



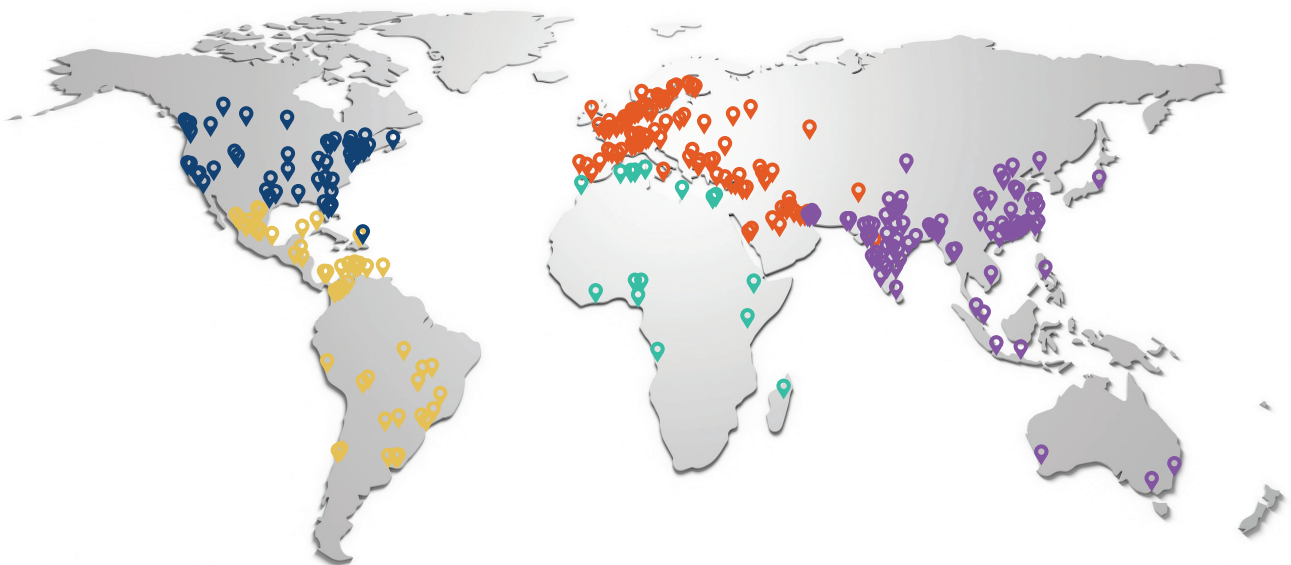
# Connecting Businesses, Globally

In business, connections aren't just valuable; they are everything. Discover how, for more than 50 years, the World Trade Centers Association (WTCA) has been making global introductions that shape the future of business across continents.

# TRANSFORM WITH THE WTCA

At WTCA, we don't just build connections; we ignite the spark of global business synergy. Our network, a harmonious blend of iconic buildings worldwide and an expert global trade network, serves as the lifeblood of local trade and the beating heart of international commerce. With our unparalleled network, local enterprises transform into global players, spanning over 90 countries, 300 cities, and uniting more than 1-million-affiliated companies. The World Trade Center (WTC®) emblem is not just a mark of prestige; it's a symbol of unparalleled success where business transcends mere transactions to become deeply personal and profoundly impactful.

Join the quest to dream bigger, push boundaries, and create a world where business is not only about financial success but also about making a positive impact. Become a WTCA License Holder and find yourself in the very center of inspiration and innovation.



# MISSION FOR PROSPERITY

We believe that trade is the bridge-building force that creates bonds, accelerates business and prosperity, and strengthens the global community.

At WTCA, we understand that business isn't just business – it's deeply personal. Through a connected ecosystem of trade centers, events, expert resources, and personal connections, we are creating a space where every handshake, every deal, and every collaboration contributes to a larger purpose. We see international trade as the key to creating opportunities at home and abroad, and our goal is to embolden communities, businesses, organizations, and governments to aspire for more by forging connections with other communities around the world.

Join us on this journey, where each connection is a step toward a more prosperous, peaceful, and collaborative world. Together, we are not just shaping the future of trade; we're shaping the future of humanity.



# A TAPESTRY OF INTEGRATED TRADES

*Combine the expertise of WTCA with your unique ideas to launch successful offerings. Ideas include:*

## REAL ESTATE SERVICES

- Permanent or temporary office space in WTC buildings across the globe
- Business Clubs for collaboration
- Conference, event, and hotel space
- Next generation iconic buildings and communities

## EVENT SERVICES

- Trade shows and exhibitions
- Educational seminars
- Virtual roundtables and WTC spotlights
- Trade missions
- Local meetups at WTC Business Clubs



WTC Rotterdam





## GLOBAL TRADE GUIDANCE

- Trade consultation and advisory
- Training and education on import, export, shipping, and freight
- Trade missions
- Translation services



## INDUSTRY RESOURCES

- United Nations Global Compact
- Global Trade Helpdesk, a WTO/UNCTAD/ITC initiative
- Airports Council International (ACI)
- WTCA Learning Center
- Expert insights
- International Trade Administration (ITA), U.S. Department of Commerce



## CONNECTION TOOLS

- WTCA Digital Platform
- Corporate introductions and matchmaking
- Trade mission facilitation

# UNVEILING THE BENEFITS OF WTCA

## CONNECTION:

Our interconnected network of people and tools forge powerful business relationships, expanding reach and influence across industries and global horizons.

