



**WORLD TRADE CENTERS
ASSOCIATION**

**NAVIGATING UNCERTAINTY:
WTCA 2019 TRADE &
INVESTMENT REPORT
MEDIA KIT**

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INTRODUCTION

1.0 INTRODUCTION: WHAT IS A MEDIA KIT?

The World Trade Centers Association (WTCA) will soon release its second annual Trade & Investment Report looking at global trade and investment-related topics. This year's report is titled, "***Navigating Uncertainty: WTCA 2019 Trade & Investment Report.***"

To conduct the report, the WTCA partnered with FP Analytics. The report is designed to help illuminate the major drivers of uncertainty, key factors that have enabled cities' resilience, and strategies for navigating the "new normal" of today's political and business climate. This study is a product of original city-level data analysis, surveys, and interviews with business leaders from around the world, leveraging the WTCA's network of more than 325 cities, which represent more than 35% of global GDP and nearly 1.24 billion people.

We will be issuing a press release announcing the launch of the report on June 12, World Trade Centers Association Day. On this day, in Metz, France, we will also host a panel at a launch event, which we will livestream online for Members across the globe to view. The one-hour panel will discuss the report findings and feature:

- Rolf Alter, Senior Fellow, Hertie School of Governance in Berlin; Former Director, Public Governance, Organisation for Economic Cooperation and Development
- Rani Dabrai, Director, World Trade Center Dublin
- Scott Ferguson, Chief Executive Officer, WTCA
- Bruce Nairne, Director, Nairne Limited

The panel will be moderated by Claire Casey, Managing Director, FP Analytics, and the lead researcher of the report.

Once the report is released, WTCs are welcome to leverage the report and its findings to bolster their own local media outreach, Member communications and social media activities. The full report will be available at www.wtcareports.org.

We have put together this official *Navigating Uncertainty: WTCA 2019 Trade & Investment Report Media Kit* to help:

1. Ensure we are all saying the same thing about our Association, this report and what the findings mean for Members and their communities
2. Direct press and media to the appropriate persons
3. Equip you with tools that you can put into practice immediately

INTRODUCTION

1.0 INTRODUCTION: WHAT IS A MEDIA KIT?

We are always happy to bring our resources to bear on your important announcements, but it is also good to know how to handle inquiries, and to share best practices when reaching out to press. To this end, this kit includes:

Media Protocol: Instructs Members what to do when contacted by press, including about the release of our second annual Trade & Investment Report or future plans.

Key Messaging: Provides a topline overview of the WTCA as well as report-specific messaging.

Sample Social Media Posts: Provides templates for social media posts for consideration on your WTC social media channels (i.e., Twitter, LinkedIn, Facebook) promoting our report launch.

Media Outreach: Promoting this report in your city/region: Defines “pitching” (media outreach) and press releases as well as includes guidance for using this timely hook to promote your WTC in your local market.

Contact Information: Where to go and who to call with your media and press questions.

2.0 MEDIA PROTOCOL: ABOUT OUR REPORT

We understand that our Members have existing relationships with media in their markets, and we encourage you to promote your WTC in the press.

If a reporter asks you about your region and/or your WTC, embrace this opportunity! It will allow you to not only share crucial information and promote your businesses, but also to establish long-lasting relationships with the media. We also invite you to get familiar with our key messaging (found in the subsequent sections), to make sure our Association and its Members are speaking with consistent language, including information about the launch of our latest report.

However, there will be times when the discussion is more far-reaching than just about your region or your WTC. For example, a reporter might ask about the direction of our Association, our overall market position, our network as a whole, or background on our report, such as its methodology or the significance of its findings. For these occasions, we ask that Members direct media to us at WTCA Headquarters, where we are equipped to handle these questions.

2.1 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT OUR REPORT

Because of the launch of *Navigating Uncertainty: WTCA 2019 Trade & Investment Report*, you may begin to hear more from editors and reporters. We want to make sure that we address their questions, while ensuring that we are telling the same story.

When responding to press inquiries consistency in communications is key to fully take advantage of this newfound attention. This, in turn, will give the WTCA one cohesive, positive voice.

Given that our organization spans the globe, we thought it helpful and necessary to outline criteria to help determine what questions qualify for special treatment. We therefore ask that if press should ask you questions that meet the conditions below, that you follow some simple guidelines.

MEDIA INQUIRIES CRITERIA

General questions about the World Trade Centers Association that go beyond your Membership

WTCA Membership (how to become a Member, overall process, forecasts, etc.)

