

50th WTCA GENERAL ASSEMBLY



QUERÉTARO MÉXICO

THE FOUNDATION OF
GLOBAL CONNECTIVITY



WORLD TRADE CENTER®
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WORLD TRADE CENTERS
ASSOCIATION

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MEMBER ADVISORY COUNCIL UPDATES

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AGRICULTURE MAC

Hongshan Zhang, Chair

Chairman, World Trade Center Hangzhou, World Trade Center Harbin, and World Trade Center Singapore

Sui Jin Kon, Co-Chair

Director, World Trade Center Harbin

Steven Lo, Co-Chair

Director Global Alliances, World Trade Center Harbin

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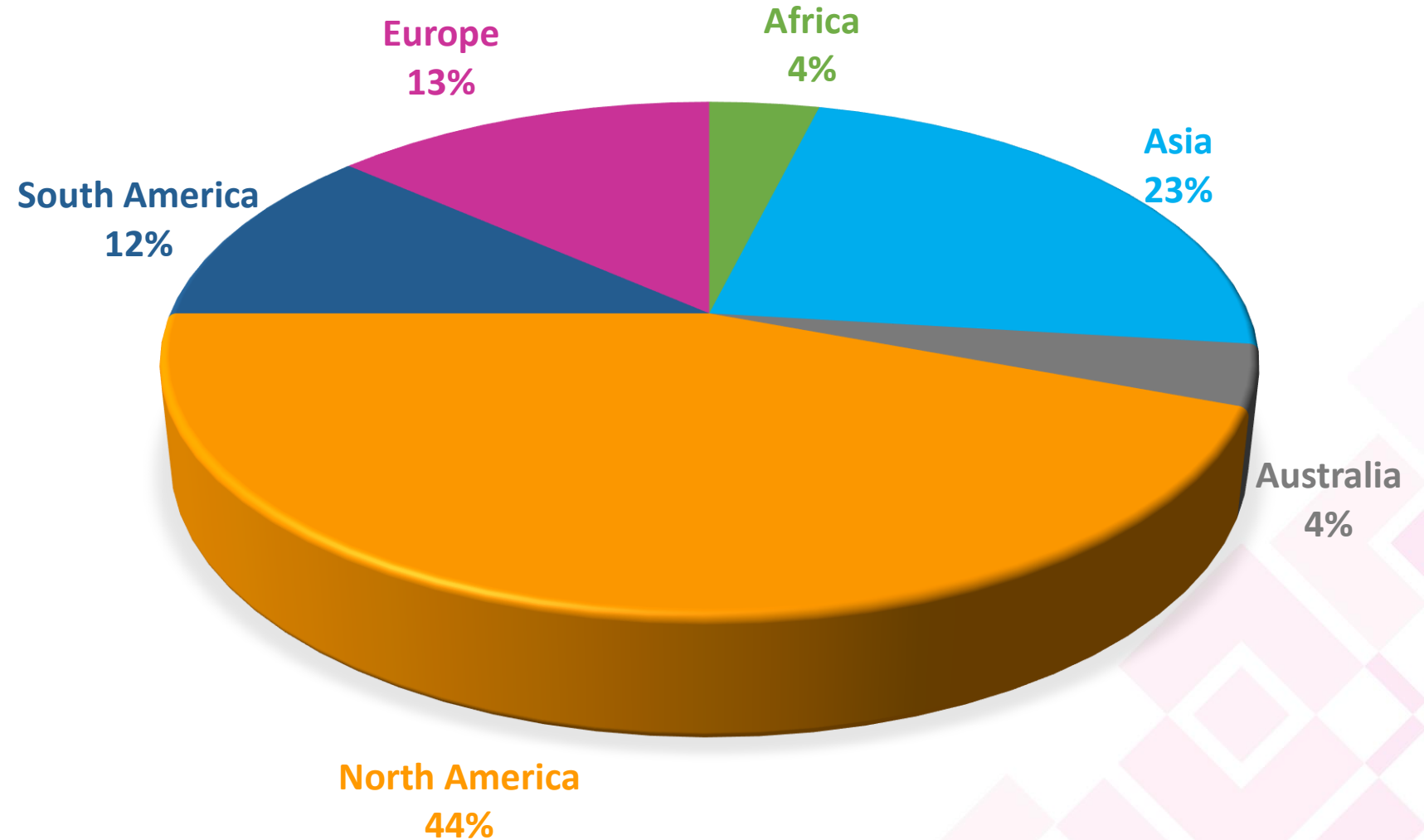
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Our Membership

AGMAC Composition



Total Members: 52

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The WTCA AgMAC Survey

To determine and set global agricultural standards, we need to know how our members define agriculture. The survey will include areas pertaining to research, processing, water management and animal health, amongst others. It will ensure we get the clearest picture on what issues are most important to our members, and that we have the resources to address them accordingly.

