



WORLD TRADE CENTERS
ASSOCIATION

MERIDIAN™

Vol. 3, No. 3
March 2020



THE INTERNATIONAL WOMEN'S ISSUE

NEW DATE!

TAIPEI

**SEPTEMBER
20-23**

2020

The new date for the WTCA's
51st Annual General Assembly
is September 20-23, 2020 in
Taipei.

Please stay tuned for more
information – in the meantime,
visit <https://events.bizzabo.com/WTCAGA2020>.

For any questions, please reach
out to events@wtca.org.



**WORLD TRADE CENTER®
TAIPEI**

Redesigned InfoShare Online Form: Version 2.0 is Now Live!

The World Trade Centers Association (WTCA) serves as an “international ecosystem” of global connections, iconic properties, and integrated trade services under the umbrella of a prestigious brand, and strives to strengthen its network through its events, programming and resources. One of the keys to the success of our Association is the information we have on our Members, and we rely on our Members to actively provide their core data and keep the data current. To streamline collecting, updating, vetting and sharing each WTCA Member’s data, we launched the InfoShare Online Form in 2017 as a digital tool for Members to use.

Based on Member feedback, the WTCA Digital Steering Committee has redesigned the InfoShare Online Form — version 2.0 — with enhancements to enable InfoShare Online “editors” to update their WTC’s information more effectively and efficiently. The new form is now available on the WTCA Digital Platform and we hope you find these upgrades allow for a more exceptional user experience.

What’s New in This Version?

- Pop-up messages and colors visually clarify which fields/data are required, and which will be for use by WTCA Headquarters only or be shared with the WTC network.
- A 21-day timeframe for a form to be initiated and submitted to ensure that forms don’t remain pending for an extended period of time.
- Faster data synchronization with the WTCA’s CRM program as form sections are approved, allowing the most accurate and complete data to be available more quickly.
- A simplified form layout for WTCs to update any rejected data, highlighting any information requiring correction.
- Much of the data is voluntary and up to the Member to disclose with the exception of contact information and information on key facilities/services offerings (which remain mandatory).
- As part of this upgrade, we increased administration access across the Digital Platform so that a single user can manage and edit the InfoShare Online Form of more than one account/WTC. WTCs can also designate as many InfoShare Online “editors” per account/WTC as they see fit.

The screenshot displays the 'FACILITIES & SERVICES' section of the InfoShare Online Form. It includes a toggle for 'Currently Offers Facilities?' with 'Yes' selected. Below is a 'Select Offered Facilities' section with a list of facility types, each with a checkbox and a help icon. The 'Office Building(s)' checkbox is checked. A blue callout box states: 'This information is shared with the Member Network'. Below the list are four range sliders for 'Overall footprint size', 'WTC's proximity to Airport', 'WTC's proximity to Port/Harbor', and 'WTC's proximity to Subway/Railway', each with 'Enter Value' and 'Select unit' input fields.

We encourage you to discover the latest InfoShare Online Form updates, and start reviewing and updating your WTC’s data today!

To review the instruction manual and introduction videos, click [here](#). For more information, contact your local regional representative or email digital@wtca.org.

THE OFFICIAL PUBLICATION OF THE WORLD TRADE CENTERS ASSOCIATION

Published by World Trade Centers Association

The World Trade Centers Association (WTCA) is a network of more than 325 highly-connected, mutually-supporting businesses and organizations in nearly 100 countries. As the owner of the World Trade Center, the tri-globe map design logo 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.

For comments or questions regarding this issue of *WTCA Meridian*, please contact Channele Kasik, Communications Manager, WTCA at ckasik@wtca.org.

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John E. Drew
Chair, Board of Directors
World Trade Centers Association

Celebrating International Women's Day

Dear Members,

March 8th marks [International Women's Day](#) – a global day recognized for well over a century to celebrate the social, economic, cultural and political achievements of women while calling for greater equality. This year's campaign theme is #EachforEqual, highlighting that an equal world is an enabled world, and how, collectively, each one of us can help create a gender equal world (you can follow #IWD2020 on social media for more information). In honor of this global celebration, we have developed the March issue of WTCA Meridian as "The International Women's Issue" to celebrate the women and diversity across our Association.