General questions about the “who/what,” “why,” and “how” with respect to WTCA, our Trade & Investment Report, or WTCs other than your own

The imminent or long-term future of the WTCA as a whole

Financial standing of the WTCA

Legal issues pertaining to the WTCA

WTCA positions, stances and/or comments on specific issues related, but not limited to, global politics, policy, economics, markets, religion, and society

2.1 MEDIA PROTOCOL: IF A REPORTER CALLS ABOUT OUR REPORT

If you or anyone on your team receives an inquiry from media that meets any of the criteria outlined above, we advise you not to answer their questions immediately. The spokespersons best-equipped to answer general WTCA-related questions are Scott Ferguson and Alex Brown. We strongly ask that you please direct the inquirer to the Communications Team at WTCA Headquarters:



WTCA Press & Media Support
Media@wtca.org



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3.0 DEFINING THE WTCA AND T&I REPORT KEY FINDINGS

Publication of our second annual Trade & Investment Report may create opportunities to discuss the WTCA and its mission or presence in your city or region.

The following outlines key messages, talking points and sample FAQs regarding the WTCA, as well as messaging specific to our report. This document will be helpful in preparing a wide range of communications materials regarding your initiatives and our release of this proprietary report.

But first things first. We have all been asked...

WHAT IS THE WORLD TRADE CENTERS ASSOCIATION?

Often times this comes up in the course of conversation, but if you need a formal description, please use the **legally approved boilerplate language below.**

The World Trade Centers Association (WTCA) is a network of more than 300 highly-connected, mutually supporting businesses and organizations in nearly 100 countries. As the owner of the "World Trade Center" 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.

In the following pages, you will find key messages that work to answer the "who/what," "why," and "how" of the World Trade Centers Association. These key messages are overarching points about the organization used in marketing materials, interviews, and other publicly facing materials.

Additionally, we have included the following language to help you communicate about our second annual Trade & Investment Report.

3.1 T&I REPORT KEY FINDINGS

In the face of rising global economic and geopolitical uncertainty and slowing economic growth, businesses are confronting new risks and complexity in decision-making that threaten to add costs to their operations, undermine competitiveness, or even render them obsolete. At the same time, political forces and structural shifts in the global economy are also creating new trade and investment opportunities for those able to effectively navigate the changing tides.

The 2019 Trade and Investment Report, produced by FP Analytics in collaboration with the World Trade Centers Association (WTCA), illuminates the major drivers of uncertainty, key factors that have enabled cities' resilience, and strategies for navigating the "new normal." This study is a product of original city-level data analysis, surveys, and interviews with business leaders from around the world, leveraging the WTCA's network of more than 300 cities, representing more than 35% of global GDP and nearly 1.24 billion people.

- **Uncertainty is the New Normal:** 83% of business leaders surveyed believe that global economic uncertainty will stay at current elevated levels or get worse in the coming year. ¹
- **Escalating Trade & Geopolitical Tensions Dominate Concerns:** Escalating trade tensions pose the greatest risk to the global economic outlook, according to 54% of business leaders, while 28% believe geopolitical conflicts represent the greatest risk. ²
- **Investment Slowing, Intensifying Competition:** With global foreign direct investment (FDI) slowing 27% over the last year, according to the OECD³, global business leaders interviewed underscored intensifying competition for limited FDI and cities' need for a clear vision, supporting policy frameworks, effective public-private dialogue, talent, and quality of life in order to compete.
- **Uncertainty & Volatility Reorienting Trade & Investment:** Business leaders identified U.S.-China trade tensions and Brexit as leading forces shifting investment to locations perceived to be lower-risk and reorienting trading relationships, with long-term implications for industry and supply chains.

3.1 T&I REPORT KEY FINDINGS

What Works? Characteristics of Resilient Cities

Diving deep into city-level data from the past five years, FP Analytics found that resilient cities, defined as those that outperform their countries during economic downturns, possess a consistent set of characteristics:⁴

