

It is a big world out there...

Prosper in it!



*“World Trade
Center of Greater
Philadelphia: A
Gateway to Global
Trade”*

**Delaware River Regional
Planning Commission**

April 15, 2005



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What is a World Trade Center?

Perception: A WTC is a building.

Reality: A building or an organization that promotes trade development.

The two together offer the best scenario, but they can exist **without** each other.





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WTCGP Mission Statement

The World Trade Center
of Greater Philadelphia (WTCGP)
provides a world-class portfolio of services
that enhances international trade growth and
leads the Greater Philadelphia region to
economic prosperity.



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World Trade Center of Greater Philadelphia

- ▶ Established in October of 2002
- ▶ DRPA purchased the license from Carl Marks and Co. and established a non-profit 501-c-3 entity, the WTCGP, to provide trade services
- ▶ Purpose: to contribute to their mission of regional economic development.



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World Trade Centers Association

- ▶ **WTCA Mission Statement**

A non-political, non-profit organization in service to those who develop and facilitate international trade.

- ▶ **Established in 1970 by Guy Tozzoli**

- ▶ **Purpose:** to facilitate international trade by bringing together exporters, importers and service providers.



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World Trade Center of Greater Philadelphia

- ▶ The WTCGP puts our region on the map of major trade hubs by being a **licensed and certified** WTCA member and offering connections and networking with:
 - 275 World Trade Centers worldwide
 - 750,000 companies offered services, worldwide



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*Greater Philadelphia Region**



- ▶ One of the largest, most diverse and highly attractive business locations in the world
- ▶ 4th largest Metropolitan Area
- ▶ 11 county tri-state area
- ▶ Population of over 6 million people
- ▶ Workforce of nearly 3 million
- ▶ Business sectors include: education, legal, architectural and engineering services, health and social services, finance and insurance industries, life-science research, computer systems integration and related technology services, management consulting and industrial design

* Select Greater Philadelphia data



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WTCGP Goals

- Accentuate the Greater Philadelphia Region as a **global center**.
- Stimulate **economic development** in the region through international trade.
- Offer **international business development services** to regional companies.



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WTCGP Goals

(continued)

- **Educate and train** companies to become proficient in international trade through seminars and one-on-one consultation.
- Encourage **inward investment** and bring new business to the region.
- Become a **regional coordinator** of international events in partnership with other local organizations with similar vision leading to higher quality service for local clients.



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WTCGP Goals

(continued)

- Facilitate **networking** of local and international companies through event coordination and matchmaking functions.
- Organize and lead **trade missions** to help companies understand other markets and develop and advance their international business.
- Encourage more companies to **import** their products through the ports in the Greater Philadelphia region by offering **inbound missions** and services to importers.



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Services

- **International Trade Consulting**
 - One-on-one consulting
 - Five full time trade specialists: Southeast PA and Southern New Jersey
- **Market Research**
 - Market reports offered with membership
 - Customized reports



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Services

- **Education and Training**

- Seminars and Conferences**

- Global Business Outlook Conference
- *Breakfasts Around the Region*
- Global competition and global sourcing
- Regional market opportunities
- Industry sector opportunities worldwide
- Preparing for trade shows and trade missions
- Intellectual Property Protection
- Globalizing your website



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Services

- **Int'l Trade Assistance Grants**
 - Cover 50% of the expenses up to maximum of \$2,000 for trade missions, trade shows, in-country visits to new markets for WTCGP members
- **Trade Missions and Trade Shows**
 - South Africa, April 2004
 - Switzerland, October 2004
 - India, April 2005
 - China, September 2005





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Services

▶ **CEO China Operations Club**

- Selected topics on doing business in China for company executives presented by experts in field
 - Business entities in China
 - Finance and Currency Exchange
 - Intellectual Property Protection
 - Manufacturing and Marketing in China



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Services



- Pennsylvania Office of International Business Development –
 - WTCGP is Regional Representative
 - 16 Overseas Representatives for in-country assistance
- NJ Commerce
 - 4 Representatives
- Legal Assistance Program
 - One hour free legal advice with partner legal firms



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Membership Benefits

- Membership rates for market research reports
- Membership rates at seminars and conferences
- Free one year subscription to *Global Traveler*
- Affinity programs for reduced rates on university programs, express delivery, language translation and training, airport parking, limousine service, and more ...