Our Feature article discusses the importance of women's leadership in economies around the world. Our Member Perspective – penned by Khair Ull Nissa Sheikh, WTCA Board Member and Executive Director, WTC Noida – shares her entrepreneurship experience within the Association. Our Trends section takes a look at how upskilling and reskilling programs can give your company a competitive edge, especially when it comes to women in the workplace. We have also compiled a list of events that our Member WTCs are hosting and/or participating in to celebrate International Women's Day this month around the world.

New additions to our newsletter include a New Member Welcome, which will provide an overview of Member WTCs who have recently joined our network, and a WTCA Regional Update section, which will highlight one of the Association's key regions and their current initiatives each quarter, starting with Europe. The Memo highlights the tools and resources available to serve and engage our Members, and lastly, our Around the Network section features Member-submitted stories that show what is happening on the ground around the globe.

We hope you enjoy this month's issue and join us in celebrating the women and diversity across our Association. As a global organization, we pride ourselves in our geographic, cultural and socioeconomic diversity, to represent our Members located around the world in nearly 100 countries across six continents. Because of the differences across our membership base and geographies, our Association has evolved over the past 50 years into a diverse set of institutions from both the private and public sectors, all of whom play important roles in their cities, albeit differently from one another. It is because of you, our Members, that we have such an immense diversity within our Association. It truly is our greatest asset and it is what makes our network so valuable, and we would like to thank you for your continued Membership and support in our Association.

Sincerely,



John E. Drew



The Importance of Women's Leadership in Economies Around the World

Strong leadership requires confidence, determination, and integrity. While traits like these are not exclusive to any gender, women only hold **24% of senior leadership positions** around the globe. This systemic imbalance often leaves women without the opportunities they need to further their careers and develop into leaders in businesses anywhere in the world.

Gender inequality in the workplace has been an unfortunate long-term reality. Less than half of women — **47.7%** — **participated in the global labor force in 2019**, down from **50.9%** in 1990. Holding less than **5%** of *Fortune* 500 CEO roles remains a stubborn and challenging statistic, especially considering there were **zero Fortune 500 female CEOs as recently as 1995**.

Despite this gap, women often make the most effective business leaders. **Research suggests** that companies with the highest percentage of female board directors outperform those with smaller percentages, and women tend to rank higher in core leadership competencies such as

collaboration and self development. In addition, female entrepreneurs generate **twice the revenue** of their male counterparts with the same amount of investment.

Elevating women to leadership positions isn't just the right thing to do; it's good business. Thankfully, regions around the world are currently making great strides to help women grow into and succeed in leadership to combat gender inequality. Here are some examples of initiatives from Asia Pacific, Europe, Latin America, and North America.

ASIA PACIFIC

According to McKinsey & Company, women in Asia contribute to **36% of Asia's GDP**, but labor force contributions have been historically divided between single and married workers. While gender inequality remains high throughout the region, **economic development, government policies, and technological change** are each driving a greater migration toward an equal workplace with female-powered leadership. For example, **the International Finance Corporation**, a sister organization of the



Elevating women to
leadership positions isn't
just the right thing to do;
it's good business. »

World Bank, has trained more than 300 women for future board directors positions in Sri Lanka and helped develop India's corporate governance scorecard, which features gender diversity as a prime factor.

EUROPE

Throughout the European Union, [one out of three managers are female](#), and 28% of senior roles are held by women. To advance gender equality, the European Commission has [launched several initiatives to reduce the gender pay gap](#), such as adopting a Pay Transparency Recommendation and ensuring that at least 40% of the Commission's middle and senior managers are women by the end of 2019, and improve the work-life balance for parents, such as adopting a comprehensive package of policy and legal measures to modernize EU legislation on family-related leave and flexible working arrangements. Some companies, such as [Accenture UK](#), have prioritized their commitment to company-wide diversity and have tailored programs to develop women executives. In this case, the organization's Chief Leadership Officer regularly meets with senior leaders to discuss women's initiatives and develop plans for change.

LATIN AMERICA

[According to a survey by McKinsey & Company](#), gender diversity has become a top priority in Latin America, with 37% of respondents identifying the issue as a major strategic agenda item. In addition to traditional issues women face in the workplace, [political instability](#) has affected the implementation of laws that promote and encourage women's empowerment. Nevertheless, Latin America is emerging as a [hub for female STEM entrepreneurs](#), with women leading [35% of Latin America's financial tech startups](#).