- **Diversified Economies:** The top 25% most economically diversified cities on average decelerated 11% less than their respective countries, while those in the bottom quarter decelerated 4% more.^{5,6}
- **Strong Service Sectors:** Resilient cities on average saw the share of services in GDP grow by 3.3% over the last five years—more than double the pace of non-resilient cities.
- **Facilitate Movement:**
 - Resilient cities experienced an average 44% growth in the annual number of airport passengers over the last five years, double the pace of non-resilient cities.⁷
 - Resilient cities experienced nearly 12 times the growth in the annual number of public transit passengers over the last five years, compared to non-resilient cities.⁸
- **Educated Populations:** The college-educated (or higher) population of resilient cities is, on average, 8.6% larger than that of non-resilient cities.⁹
- **Stock of Foreign Citizens:** On average, foreign citizens represent 11.6% of resilient cities' populations, one-quarter higher than that of non-resilient cities.¹⁰
- **Investing in Resilience Factors Pays Off:** Resilient cities are FDI magnets and on average have FDI as a percentage of GDP twice as high as non-resilient cities.¹¹

How Cities Are Navigating Uncertainty

- **City-to-City Diplomacy More Important Than Ever:** With political turmoil fracturing long-held political or economic relationships, city leaders are engaging in international diplomacy to deepen economic ties, demonstrate credibility, and instill confidence with old and new trading partners.

KEY FINDINGS

3.1 T&I REPORT KEY FINDINGS

- **Cities Identifying Ways to Capitalize on the Disruption:** Cities are looking for opportunities to leverage geography, language, political ties, and other strengths to seize new trade and investment opportunities—for example Monterrey, Mexico, in the midst of rising U.S.-China trade tensions.
- **Innovative Industries Essential to Cities' Resilience & Future Growth:** Without exception, business leaders consider economic orientation toward innovative, high-tech industries and clusters a major competitiveness and resilience strategy—with support for small- and medium-sized enterprises (SMEs) and entrepreneurs vital for economic transformation.
- **Competition for FDI & Global Tech Mobility Make Local Ecosystem Crucial:** Progressive vision; collaboration among public, private, and local stakeholders; and strategy alignment aimed at attracting and retaining investment has never been more important to attracting FDI.
- **SMEs Small, but Agile:** While global uncertainty is arguably most daunting for SMEs, these businesses are, in fact, among the most agile and able to adapt quickly to the evolving economic environment and capitalize on changing conditions—but they are in need of support.
- **Knowledge, Preparedness, and Agility Key to Navigating Uncertainty:** Through issue-specific education and briefings, trade training, and partnership, WTCs are enabling businesses to more effectively assess complex risks, game-out scenarios, and capitalize on new opportunities emerging from the disruption.

¹FP Analytics polling of WTCA Members and business leaders April 8, 2019.

²FP Analytics polling of WTCA members and business leaders April 8, 2019.

³“FDI in Figures: April 2019,” April 29, 2019, Organisation for Economic Co-operation and Development.

⁴Resilient cities are defined as those that decelerated less than their respective country or continued to grow in the face of a country-level downturn in at least one year of the last five years. Of the 234 cities for which data was available, 166 were found to be resilient cities and 59 non-resilient. Nine cities were located in countries that did not have a deceleration and/or had the same deceleration as the country during each of the five years and thus were not included in this specific analysis.

⁵Over the last five years, non-resilient cities have also become more concentrated, seeing their HHI values rise by 1.2% on average, three times as much as resilient cities, which experienced virtually no change in their concentration.

⁶Sample covers 174 instances over 2014 to 2018 where a city faced a decline in national GDP growth. Data sourced from Euromonitor International.

⁷FP Analytics Analysis: Sample covers 202 cities over 2014 to 2018 with data sourced from Euromonitor International.

⁸FP Analytics Analysis: Sample covers 64 cities over 2014 to 2018 for which data were available from Euromonitor International.

⁹FP Analytics Analysis: Sample covers 75 cities over 2014 to 2018 for which data were available from Euromonitor International.

¹⁰FP Analytics Analysis: Sample covers 126 cities over 2014 to 2018 for which data were available from Euromonitor International.

¹¹FP Analytics Analysis: Based on a sample of 214 cities from 2014 to 2018 for which data were available from Euromonitor International and fDi Markets.

4.0 T&I REPORT SAMPLE SOCIAL MEDIA POSTS

The WTCA encourages its Members to promote the publication of our *Navigating Uncertainty: WTCA 2019 Trade & Investment Report*, and to amplify report-focused content developed by the WTCA. As such, feel free to “share” or “like” report-focused social media content on the WTCA’s official social media channels, listed below:

Twitter: @WTCA

Facebook: @wtca.org

LinkedIn: World Trade Centers Association

Alternatively, you can publish your own social media posts and content. To help you get started, please find below a collection of sample social media post templates that can be tailored to your unique markets:

Twitter

Posts on the release of the *Navigating Uncertainty: WTCA 2019 Trade & Investment Report*:

- Happy WTCA Day from all of us here at **[INSERT WTC]**! We’re excited to share that the 2019 @WTCA T&I Report is out now, focusing on navigating uncertainty and the rise of resilient cities. Download the full report here: www.wtcareports.org #TandIReport
- It’s a big day here at **[INSERT WTC]**, as we celebrate WTCA Day and the release of the 2019 T&I Report, *Navigating Uncertainty*. Check out the full report here: www.wtcareports.org #TandIReport
- Happy WTCA Day! We’re excited to share that the 2019 T&I Report is out now, focusing on how businesses are confronting new risks in the face of rising geopolitical uncertainty. See the full report here: www.wtcareports.org #TandIReport

Posts on the T&I Report Panel Livestream:

- The 2nd annual @WTCA T&I Report launches today! Make sure to tune into our livestream to catch all the action from our panel event in Metz, France: <https://youtu.be/2ZpR9F2qdos> #TandIReport
- The @WTCA’s 2019 T&I Report launches today! Tune in as they host a panel discussion live from Metz, France – catch the livestream here: <https://youtu.be/2ZpR9F2qdos> #TandIReport

4.0 T&I REPORT SAMPLE SOCIAL MEDIA POSTS

Facebook/LinkedIn

Posts on the release of the *Navigating Uncertainty: WTCA 2019 Trade & Investment Report*:

- Happy World Trade Centers Association Day from all of us here at **[INSERT WTC]**! We're excited to share that the 2019 WTCA Trade & Investment Report, *Navigating Uncertainty*, is out now. This year's report focuses on how businesses are confronting new risks and complexity in decision-making in the face of rising global economic and geopolitical uncertainty and slowing economic growth. Check out and download the full report here: **www.wtcareports.org** #TandIReport
- It's a big day here at **[INSERT WTC]**, as we celebrate WTCA Day and the release of the 2019 Trade & Investment Report, *Navigating Uncertainty*! Make sure to check out the full report here: **www.wtcareports.org** #TandIReport

Posts on the T&I Report Panel Livestream:

- In honor of the 2019 T&I Report release today, the World Trade Centers Association is hosting a panel event in Metz, France to discuss all things trade & investment. Make sure to catch all the action from the panel by tuning into the livestream! Watch it here: **<https://youtu.be/2ZpR9F2qdos>**
- The World Trade Centers Association 2019 Trade & Investment Report launches today! Tune in as WTCA hosts a panel discussion live from Metz, France – check out the livestream here: **<https://youtu.be/2ZpR9F2qdos>**

5.0 PROMOTING THE T&I REPORT FINDINGS IN YOUR CITY/REGION

PLEASE NOTE, OUTREACH TO MEDIA SHOULD NOT BE CONDUCTED UNTIL AFTER WTCA OFFICIALLY RELEASES THE REPORT ON WEDNESDAY, JUNE 12, 2019, 16:00 CENTRAL EUROPEAN TIME (CEST) / 10:00 A.M. EASTERN DAYLIGHT TIME (EDT).

Media outreach—more commonly known as “pitching”—consists of reaching out to a press contact with the intent of introducing your organization, or in the best-case scenario, generating a positive story in the news. On the other hand, a press release is an official statement issued by an organization, with the purpose of sharing specific information on a particular matter with the media. Press releases can be helpful tools to include in pitches to media.

The release of the second annual Trade & Investment Report may provide a timely “hook” for you to pitch your local media with stories and case studies of how you and the WTCA network have benefitted your local economy, including ways the network is helping to promote trade and investment in your city or country.

Below please find a sample media pitch template that you may tailor for use in your market to promote the release of our report and the availability of your local WTC leadership to discuss how your WTC is positively impacting your local economy. When pitching your local media, you may also share the official T&I Report press release, which will also include a link to the full report for interested media to learn more.

We must note that press outreach, while not hard, can prove to be frustrating at times. With such a fast-moving news cycle, journalists tend to be short on time.

Pitching requires patience and time—you must build a network of contacts and craft the right story, and even then, you may not be guaranteed press coverage. But don’t fret—as with anything else, pitching also calls for persistence. Just because one reporter passed on your story doesn’t mean another will not think it’s just the story she/he was hoping to find.

In the meantime, if you are interested in learning more about pitching, press release development, or need additional support, please contact the Communications team at WTCA Headquarters (Media@wtca.org).