AgMAC Roadmap 2019

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Competency Inventory

Complete an AgMAC Competency Profile to share the Agri-competencie...

[VIEW](#) [✓ LEAVE](#)



Meeting Minutes

AgMAC Meeting Minutes are available for review and reference

[VIEW](#) [✓ LEAVE](#)



Mission Statement Develo...

Participate in the AgMAC Mission Statement Development

[VIEW](#) [✓ LEAVE](#)



Survey

See the latest Survey Results & Contribute Ideas for future Surveys

[VIEW](#) [✓ LEAVE](#)

AgMAC Roadmap 2019



AgMAC Community Page

A one stop shop web-based community page, this resource will enable members of the AgMAC to access resources within the community and interact seamlessly with one another. This allows real-time exchange of information and ensures that we are sharing what matters, when it matters.

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Permanent Agricultural Showcase in WTC Harbin

This will be a regionally themed agricultural showcase that provides a window into the world for Chinese consumers and vice versa. This pilot project will provide a rent-free, experiential setting for global agricultural products and technologies to Chinese businesses and consumers on a first-come-first-serve basis. It will help to reduce market entry costs into China for relevant enterprise members of various WTCs.

AgMAC Roadmap 2019

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AgMAC Roadmap 2019



Agricultural Summit

To take place in Beijing, the summit will address the issues of agricultural development in China and the Asia Pacific region.

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China International Import Expo (CIIE) 2019

Following the success of last year's showcase, WTC Harbin is working with the WTCA to once again bring together various agricultural products and innovations from foreign enterprises under a unified pavilion. As a channel for foreign organizations to do business, strengthen cooperation and promote trade, this annual event will also become the first stop for products imported into China.

AgMAC Roadmap 2019

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**WORLD TRADE CENTERS
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CONFERENCES & EXHIBITIONS MAC EMEA & APAC

Pamela Pascual, Chair

President, World Trade Center Metro Manila

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CORE PURPOSE

Bring to the forefront the following information and expose them in a manner that is reachable to the greater majority of the membership:

- Exhibitions and Conferences that are held and / or hosted by all the WTCs within the WTC network. While each of the WTC functions on its own locally, the MAC proposes to bring this activity to the next level by exposing these relevant business and trade events to a greater number within the network for the purpose of anchoring trade missions on these events
- Exhibition and Conference Venues that have the capability to host international events. This will allow each WTC to benefit more from the network through cross promotion within WTC network

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The MAC proposes to undertake the following initiatives:

Create and introduce a dynamic tool through an online platform with a functionality for WTCs to populate relevant information and details about the following:

- 1. Calendar of exhibitions and events** that are scheduled to be hosted in a given period organized by region, market, industry, and type of event
 - For WTCs – serve as anchor to plan, organize, invite business missions or participate as Exhibitor in international trade shows
 - For business delegations - a one-stop shop for business meetings during these exhibitions in one venue

Time & Location							
Date(s)	Name of Venue	Region	Country	State / Province		City	
Category							
Industry Focus		Event		Trade Show		Mission	
Details							
# of Attendees	# of Countries represented	# of Exhibitors	Sponsorship Opportunities?	Workshops?	Matchmaking?	Site Tours?	Cultural Offerings?
Contact							
Website		Contact Name		Contact Email		Contact Phone	
Notes							
Event Description							



The MAC proposes to undertake the following initiatives (*Cont'd*):

2. Inventory of Exhibition and Conference Venues

- A list of identified WTC venues with set criteria and parameters in terms of area, capacity, technical features, equipment, professional skills, services and amenities
- Venues who will qualify in the list should ideally have the capability to host world class events
- Identify venue parameters aligned with international standards
- Open opportunity for collaboration with the Accreditation Advisory Group and Real Estate MAC

Overview				
Date of Info Submission	World Trade Center		Name of Venue	
Location				
Region	Country	State / Province	City	Closest Airport
Conference Facilities				
Total Number of Rooms	Combined Square Meters	Audio/Visual Capability	Food & Beverage Restrictions	
Exhibition Facilities				
Total Number of Rooms	Combined Square Meters	Audio/Visual Capability	Food & Beverage Restrictions	
Convention Facilities				
Total Number of Rooms	Combined Square Meters	Audio/Visual Capability	Food & Beverage Restrictions	
Hotel On-Site				
Name of Hotel			Star-Rating	
Contact				
Website	Contact Name	Contact Email	Contact Phone	



NEXT STEPS

1. Invite WTC venues to be part of the MAC
2. Identify key WTCs who can start populating the google doc and be part of the pilot initiative
3. Meet with the Digital Steering Committee to determine how the present website can accommodate the information that will be collated and how to move forward from there