MIDDLE EAST/AFRICA

Women represent around [49% of the MENA region's total population](#) but, on average, represent just 4.8% of total voting board seats in MENA's 142 largest public companies.

But women are making strides in [breaking into leadership roles](#). In Lebanon, Raya Al-Hassan became the first female interior minister in the entire Arab world. Princess Reema bint Bandar Al-Saud became the first female ambassador to represent Saudi Arabia. In Bahrain, women comprise one-third of the foreign ministry personnel. [The](#)

[MENA-OECD Working Group on Corporate Governance](#) is an example of an initiative that supports policy makers in MENA to improve gender balance in corporate leadership.

NORTH AMERICA

According to the [Center for American Progress](#), women have faced challenges in ascending to leadership positions across different industries. For instance, 22.7% of women in the legal profession are partners, and 16% of medical school instructors are permanent medical school deans. Despite this, organizations are continuing to make concerted efforts to encourage female leadership. For example, in 2005, after Allstate launched a [sponsorship/training program designed to pair women with leaders within the company](#), 20% of participants earned promotions and 50% of participants at the director level were promoted to vice president. Regions across the United States are also following suit to enforce laws to promote gender equality. For example, California passed a law in 2018 mandating that every public company in the state [have a woman on the board](#) by the end of 2019 or pay a one-time fine of \$100,000 USD.

Around the world, organizations have started recognizing and addressing gender disparity. Over the past decade, [gender quotas, new policies, and pressure from investors](#) have significantly boosted female board participation in organizations across various industries. Looking to the future, expanding on current policies such as [paid maternity and paternity leave, requiring gender-balanced government cabinets, and implementing childcare subsidies](#) can help bridge the gender gap further and reduce typical work-life balance issues faced by women.



**WORLD TRADE CENTERS
ASSOCIATION**

UPCOMING WEBINAR

2020 WTCA Trade & Investment Report

In light of the postponement of the 51st Annual General Assembly in Taipei, our partners at FP Analytics have launched a **pre-recorded webinar** on our annual *WTCA Trade and Investment Report*, discussing this year's theme *Fostering Resiliency*, initial insights from their research, and how your input can be integrated into the overall report.

Please take note of the following important dates:

- Pre-recorded webinar is available now through March 20. To download the webinar, click [2020-FP-Analytics-WTCA-preview.mp4](#).
- Following the webinar, you can participate in an online poll with questions pertaining to the current state of the global economy, global trade, and your local market. Please [click here to take the online poll](#), which should take you approximately 5 minutes to complete.
- One-on-one interviews will be conducted via phone or Zoom beginning the week of March 9 through April 15. Please note that we will offer times to accommodate all time zones.
- *Fostering Resiliency: the 2020 WTCA Trade and Investment Report* will be launched on Friday, June 12.



WEBINAR ON THE & *Investment Report*

DON'T MISS OUT — BE A PART OF OUR COLLECTIVE GLOBAL VOICE!

Schedule your time to speak with FP Analytics by writing us at media@wtca.org.

NOTE: Where applicable, interviewees must have expressed written authorization from their CEO or senior leadership team to speak on behalf of their WTC.



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Female Entrepreneurship and the WTCA

KHAIR ULL NISSA SHEIKH

Board Member, WTCA; Executive Director, World Trade Center Noida

Today, the presence of women in positions of influence, power, and leadership is underwhelming. Globally, women represented just 5% of Fortune 500 CEOs in 2018 and 2019. In India, we have seen women leaders face greater and bigger challenges than their male counterparts as they battle against perceptions, gender disparity, and stereotypical beliefs. However, with changing times and workforce trends, this reality is also changing, and more and more women are breaking the glass ceiling to lead the way across businesses in India.