5.0 PROMOTING THE T&I REPORT FINDINGS IN YOUR CITY/REGION

SAMPLE MEDIA PITCH

Subject: WTC *[city/region]* Expert on Local Trade & Investment, New Report + Data Available

Hello *[Insert Reporter Name]*,

Based on your coverage of *[relevant topic]* and/or past interest in WTC *[city/region]*, I thought you may be interested in a new report released by The World Trade Centers Association (WTCA), a network of more than 300 highly connected, mutually supporting businesses and organizations in nearly 100 countries, of which WTC *[city/region]* is a member.

According to the report, *Navigating Uncertainty: WTCA 2019 Trade & Investment Report*, **83% of business leaders believe that global economic uncertainty will stay at current elevated levels or get worse in the coming year**, with escalating trade tensions posing the greatest risk to the global economic outlook.

[Insert local WTC spokesperson] is available as an expert resource on trends impacting local trade and investment and what *[insert city/region]*'s business leaders need to know to grow their businesses in today's climate.

Additionally, I can put you in touch with global WTCA leadership to learn more about the report findings and key takeaways for readers. Please find below the report press release for details with the full report available online here: www.wtcareports.org.

Would you be interested in learning more about the report or ways WTC *[city/region]* is helping to drive trade and investment in *[city/region]*?

Best,

[Insert Name] for WTC *[city/region]* - *[insert phone number]*

[Insert Press Release Below Signature]

NOTE: See separate attachment for full press release template.

6.0 FREQUENTLY ASKED QUESTIONS

Below is an overview of potential questions that you may be asked regarding the WTCA. The below is intended to arm you with answers to the inquiries we anticipate you might receive.

However, as a reminder only the WTCA's Headquarters office in New York is authorized to respond to questions outside of the scope of your local WTC.

For any questions related to the WTCA's future direction, position on current affairs, or any other questions that ask about the Association as a whole, please refer the inquiry to media@wtca.org.

There are also media protocols and more detail on this in the Official WTCA Media Kit, located on the Resource Center under "Media Resources."

QUESTIONS ABOUT THE WORLD TRADE CENTERS ASSOCIATION

Q1: What is the World Trade Centers Association?

A1: The World Trade Centers Association (WTCA) stimulates trade and investment opportunities for commercial property developers, economic development agencies, and international businesses looking to connect globally and prosper locally.

Our Association serves as an ecosystem of global connections, iconic properties, and integrated trade services under the umbrella of a prestigious brand.

Q2: When was the WTCA founded?

A2: A2: The WTCA was founded in 1969 by Guy F. Tozzoli who established the World Trade Centers Association as a non-profit organization. WTCA began with an initial contingent of 14 WTCs in seven countries. Tozzoli served as president of the Association until 2011, and was responsible for overseeing the planning, construction, and operation of the former 110-story World Trade Center towers in New York City.

Q3: How many World Trade Centers are there throughout the world?

A3: There are more than 325 (actual count is 328) WTC licensees around the world.

Q4: How many countries are represented through WTC operations?

A4: Globally, there are nearly 100 (actual count is 91) countries/regions represented through WTC operations.

6.0 FREQUENTLY ASKED QUESTIONS

Q5: What is the process for joining the WTCA?

A5: The WTCA consists primarily of organizations that promote international trade and investment, such as economic-development agencies, chambers of commerce/trade associations, commercial real estate developers and operators, investors, owners and financiers.

The first step required to join the WTCA is to fill out an **Expression of Interest Form**, located on our website (www.wtca.org). Upon receipt of the completed Expression of Interest Form, the WTCA will review and respond within one week. Should you meet the preliminary criteria, you will be invited to interview with a WTCA representative and complete an application for WTCA Membership and licensure. Applications are reviewed and approved by the Executive Committee of the WTCA Board of Directors.

Q6: What is the benefit of joining the WTCA?

A6: The WTCA is the only association with exclusive rights to license “World Trade Center” and its “WTC” brands to real estate developers, economic development agencies, and others worldwide.

We offer our Members a competitive differentiation and advantage as well as entrance to a proprietary group of mutually benefitting and supportive Members, working together to promote trade and investment worldwide. By becoming part of our network, Members immediately unlock access to a unique and trusted group of professionals and decision makers, as well as a suite of tools and programs to help them meet their business goals.

Q7: Does the WTCA operate using a franchise model?

A7: The WTCA is not a franchising organization—our Members license the brand and join our network, and we then provide them with the tools and resources necessary to connect with other Members, enhance their business models, and in turn serve and nurture their local economies. The WTCA and its Members are independently owned and operated, and, as such, are uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements. Through the WTCA network, Members provide each other with a wide, deep range of expertise including facilities and services in real estate, trade and economic development, and conferences and exhibitions.