MEMBERS

World Trade Center	Name	Region
WTC Mumbai	Vijay Kalantri	India
WTC Mumbai	Anil Velde	India
WTC Accra	Jane Reindorf-Attoh	MEA
WTC Accra	Jennifer Opong	MEA
WTC Algiers	Kamla Idir	MEA
WTC Cyprus	Antony Georgakis	Europe
WTC Cyprus	Ariana Poulengeris	Europe
WTC Gift City	Abhinav Mittal	India
WTC Gift City	Khair Ull Nissa	India
WTC Metro Manila	Pamela Pascual	Asia Pacific
WTC Moscow	Alex Savrasov	Europe
WTC Noida	Shafi Akhtar	India
WTC Trieste	Tiffany Avati	Europe
WTC Trieste	Cristina Sbaizero	Europe

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CONFERENCES & EXHIBITIONS MAC AMERICAS

Cheryl Smith, CMP, HMCC, Chair

Director of Operations, World Trade Center Las Vegas

Director of Specialty Market Sales, Las Vegas Convention and Visitors Authority

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MAC MEMBERS

- Karen Gerwitz, WTC Denver
- Chantal Vielfaure, WTC Winnipeg
- Cindy Hoag, WTC Las Vegas/CTA
- Amanda Peters, WTC Las Vegas
- Chris Meyer, WTC Las Vegas
- Don Atchison, WTC Saskatoon
- Cheryl Smith, WTC Las Vegas, Chair

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Original Goals

1. Elevate awareness within the WTCA network of the global business opportunities available through participation in international trade shows and exhibitions.

- Create a calendar of trade shows/exhibitions. (Both MACs)
- Create an inventory of WTCs with meeting venues. (Asia Pacific)

2. Create two manuals for WTCA Member use. (Americas)

- Planning a trade mission during a conference/exhibition
- Hosting a trade mission during a conference/exhibition



Goal #1 – Progress Update

- Create a calendar of conferences & exhibitions

Overview		Time & Location					
World Trade Center	Name of Event or Trade Show	Date(s) in 2019	Name of Venue	City	State / Province	Country	Region
Vancouver	Clean Energy Ministerial Forum	May 27-29, 2019		Vancouver	British Columbia	Canada	North America
CHOOSE ONE OF THE BELOW				Category			
National or Local	International (any event that has international participation)	Global (any event that has 10 or more international exhibitors AND more than 10 individual countries attending)		Event	Trade Show	Industry Focus	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Clean Energy	
Details							
# of Attendees	# of Countries represented	# of Exhibitors	Sponsorship Opportunities?	Workshops?	B2B Matchmaking?	Site Tours?	Cultural Offerings?
1500	25	80+ Exhibitors	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
World Trade Center Contact					Notes		
Website	Contact Name	Contact Email	Contact Phone		Event Description		
http://cem-mi-vancouver2019.ca/	Austin Nairn	anairn@wtcvancouver.ca	1-604-640-5481		25 Federal Ministers will be attending. WTC-V to host public programming for the WTC network to attend		
Event & Trade Show Listings 2019 ▾		Event & Trade Show Listings 2020 ▾		Event & Trade Show Listings 2021 ▾			

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Goal #1 – Progress Update *(continued)*

- Locate in Resources section of WTCA.org
- All WTCs are invited to contribute to the calendar
 - Criteria: Shows and Exhibitions must have minimum of 10 international exhibitors to qualify and be added to the list.

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Goal #2 – Next Steps

- Create two (2) “How to” Manuals for WTCA member use.
 - Planning a trade mission during a trade show/exhibition.
 - Hosting a trade mission during a trade show/exhibition.
- **Opportunity to collaborate with Trade Services MAC!**
 - Chairs of both MACs met in person – January 2019
 - Creating an inventory of WTC-led trade missions
- **NEW GOAL!** To create awareness of opportunities to link trade missions led by member WTCs to conferences and exhibitions hosted in/by member WTCs and ultimately create more global business synergy.



NEW MAC GOALS

Goal #1

Promote Calendar of Events while searching for a more dynamic online platform with easy to use search functions.

Goal #2

Develop two manuals:

1. How to lead trade missions to events.
2. How to host trade missions attending events.

Goal #3

Collaborate with Trade Services MAC to link trade show opportunities with scheduled trade missions.



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TRADE SERVICES MAC AMERICAS

Linda Mysliwy Conlin, Chair

President, World Trade Center Greater Philadelphia

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The World Trade Centers Association (WTCA) in New York City oversees over 300 World Trade Centers located in North America, Central and South America, Europe, Africa and the Middle East, and Asia and the Pacific. These exclusive WTC branded properties and WTC trade service organizations are located in over 80 countries, connect 15,000 professional staff members and represent more than 750,000 business members worldwide.

