



# WORLD TRADE CENTERS ASSOCIATION® MEMBER PROFILE: WTC® METRO MANILA

## SUMMARY

- World-class, purpose-built exhibition and convention facility in the heart of Metro Manila
- 8,300 square meters of ground level exhibition space and 10,000 square meters of gated outdoor space with over 400 car parking spaces
- Four flexible function rooms, an expansive 1,410 square meters ground floor lobby and an 8-bay loading dock
- Hosts over 100 events a year, catering to sectors of the economy, as well as corporate, social and entertainment events
- Business Club provides a range of trade services support to members

## Key Features and Services

World Trade Center Metro Manila (WTCMM) has established itself as a world-class exhibition center by virtue of its strategic location, high-quality facilities, outstanding reputation and trusted World Trade Center® brand. The building opened in 1996 as a purpose-built exhibition and convention facility located within the bay area, at the heart of Metro Manila's financial business district. It is close to world-class hotels, entertainment centers and the international airport, and is recognized by Union de Foires Internacionales (the global association of the exhibition industry) as a **world-class exhibition venue**.

The facility's flexible exhibition halls can host up to 15,000 people, and its four function rooms, which are used for corporate events, seminars, social events and performances, can accommodate up to 600 people at a time. The complex offers 8,300 square meters of ground level exhibition space, 10,000 square meters of gated outdoor space, a pre-function lobby of 1,410 square meters and over 400 car parking spaces. Its wide entrance gates and ramps allow 40-foot container trucks to be driven into and out of the main exhibition hall for direct loading and unloading.

**WTCMM is an integrated complex, providing a home for businesses and services associated with international trade.** Trade Services are mostly offered through the Business Club, which provides inbound and outbound trade missions, business matching and referrals, access to international trade services, market research, and other support services.

A planned expansion of WTCMM will increase the indoor exhibition space to some 20,000 square meters with work due to start in 2025 and be completed within two years.

"The Philippines has earned its place in the world map of global exhibitions when WTC Metro Manila was established in 1996. It is recognized by Union des Foires Internationales as a world-class exhibition venue allowing it to be the home of the largest and most prestigious exhibitions and events held in the Philippines."

-Pamela Pascual, Chairman and CEO

## Partnerships

WTCMM started as a public-private partnership between the Philippines Government, the Philippine Exporters Confederation and the development's owner, Manila Exposition Complex Inc. Nearly 30 years on, WTCMM continues to foster partnerships with government agencies and a wide range of national and international business organizations, earning the Philippines a place on the global exhibition industry map.

## Events and Sectors

WTCMM attracts many international and domestic show organizers and exhibitor-companies to its halls because of its world-class facilities and excellent service. The exhibitions and events enable Filipino and foreign manufacturers to showcase their products and services at the country's premier world-class exhibition venue. Government-hosted events are often accommodated at WTCMM, including the Asia-Pacific Economic Cooperation (APEC) Summit, ASEAN Summit, and the Southeast Asian Games. The venue also hosts design shows, concerts and music festivals, amongst other prestigious events.



## Metro Manila, the Philippines

Metro Manila is the capital region of the Philippines, located in the southwest of Luzon island. It has 13.5 million residents living in sixteen cities, with the city of Manila at its core. The region accounts for around a third of the country's GDP and is amongst the most densely populated regions in the world.

Metro Manila is the major gateway to the country's 7,000+ islands. It is the nation's heart and soul, the central nerve of all activities in the country, the seat of government, the center of trade and economic activities, and the core of its education, culture and arts. The presence of WTCMM gives Metro Manila a competitive advantage both domestically and internationally.

### Environmental Sustainability

WTCMM has recently implemented several initiatives to improve the venue's environmental performance, including:

- Introducing an energy-efficient Building Management System
- Transitioning to LED lighting systems
- Installing advanced UV technology to efficiently maintain air quality

Further improvements, including obtaining LEED or WELL Building Certifications, installing water recycling using renewable energy sources and beginning an e-vehicles shuttle service, are under development.

### Social Value

WTCMM's social contributions are routed via IGFI, its holding company's Foundation, which invests in social projects to support disadvantaged people. Previous projects have provided:

- Entrepreneurship training and seed capital for female-led start-up businesses
- Supplies and equipment for schools
- A daily financial allowance for underprivileged students
- Support for residents displaced by the Taal Volcano eruption
- Food, drink and equipment for victims of Typhoon Odette



World Trade Center Metro Manila

WTCMM has many future plans for the social and environmental program, such as installing solar panels; establishing rainwater harvesting; providing health equipment and installing communal deep well water pumps.

### Impact of a World Trade Center Exhibition Venue

The presence of a **globally-recognized WTC-branded exhibition venue creates trade and tourism benefits for the local economy, including:**

- Upgrading industries through international benchmarking
- Promoting technology transfer
- Increasing market reach by opening new business opportunities
- Creating employment, upskilling and improving the knowledge of professionals
- Increasing local expenditure in the retail, accommodation, transport and hospitality sectors.

WTCMM exhibitions facilitate trade transactions and these promote trade receipts, create employment, upgrade skills and expand professional knowledge, all of which **create a strong impact on the supply chain and the local economy.**



**WORLD TRADE CENTER®  
MANILA**

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