7.0 GENERAL WTCA KEY MESSAGING: KEY MESSAGE ONE

The WTCA serves as a platform to link its Members and their local businesses with global markets, connecting local economies with international opportunities for trade and investment via our network.

SUPPORTING POINTS

With a footprint that extends across nearly every continent, including developed and emerging markets, the WTCA creates opportunities for companies to break into markets well beyond their own backyard.

The WTCA is not a franchising organization—our Members license the brand and join our network, and we then provide them with the tools and resources necessary to connect with other Members, enhance their business models, and in turn serve and nurture their local economies.

The WTCA and its Members are independently owned and operated, and, as such, are uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements.

Through the WTCA network, Members provide each other with a wide, deep range of expertise including facilities and services in real estate, trade and economic development, and conferences and exhibitions.

7.1 GENERAL WTCA KEY MESSAGING: KEY MESSAGE TWO

The WTCA is made up of iconic and skyline-defining real estate developments, many of which are recognized around the globe as defining fixtures of our Member cities.

SUPPORTING POINTS

Many WTCs around the world are iconic buildings in the cities where they are located. What makes them different from other branded commercial properties is the connectivity, services, and collaborative offerings at other WTCs that they can provide for tenants as part of a network that spans six continents.

*In addition to multi-use office towers, **some of our Members also operate some of the largest and most significant convention and exhibition centers in the world.***

In the US—and New York especially—there is a very specific association with the “World Trade Center” (WTC) brand. But in addition to the historical association with the Twin Towers, in other parts of the world, a local WTC is often recognized as an iconic and important institution.

Some of our newest licensees are undertaking massive real estate projects that will come to define a new era of real estate development for WTCA, these Members’ cities, and the global real estate landscape.

7.2 GENERAL WTCA KEY MESSAGING: KEY MESSAGE THREE

The WTCA helps its Members and their local business communities grow and exploit new global opportunities.

SUPPORTING POINTS

The WTCA is comprised of “people who know people.” In other words, our network can provide direct access to foreign markets and partners, bypassing potential gatekeepers.

The WTCA empowers its Members’ businesses by providing the tools they need to compete in today’s global market, take advantage of collaborative opportunities made possible through its proprietary network, its digital tools, and the value inherent with the “World Trade Center” brand.

The WTCA acts as a conduit for culturally diverse Members to connect and understand one another in order to scale and operate better internationally. For example:

Business practices vary greatly from country-to-country and region-to-region. By providing Members with places—both virtual and physical—to connect, the WTCA not only provides tools to operate, but provides direct access to experts, business leaders and companies in those markets themselves.

In addition to the ability of WTCA Members to convene and foster relationships, local companies in cities with an active member can gain access to this network by working with their local WTC.

7.3 GENERAL WTCA KEY MESSAGING: KEY MESSAGE FOUR

As an apolitical organization, the WTCA is uniquely positioned to connect people and businesses in the face of fluid trade policy and international agreements.

SUPPORTING POINTS

The access WTCA provides is constant in a world of shifting trade and economic policies.

*While trade policies may shift with the comings and goings of different administrations, **the WTCA remains a reliable network that Members—and the local business communities in Member cities—can count on** to provide a platform for growing economic opportunities.*

*With trade policies between states always evolving, **the WTCA has the expertise and reach** to provide Members and the public with a truly global perspective.*

7.4 GENERAL WTCA KEY MESSAGING: KEY MESSAGE FIVE

WTCA Membership is unique in that it helps Members grow their businesses and connect local economies to international markets.

SUPPORTING POINTS

***The WTCA is able to connect** businesses in a personal and tailored manner that helps mitigate commonly-encountered obstacles.*

***Members are given culturally-sensitive, flexible resources to expand and strengthen business ties,** in addition to the deep value of using the “World Trade Center” brand.*

***All of this is made possible** through the WTCA’s singular and proprietary network of mutually-supporting, collaborative Members.*

8.0 FURTHER SUPPORT

The release of our *Navigating Uncertainty: WTCA 2019 Trade & Investment Report* may present you with the opportunity to promote your WTC in your community and to local media—specifically on how it is acting as a center of economic stability and growth during shifting policy changes and uncertain global economic circumstances.

If you need any more guidance, have any questions, or simply want to further chat about any topics related to the press or ways to promote our second annual Trade & Investment Report in your community, please reach out to us!



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