The WTCA stimulates trade and investment opportunities for commercial property developers, economic development agencies and international businesses looking to connect globally and prosper locally. The WTCA serves as an "international ecosystem" of global connections, iconic properties and integrated trade services under the umbrella of a prestigious brand, dedicated to:

- encouraging the expansion of world trade
- promoting international business relationships
- fostering mutual assistance and cooperation among members

More than a building or an organization, a world trade center (WTC) brings together businesses and government agencies involved in international trade, provides essential trade services and stimulates the economy of the region it serves. A WTC puts all the services associated with global commerce under one roof. A WTC address gives a business prime and continuous access and exposure to all the services, organizations and individuals essential for success in world trade.



WTC Accra, Ghana



WTC Denver



WTC G.J.F.T. City

ALWAYS ACTIVE, ALWAYS ENGAGED AND ALWAYS WILLING TO BRING A VOICE TO THE CONVERSATION, LINDA CONLIN AND HER TEAM ARE MODEL MEMBERS OF OUR ORGANIZATION.

By offering their point of view - and just as importantly, their expertise - to our membership, they are truly helping to foster new ties for the Greater Philadelphia area, and grow opportunities for economic development around the globe.

Scott Ferguson, Chief Executive Officer, World Trade Centers Association



LAUNCH OF THE WTCA TRADE AND INVESTMENT REPORT 2018 GLOBAL CONNECTIONS: LOCAL GROWTH

The World Trade Centers Association (WTCA) unveiled its first-ever "WTCA Trade & Investment Report: Global Connections, Local Growth" at a private event at the Foreign Policy (FP) Group Offices. The report was conducted in partnership with FP Analytics and reveals that cities are positioned to lead in this time of geopolitical turmoil by focusing on stakeholder networks, human capital and connective infrastructure.

According to the study, 71 percent of WTCA members polled believe that a significant disruption in trade and investment is likely to occur this year with investments being put on hold amid global economic uncertainty. Go to www.wtca.org to read the full report.

Linda Conlin, President, WTCA participated on a panel discussion at FP Analytics in Washington, DC. Also on the panel: Scott Ferguson, CEO, World Trade Centers Association, Blair A. Ruble, Distinguished Fellow, Woodrow Wilson Center, Claire Casey, Managing Director, FP Analytics, The FP Group and Jonathan Tepperman, Editor in Chief, Foreign Policy Magazine.

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Trade Services Americas MAC Members

- Melvin Torres, WTC Arkansas, North America
- Boon Tan, WTC Arkansas, North America
- Dan Hendrix, WTC Arkansas, North America
- Denise Henderson Thomas, WTC Arkansas, North America
- Jorge Dos Santos, WTC Asuncion/WTC Ciudad Del Este/WTC Encarnacion, Latin America
- Sam Tandon, WTC Atlanta, North America
- Max Sutherland, WTC Atlanta, North America
- Sandi Moilanen, WTC Denver, North America
- Linda Conlin, WTC Greater Philadelphia, North America
- Graziella DiNuzzo, WTC Greater Philadelphia, North America
- Tina Weyant, WTC Harrisburg, North America
- Doris Anne Sadler, WTC Indianapolis, North America
- Kaitlin Bast, WTC Kansas City, North America
- Ed Webb, WTC Kentucky, North America
- Darren Srebnick, WTC Kentucky, North America
- Becky Haycox, WTC Oxnard, North America

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Trade Services Americas MAC Members *(continued)*

- Dona Toteva Lacayo, WTC Oxnard, North America
- Carlos Uribe Menéndez, WTC Queretaro, Latin America
- Hilda Mwangi, WTC San Diego, North America
- Juan Pablo Zañartu, WTC Santiago, Latin America
- Pedro Pablo Alamos, WTC Santiago, Latin America
- Don Atchison, WTC Saskatoon, North America
- Ms. Brynn Grant, WTC Savannah, North America
- Stella Sheehan, WTC St. Louis, North America
- Leigh Smout, WTC Toronto, North America
- Corrie Germin, WTC Toronto, North America
- Gwenaele Montagner, WTC Toronto, North America
- Derek Miller, WTC Utah, North America
- Austin Nairn, WTC Vancouver, North America
- Andrew Gelfuso, WTC Washington D.C., North America
- Allyson McKithen, WTC Washington D.C., North America
- Nicole Vallée, WTC Winnipeg, North America

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2018-2019 Meetings and Conference Calls

- 1/17/2018
- 2/27/2018
- 3/27/2018
- 4/9/2018
- General Assembly 2018
- 10/3/2018
- Member Seminar 2018
- 1/30/2019
- 3/26/2019