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Membership Benefits

- WTCA-online
 - Members-only access cards
 - Trade leads search and posting
 - On-line catalogue of products and services
 - Global calendar of events
 - Trade databases
- Reciprocity with 275 WTCs around the world - office space, meeting arrangements, secretarial help, etc.



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Cooperative Programs

- ▶ Philadelphia University Preparatory Online Course for the qualifying examination for the *Certified Global Business Professional Credential*



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WTCGP Signature Events

- World Trade Centers' Day Dinner, June
- "Bringing the World to Pennsylvania", Fall
- State of the Port Luncheon, Fall
- Anniversary Reception, Fall
- Global Business Outlook Conference, February





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WTCGP Upcoming Event

- ▶ **World Trade Centers Day Dinner**
- ▶ **Wednesday, June 8, 2005**
- ▶ **Honoree Hugh Long, President, Wachovia**



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WTCGP Accomplishments

Licensed in October 2002

- \$115M export sales directly attributed to our work
- Equates to over 1500 new jobs
- 600 companies assisted
- 23 customized research reports and over 175 general reports
- Hosted and co-hosted 75 professional seminars
- Recruited over 150 participants for international trade shows and trade missions



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Useful Websites

▶ World Trade Center of Greater Philadelphia www.wtcphila.org

- US Government Reference Sites
- International Trade Organization Links
- Travel Reference Links
- Country Reports
- Shipping
- Philadelphia Regional Port Organizations



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The WTCGP

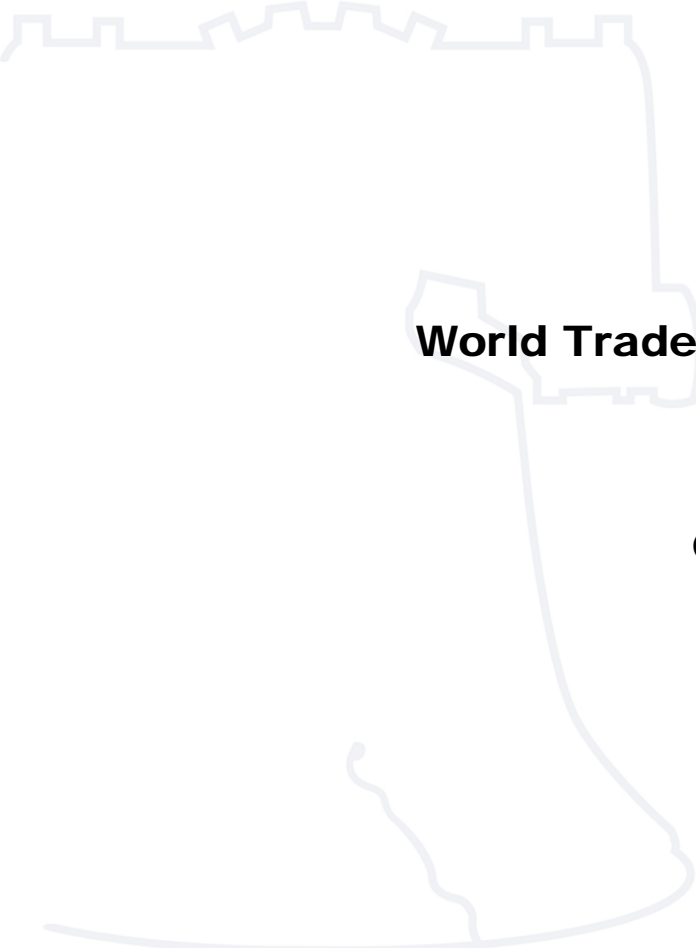
Helping Create a World Class
Region



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