distribution.

What's the best thing about being part of a WTC? The best part of being part of a WTC is the international projection, since the WTC is a symbol of global trade.



**WORLD TRADE CENTERS
ASSOCIATION**

Questions? Do you have any story ideas?

Write to us at media@wtca.org.

Want to subscribe to *WTCA Meridan™*?

Sign up to receive this publication monthly, at www.wtca.org/about.

© 2018–2020 by World Trade Centers Association, Inc.

All rights reserved. WTC, WORLD TRADE CENTER, the tri-globe map design logo, and WTCA Meridan™ logo are all trademarks owned by World Trade Centers Association, Inc. All other trademarks are property of the respective owner. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Permissions Coordinator," at media@wtca.org.