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Objectives

1. To serve as a learning forum to share best practices in trade services
 - *revenue generation*
 - *educational seminars and conferences*
 - *research*
 - *events*
 - *trade missions and trade shows*
2. To identify best opportunities for WTC-WTC collaboration in building business opportunities for companies
3. To serve as a sounding-board and conduit of information on WTCA programs and policies
4. To share views and perspectives on the global economy and leading global trade issues

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Progress and Actions to Date

Identification of Opportunities for Collaboration

- Cooperation and Sharing of Pavilions at Trade Shows (spreadsheet developed)
- WTC Arkansas Aerospace Summit – April
- WTC Miami Americas Food & Beverage Show and Conference - November

Overview		Time & Location					
World Trade Center	Name of Event or Trade Show	Date(s) in 2019	Name of Venue	City	State / Province	Country	Region
Vancouver	Clean Energy Ministerial Forum	May 27-29, 2019		Vancouver	British Columbia	Canada	North America
CHOOSE ONE OF THE BELOW				Category			
	International (any event that has international participation)	Global (any event that has 10 or more international exhibitors AND more than 10 individual countries attending)					
National or Local				Event	Trade Show	Industry Focus	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Clean Energy	
Details							
# of Attendees	# of Countries represented	# of Exhibitors	Sponsorship Opportunities?	Workshops?	B2B Matchmaking?	Site Tours?	Cultural Offerings?
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http://cem-mi-vancouver2019.ca/	Austin Nairn	anairn@wtcvancouver.ca	1-604-640-5481		25 Federal Ministers will be attending. WTC-V to host public programming for the WTC network to attend		

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Progress and Actions to Date

- Participation in WTC-organized Trade Missions (spreadsheet developed)

Overview		Time & Location					Category		
World Trade Center	Name of Trade Mission	Date(s)	City	State / Province	Country	Region	Inbound	Outbound	Industry Focus
Arkansas	WTC Arkansas Trade Mission to Mexico	April 7-12, 2019	Queretaro, Mexico		Mexico	North America	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Agriculture, Aerospace, Biotech, Healthcare, Technology, Customs, Logistics, Consumer Products
Details									
# of Attendees	# of Companies	# of Countries represented	# of Exhibitors	Sponsorship Opportunities?	Workshops?	B2B Matchmaking?	Site Tours?	Cultural Offerings?	
TBD	30	1 (USA)	8	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
World Trade Center Contact								Notes	
Website		Contact Name		Contact Email		Contact Phone		Event Description	
http://arwtc.org/queretaro2019/		Melvin Torres		melvint@arwtc.org		479-418-4822			

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Progress and Actions to Date

- Listing of Key Sectors for Each WTC
 - Food and Beverage
 - Agribusiness
 - Aerospace
 - Biotech/Bioscience
 - Transportation/Logistics
 - Manufacturing/Machinery
- Listing of Leading Companies in Each WTC Region
- “Open Discussion” Segments on All Conference Calls

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Next Steps

- Develop planning to expand WTC participation in WTC Arkansas Aerospace Summit
- Develop planning to expand WTC participation in WTC Miami Food & Beverage Show and Conference
- Develop planning to expand WTC participation in WTC San Diego Bio 2020
- Continue to share best practices in identified program areas
- As part of sector focus, develop listing of key companies in each WTC region
- Determine Trade Services Americas MAC Leadership 2019 / 2020

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TRADE SERVICES MAC EMEA & APAC

