



World Trade Organization Informal Working Group on MSMEs

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GATEWAY TO Global Trade

The **WTCA** is a nonprofit **international trade association** with a mandate to promote and facilitate **international trade and development**.

The WTCA is a **worldwide network of 320 World Trade Center** licensees in **nearly 100 countries** consisting of economic development agencies, real estate developers, government entities and PPPs.

Business constituents by far and large **SMEs**.

WTC-branded infrastructure ranges from mixed commercial real estate to airports, industrial park, FTZ and conference & exhibition facilities



Experience The Power OF A CONNECTED ECOSYSTEM

STRATEGIC PARTNERSHIPS

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

GLOBAL BUSINESS COMMUNITY

Through our network of 320+ World Trade Center locations, WTCA facilitates collaboration across affiliated businesses globally, which are by far and large SMEs.



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 are at the ready to strengthen your World Trade Center location through business clubs, organized events, international trade missions, and personalized introductions.

Resource of Trade Services

REAL ESTATE SERVICES

- Permanent or temporary office space in WTC buildings across the globe
- Revenue-generating Business Clubs
- Conference, events 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



GLOBAL TRADE GUIDANCE

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

CONNECTION TOOLS

- WTCA Connections Portal
- Corporate introductions
- Corporate matchmaking
- Trade mission facilitation

INDUSTRY RESOURCES

- United Nations Global Compact
- Global Trade Helpdesk, a WTO/UNCTAD/ITC initiative
- International Trade Administration, U.S. Department of Commerce
- Airport Council International (AFI)
- Global Association of the Exhibition Industry (UFI)
- WTCA Speaker Bureau
- WTCA Learning Center
- Expert insights

Year-Round Opportunities to Join Forces

WTCA
Global
Business
Forum

Bringing **globally-minded businesses and WTCA members** together to facilitate global trade and explore industry trends

WTCA
Member
Forum

Meet fellow WTCA colleagues annually; **share strategies for success** and create long-lasting relationships

WTCA
Regional
Meetings

Participate in **dedicated regional meetings** focused on local challenges and opportunities

WTCA
Day

On June 12, join us to **celebrate our connections, community, and impact** in the world of trade, globally

WTCA
Member
Events

Access in-person and online events around the world, hosted by WTCA members

Interconnected Business Network

A world map with a light gray background. Numerous small, colored dots are scattered across the map, representing a global network. The dots are primarily blue and yellow, with some green and red dots in South America and Africa. The map is centered on the Atlantic Ocean.

Critical infrastructure for MSMEs:

- *Access to finance*
- *Access to logistical infrastructure*
- *Access to affordable and reliable energy*
- *Access to trade governance and fair rules*
- *Access to interconnected business network*



**WORLD TRADE CENTERS
ASSOCIATION**

CONNECTING BUSINESSES, GLOBALLY.

LEVERAGE OUR GLOBAL NETWORK WITH WTO LEADERSHIP ON TRADE

- Sharing information (Trade4MSMEs.org, GTH, ...)
- Opportunity to link WTC sites to WTO trade tools country pages & link to other WTC tools & resources
- Opportunity to partner on MSME consultations



Dear Members,

We are delighted to announce an exciting collaboration between the World Trade Centers Association (WTCA) and the World Trade Organization (WTO). In our continuous pursuit of fostering international trade, we believe that this engagement holds significant promise to advance our shared goals of promoting global commerce, supporting SMEs, and building stronger trade networks.

The WTO, as the global guardian of trade rules and facilitator of international trade negotiations, offers a wealth of resources and expertise that can greatly benefit WTCA Members and business partners. By aligning our efforts, we can create a powerful synergy to further empower our network. This initiative is the result of a recent meeting at the WTO with Ambassador Wilson, Chair of the MSME Working Group, and we are most grateful for his support.

We are excited to share two concrete and valuable resources, Trade4MSMEs.org and The Trade Game, as well as an opportunity for Members to add WTC services to country pages of the Trade4MSMEs tool.

[1. Trade4MSMEs.org: Resource & Opportunity to add WTC Services](#)

[Trade4MSMEs.org](#) is a dynamic platform dedicated to supporting Micro, Small, and Medium-sized Enterprises (MSMEs) in their global trade endeavors. As part of its ongoing efforts to enhance the platform's utility, the WTO invited our network to evaluate its effectiveness. Your feedback to the WTO is crucial in helping the WTO refine and improve the platform further and can be shared directly with Kathryn Lundquist at kathryn.lundquist@wto.org.

At the bottom of this message, you will find information flyers in English, French, and Spanish that provide an overview of Trade4MSMEs.org. We encourage you to share these flyers with your business partners.

The WTO is keen to collaborate with WTCA Members to enrich the country pages on Trade4MSMEs.org. These pages are accessible from the homepage by clicking on the map and drilling down by region. If your WTC location has specific tools, services, links, or resources that could benefit MSMEs and that you would like to have included on

THANK YOU

wtca.org



LINKEDIN



YOUTUBE



FACEBOOK



THREADS



TESTIMONIALS

WHERE BUSINESS GETS PERSONAL

Real Estate. Real Results.

WTC ASUNCIÓN

"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 centre in Asunción."

Olimpio Fleytas,
General Manager, WTC Asunción



**WORLD TRADE CENTERS
ASSOCIATION**

CONNECTING BUSINESSES, GLOBALLY.





Real Estate. Real Results.

WTC CYPRUS

"The World Trade Center brand contributes to 50% higher rents than equivalent local office space and is estimated to have a value of around 2.5 million over a ten-year period."

Mehran Eftekhari,
Director, WTC Cyprus

Real Estate. Real Results.

WTC ROTTERDAM & WTC THE HAGUE

“Historic and ongoing ties to the World Trade Center® brand, give us an opening to the world..”

Eveline Steenbergen,
Managing Director,
WTC Rotterdam & The Hague



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Trade Matters

WTC Sydney

"Trade needs connection, it needs introduction, it needs curation. It's hard work, and the World Trade Center model seems to be perfect for this precinct."

David Borger,
Executive Director of the Western Sydney
Business Chamber and
Member of WTC Sydney



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Trade Matters

WTC Palm Beach

"I wish I had known about the WTCA years ago – it's a phenomenal networking organization, and there are many trade and investment opportunities available to benefit the country and open up new markets."

Dr. Esther Lambert,
WTC Palm Beach



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Trade Matters

WTC Dublin

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

Bassey Duke,
WTC Dublin

Trade Matters

WTC Abuja

"We came with 11 trade delegates from Nigeria...they were all engaged in B2B opportunities on site and their experience provided great value.

I have been extremely impressed with the opportunities, connections, the individuals I have met, building partnerships – it has been a wonderful experience."

Karim Ahmed,
General Manager, WTC Abuja



**WORLD TRADE CENTERS
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CONNECTING BUSINESSES, GLOBALLY.





Showcase Locally. Grow Globally.

WTC Metro Manilla

"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 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,
WTC Metro Manilla

Showcase Locally. Grow Globally.

WTC Kuala Lumpur

“Connectivity and interaction among WTCA members in different countries have significantly benefited the Malaysian economy. These events, and the relationships that have grown because of them, have provided networking and collaboration opportunities, access to new resources, and new perspectives.”

**Dato’ Sri Dr. Haji Irmohizam
bin Haji Ibrahim,**
WTC Kuala Lumpur



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