## MARQUEE STANDING:

Our prestigious trademark brings instant name recognition and a distinguished reputation to any building.

## CREDIBILITY:

Joining the world's preeminent trade association elevates your profile and puts your city on the map for global commerce.

## REAL ESTATE CATALYST:

Accelerate your commercial real estate transactions. Our brand can drive more international transactions, and faster – leading to lower vacancy rates, higher rents, and higher profile tenants.

## BUSINESS OPPORTUNITY:

Attract increased foreign investment and support for your local community. The WTCA gives you access to global contacts and trade services that open doors for business growth.

## NEUTRAL POSITIONING:

As a non-profit, WTCA can support organizations regardless of political affiliation, local restrictions, or intergovernmental activity.

At the core of every successful company lies a network of human relationships. That's what elevates the WTCA to its world-renowned status. We are more than just a name; we help businesses make connections – across the hallway and across the globe. The WTCA ecosystem doesn't just grow companies; it expands entire economies, sparking innovation, making the unimaginable achievable, and sculpting the future. Welcome to our family, where business isn't all business; it's personal.

# THE POWER OF THE WTCA

*A Connected Ecosystem*

## STRATEGIC PARTNERSHIPS

Connections to global trade thought leaders such as the UN and WTO, as well as vertical industry associations like ACI and UFI, and real estate organizations and providers, including developers, architects, hotel chains, convention centers, and more.

## WORLD TRADE CENTER COMMUNITY

Be part of the WTCA member network, an elite community that can help grow companies, and entire economies. In-person gatherings. Virtual collaboration. Across the hallway, and across the globe.

## GLOBAL BUSINESS COMMUNITY

Through our network of 300+ World Trade Center locations, WTCA facilitates connections across 1 million+ affiliated companies globally.

## GLOBAL TRADE EXPERTS

WTCA's members help educate and empower communities to increase international business and investment opportunities.



## GLOBAL & REGIONAL SUPPORT

Here to facilitate global connections, the WTCA staff stands ready to strengthen your WTC location through business clubs, organized events, international trade missions, and personalized introductions.



# REAL ESTATE — REAL RESULTS

WTC buildings are the most iconic on the planet. But every foundation is the basis of so much more than a spectacular structure reaching toward the sky. Each one is where relationships are built. Where commerce can grow and thrive. And where opportunity and innovation ride the elevator to the top floor with success.

## The High Stakes of Joining WTCA:

- ✓ Competitive advantage and differentiation
- ✓ Premium, high-profile tenants
- ✓ Support from government and local community
- ✓ Partnerships with other iconic brands
- ✓ Higher rent
- ✓ Higher occupancy rate
- ✓ Longer-term leases

“WTC Asunción became a Paraguayan icon, which captured the attention of international investors, acting as a catalyst for the development of the financial and business center in Asunción.”

Olimpio Fleytas,  
General Manager, WTC Asunción



"WTCA is like a family of friends who all want to help businesses by sharing information, making connections, and developing entrances to new markets. These are connections to decision makers, which is the key differentiator versus other similar organizations."

Bassey Duke,  
CEO Pruune Consulting Ltd.,  
Member of WTC Dublin

# CONNECT GLOBALLY. THRIVE LOCALLY.

*Experience the WTCA Effect*

Elevate your community to a global business and investment icon with a premium business location that's more than an address; it's a powerhouse of unparalleled networks and services.

- ✔ Improved visibility and exposure
- ✔ Enhanced reputation of your city/region
- ✔ Higher revenue opportunities via new business connections for your city/region
- ✔ International business and investment enabler

VISIT US AT [WWW.WTCA.ORG](http://WWW.WTCA.ORG)  
EMAIL US AT [INFO@WTCA.ORG](mailto:INFO@WTCA.ORG)





# REDEFINE YOUR GLOBAL SKYLINE

The WTCA brand, synonymous with global trade leadership for over 50 years, offers you a once-in-a-lifetime opportunity. This isn't just about location. As the exclusive WTCA member in your city, you don't just occupy space — you command center stage in the international business arena.

Join the quest to dream bigger, push boundaries, and create a world where business is not only about financial success but also about making a positive impact. Contact us to become a WTC License Holder and place yourself at the very center of inspiration and innovation.

The WTCA stimulates trade and investment opportunities for commercial property developers, economic development agencies, and international businesses looking to connect globally and prosper locally. Explore the prestige of becoming a WTC License Holder and connect your ambitions with global opportunities.

# THE WORLD, OPEN FOR BUSINESS

When the sterling image of the WTC crest – emblazoned on one of its hundreds of prestigious locations – catches your eye, what do you think of?

Some will think of the physical locations, standing tall over the world’s most important cities. Others will think of innovation and entrepreneurship, and the accomplishments of the Association’s elite members. Still more will draw to mind its esteemed history, as the most influential hub of international commerce in the world.

Although WTCA is world-famous for many reasons, there remains one common thread through it all: building connections. The WTCA builds connections and networks that are greater than the sum of their parts. It’s a mutually-supporting ecosystem of businesses and individuals that is always growing, always learning, and always thriving: building the future of international trade.



WTC Lisboa



LINKEDIN



YOUTUBE



FACEBOOK



TWITTER/X

Visit us at [www.wtca.org](http://www.wtca.org) or  
contact us at [info@wtca.org](mailto:info@wtca.org)

“The Philippines 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 (UFI) 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,  
Chair and CEO,  
WTC Metro Manila

## WTC Metro Manila