Virginie Blida, Chair

CEO, World Trade Center Lille & World Trade Center Lille-Arras

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REMINDER

Priorities & Roadmap

Decided in October 2018

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PRIORITIES

TOP PRIORITIES



Initiative #1

- Build WTC's capabilities &
- interests inventory

Initiative #2

- Multi-WTC Trip on 1-2 industrial events

Initiative #3

- Build inbound & outbound Trade Missions Inventory

Initiative #4

- Build Services Transfer Inventory

Initiative #5

- Build the brand

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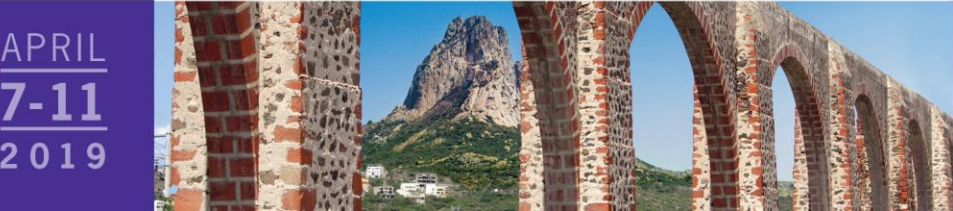
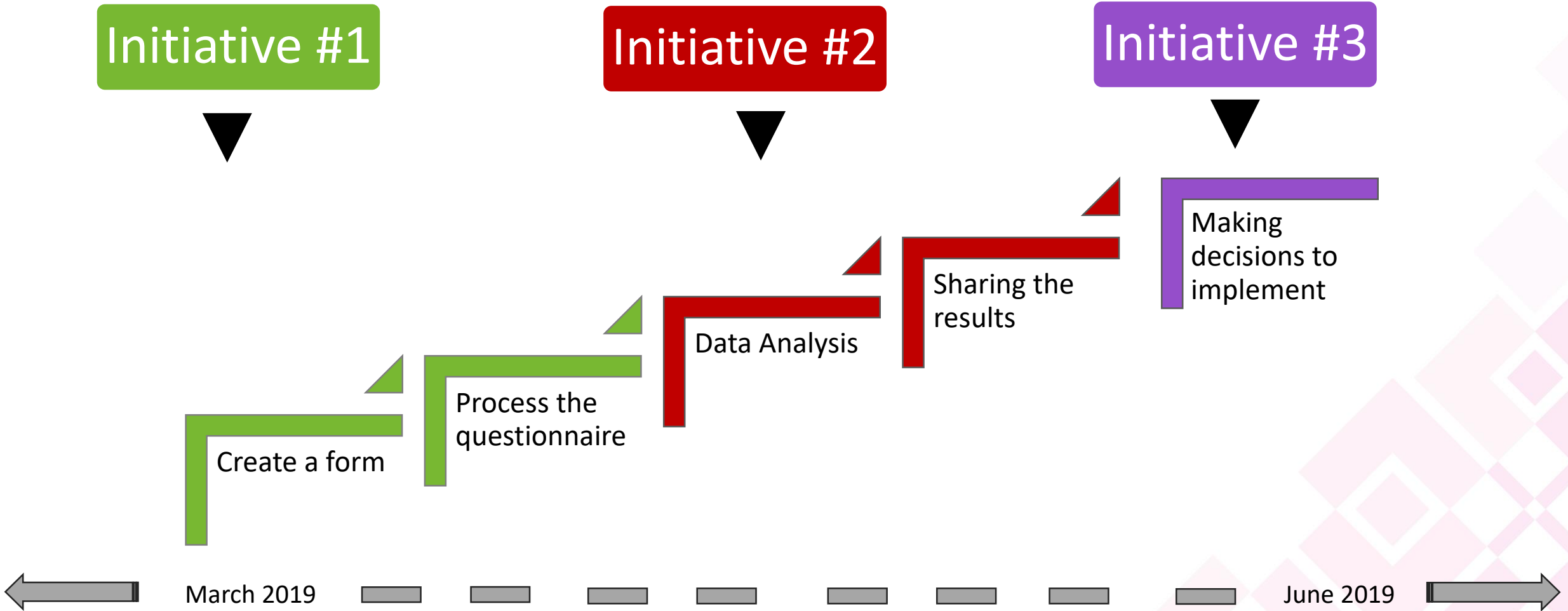


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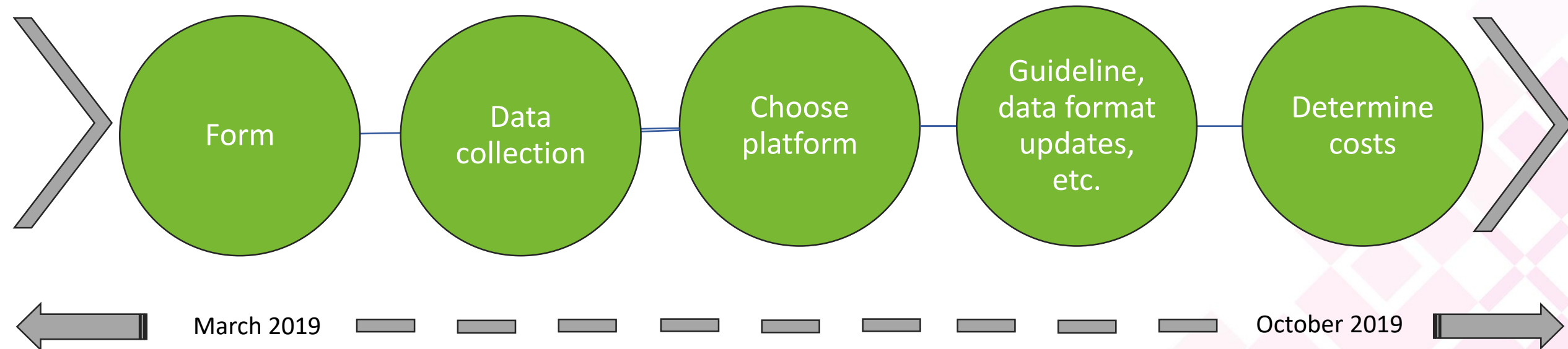
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ROADMAP