I joined World Trade Center (WTC) Noida in 2013 after successful stints at Viridian RED, Era Landmarks, Paras Buildtech, Banday Impex, Labrez Trading LLC, Al-Sultani Furniture Trading LLC, Kohimaran Trading, Pace, and the World Bank. Over the past seven years, I was instrumental in increasing the WTCA's presence in India from 14 cities to 26 cities, bringing WTCs to cities including Noida, Noida-CBD, GIFT City, and Chandigarh. Today, as the Executive Director at WTC Noida, I am focused on transforming businesses, as well as creating visibility and spearheading services for WTC's existing and future network of tier-II cities in India including Ahmedabad, Amritsar, Bhopal, Faridabad, Kanpur, Ludhiana, Lucknow, Patna, Surat, Vadodara, and Varanasi.

WTC Noida is instrumental in delivering on multiple areas of businesses in India, including the launch and promotion of WTC services, collaboration with government at both the central and state levels, policy analysis and advocacy, market information and analysis, cluster development, investment opportunities, MOU signings with state and national trade bodies, development of strategies on SME HUBs and innovation HUBs, international facilitation and networking, and co-organization of business meetings, seminars, and conferences. With support from the WTCA's branding, WTC Noida is greatly positioned to invite investors to explore Noida as a potential investment destination. Thanks to our 360-degree holistic development ecosystem of 5Es (Enhancing Trade Infrastructure, Empowering Trade Policies, Enriching Entrepreneurs, Engaging Global Stakeholders, and Encouraging Investment), WTC Noida is in a position to



Past International Women's Day celebration at WTC Noida Corporate Office.

Photo credit: WTC Noida



*Ms. Khair Ull Nissa Sheikh
Board Member, WTCA; Executive Director
WTC Noida.*

comfortably market our projects and services to bring desirable changes to our local community, and further our expansion in India.

In addition to our daily efforts, we are actively working to highlight women's efforts and further inspire them to

unleash their talents as they change countless people's lives by providing start-up assistance and accelerator programs, skilling and upskilling training programs,

and micro-financing workshops. Accordingly, women are at the forefront of all of WTC Noida's initiatives — female "pink-collar" advocacy in manufacturing is an area we are promoting heavily at WTC Noida, with reference to the electronics system design and manufacturing (ESDM) sector. Currently, WTC Noida has more than 33% in-house women employees who represent various functional capacities across sales and marketing, human resources, finance, IT, site supervision, leasing, and projects and designing. To celebrate and recognize our in-house female staff, we are organizing an event on International Women's Day on March 8, which will consist of a luncheon, quiz contest, and award ceremony.

Continued on next page



WTC Noida Towers (Tec 1 and Tec 2).

Photo credit: WTC Noida

Continued from previous page

We have also been incentivizing female entrepreneurs to access WTC Noida's trade services and WTC infrastructures. WTC Noida promotes female entrepreneurs through its accelerator program Viridian e-Spark by assisting them with the "3Ms" – money, market, and mentorship – and creating opportunities for women through collaboration with national chapters, female state councils, and other female-focused organizations. WTC Noida is also an active participant in various women-oriented events hosted by national trade associations including the Confederation of Indian Industry (CII), Federation of Indian Chambers of Commerce and Industry (FICCI), Associated Chambers of Commerce and Industry (ASSOCHAM) of India, and PHD Chamber of Commerce and Industry (PHDCCI). In

“ Globally, women represented just 5% of Fortune 500 CEOs in 2018 and 2019 ”

honor of International Women's Day, we are participating in the panel discussion at the upcoming CMA WomenNovator Conclave 2020 event, sharing our professional experiences and encouraging female entrepreneurs to explore services being offered by WTC Noida. Specifically, we are targeting our outreach to female entrepreneurs who are excelling in their field and can benefit from WTC Noida's global and local access.

Our team is also contributing to the Indian government's efforts to empower future female entrepreneurs through [Mahila-E-Haat](#), a bi-lingual online marketplace that leverages technology to help aspiring female entrepreneurs, self-help groups, and NGOs to showcase their products and services; [Mahila](#)



MEMO:

WTCA Member Services and Engagement Tools & Resources

The WTCA continues to develop new tools and resources to serve and engage our more than 325 Member World Trade Centers (WTCs) globally. We wanted to take a moment to highlight just a few of these, including:

- **WTCA Digital Platform**
(including the **WTCA Resource Center**)
- **LinkedIn WTCA B2B Networking Group (NEW!)**
- **Member Services Supplies**
- **Member Advisory Councils**

WTCA DIGITAL PLATFORM

The WTCA website encompasses both our public facing side, as well as the Members only area, known as the

Digital Platform (DP). All WTC license holders and staff may access the DP 24 hours a day/7 days a week.