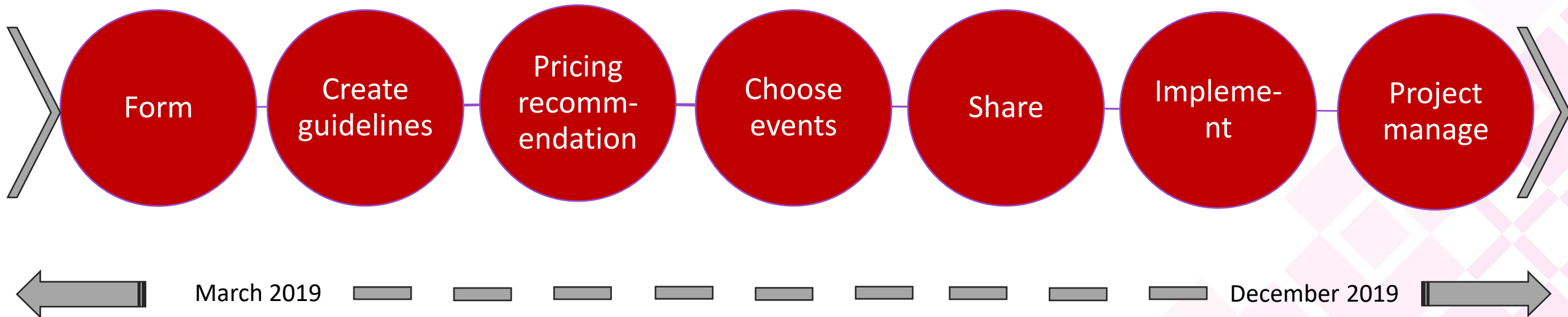
INITIATIVE #1

- Objectives: Enable each WTC to know the **strengths, resources** and **organization capacities** of other WTCs in order to easily identify business collaboration **opportunities** (for their customers).
- Deliverable: Inventory of capabilities & interests, easily shared on a platform.



INITIATIVE #2 and INITIATIVE #3

- Objectives: Give the possibility to WTCs to **organize events together** while giving an **easy access to information** and offering **guidelines**.
- Deliverable: Organizing 1 to 2 events co-organized by several WTCs in Europe, in 2019.



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INITIATIVE #2 and INITIATIVE #3



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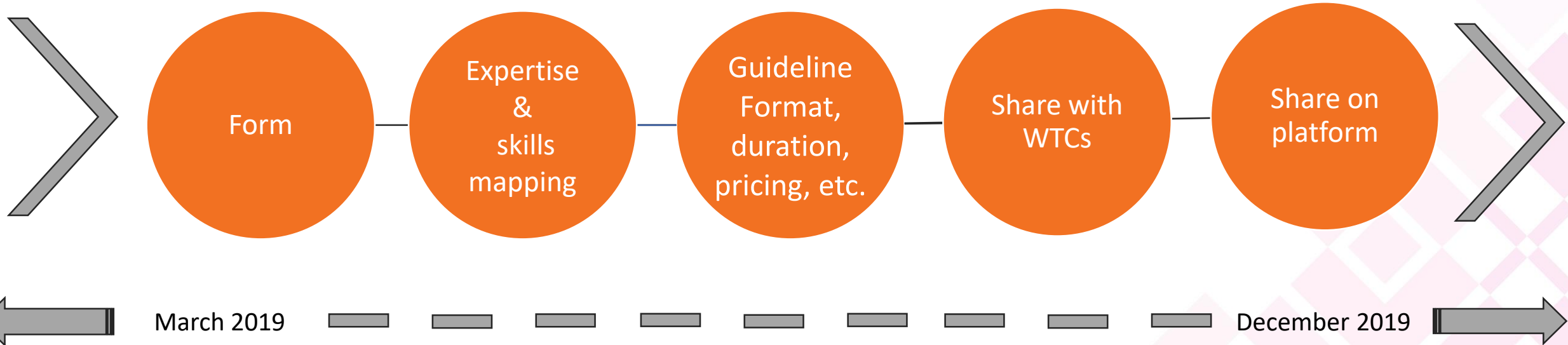
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INITIATIVE #4

- Objectives: Enable WTCs to implement a **new Trade Services activity** or for new entrants **to implement** Trade services in a **quicker** way and more **efficiently** relying on the **expertise of other WTCs** that they could **transfer**.
- Deliverable: Mapping of expertise/skills that some WTCs are willing to transfer to others and guideline to organize it.

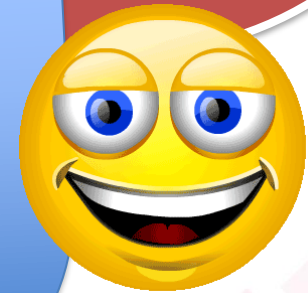


NEXT STEPS

- CROSS THE WTC'S ANSWERS TO THE FORM
- PRESENT & DEBATE THE RESULTS OF THE GA: GO/NO GO
- ASSIGN MAC MEMBERS TO DIFFERENT PROJECTS IMPLEMENTATION & FOLLOW UP
- REFINE THE ROADMAPS BY INITIATIVE
- SHOW MORE RESULTS IN OCTOBER 2019

YOU WANT TO
WORK ON
CONCRETE
PROJECTS ?

JOIN US NOW !



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**WORLD TRADE CENTERS
ASSOCIATION**

REAL ESTATE MAC

Ed Allison-Wright, Chair

Director, World Trade Center Gibraltar & World Trade Center London

APRIL
7-11
2019



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The Real Estate MAC, so far...

- *WTC Amsterdam*
- *WTC Asuncion*
- *WTC Barcelona*
- *WTC Boston*
- *WTC Brussels*
- *WTC Buffalo Niagara*
- *WTC Chicago*
- *WTC Chongqing*
- *WTC Denver*
- *WTC Dulles Airport*
- *WTC Edmonton*
- *WTC Gibraltar*
- *WTC London*
- *WTC Malmo*
- *WTC Malpensa Airport*
- *WTC Marseille Provence*
- *WTC Moscow*
- *WTC New Orleans*
- *WTC Noida*
- *WTC Oslo*
- *WTC Rennes Bretagne*
- *WTC Riyadh*
- *WTC Sao Paulo*
- *WTC Sydney*
- *WTC Utah*
- *WTC Vancouver*

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Our Purpose is to advise

To explore possible initiatives to enhance the number and quality of WTC branded facilities to strengthen the Association, aid its Membership and protect and grow the WTCA brand with respect to real estate:

- *Propose best practices;*
- *Advise on the creation of new real estate services or programs, or the improvement (or elimination) of existing ones;*
- *Recommend relevant and timely event programming;*
- *Help craft and refine accreditation parameters;*
- *Other initiative proposals that would assist in the development of sustainable WTC-branded facilities*

WTCA Board Resolution 26/18(d), Approved April 22, 2018

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Member Feedback (since inception of the MAC)

First we asked questions and sought answers to them to identify our areas of focus:

- *Being ambassadors and helping new Members*
- *Connecting Members and providing a platform for real estate issues*
- *Creating Programs focused on real estate centric topics*
- *Establishing relationships with private developers (and investors)*
- *Highlighting ways in which real estate enhances WTC functions*
- *Establishing and promoting how best real estate helps Trade Services*
- *Helping to translate WTCA benefits to real estate members*
- *Sharing best practices (and also what not to do!)*
- *Using the MAC to advance relationships and agendas faster than waiting for in-person events*

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Our Projects

Modernization of the WTCA Facilities Guide:

- *“Not only must a World Trade Center be a significant place, it must carry on being a significant place in the future.”* John E. Drew, WTC Boston, October 1991
- What talent **wants**,
Is what tenants **need**,
And what landlords must **build**.

TODAY we have:

- *More informed customers*
- *Tougher Talent Retention & Competition*

This will require more central support...

MEDIUM TO LONG TERM

Update of the WTCA Membership Overview:

- Publication overlapped the implementation of MACs
- Various suggestions from Members of a V2 to incorporate a more concise outline of the ‘Real Estate Component’ within this document

SHORT TO MEDIUM TERM

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Our Projects (cont.)

'Assistance Forum':

- Much feedback has revolved around providing a forum for Members / prospective Members to gain advice on establishing a real estate function and matching investors with Members.
- One way is to formally provide this service and encourage Members to utilize it.

SHORT TERM

Digital Hot-Desk:

- Exploring how a WTCA hot-desk facility (bolt on to the existing online tools) could assist real estate members in listing available space (Office, Exhibitions, Conferencing, et al).

SHORT TERM

Others:

We anticipate further brainstorming ideas and discussions at this GA!

- *Synergies between MACs not to be overlooked...*
- *Synergies with implementation of our new EMC (in Europe) not to be overlooked...*



So... How can the Board act on our advice?



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- \$\$\$;-)
- Explore how best you can drive our projects forward and then empower officers to enable the MAC's pursuance of these.
- Encourage interaction between MACs to ensure that synergies are identified, actioned and memorialized.
- Celebrate the successes and trailblazers within our network to inspire others.
- Thanks for listening!

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Thank You!

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