There are many areas to the DP; however, we find the following to be especially helpful to Members:

Locations Page: where you can learn more about every WTC in the Association

Real Estate Page: an interactive map of WTCs that offer co-working and hot desk space, as well as conference, meeting, and exhibition facilities to help you and your members as you do business abroad

Continued on next page

Shakti Kendra to empower rural women with opportunities for skill development, employment, digital literacy, health and nutrition; and Working Women, our co-living separate tower specifically for working women. With the focus of empowering female entrepreneurs throughout India, WTC Noida is in the process of partnering with leading regional bodies and state governments to develop respective industry HUBs, innovation HUBs, facilitation centers and WTC desks in prominent cities across India.

At WTC Noida, we wholeheartedly recognize the women who are contributing to our success, acknowledging their groundbreaking efforts to bridge the gender gap,

“
 With support from the WTCA’s branding, WTC Noida is greatly positioned to invite investors to explore Noida as a potential investment destination.”

change the lives of people in our local community, break stereotypical beliefs, and empower other women to rise into their respective professional careers.

WTC NOIDA’S WAY FORWARD

In India, WTC Noida is strategically spearheading the WTCA’s goal of connecting globally and prospering locally, aligning with the Delhi-Mumbai Industrial Corridor (DMIC) and Amritsar-Delhi-Kolkata Industrial Corridor (ADKIC) — India’s ambitious, mega infrastructure projects — and

inspiring women leadership contributing to the WTCA’s further expansion in India.

We invite global women entrepreneurs to explore the unexplored with WTC Noida and assist us in achieving India’s goal of \$5 trillion USD economy by 2024.



MEMO:

WTCA Member Services and Engagement Tools & Resources

Continued from previous page

Resource Center: houses information, such as:

- **WTCA Membership Overview:** a starter guide to the WTCA and what comprises a successful WTC
- **Customs & Etiquette Briefs:** to help you and your members do business in countries worldwide
- **Events folders:** where you can find presentations and more from WTCA-sponsored events

Reciprocity Desk (learn about Reciprocity Desk 2.0 on page 3 in [the February issue](#) of *WTCA Meridian*)

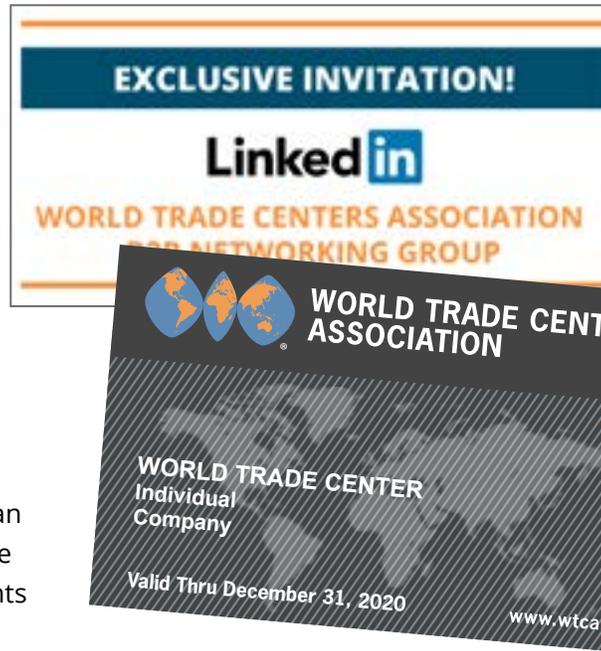
InfoShare Online (learn more on [page 3](#) in this month's issue of *WTCA Meridian*)

WTCA Headquarters offers webinar-based training sessions for all areas of the DP. For an appointment, email Crystal Edn, Member Engagement Manager, at cedn@wtca.org.

NOTE: You must be a WTCA Member and logged in to gain access to the DP. Please contact support@wtca.org if you need help.

NEW LINKEDIN WTCA B2B NETWORKING GROUP!

Introducing our newest LinkedIn channel, "WTCA B2B Networking Group," accessible only to WTCA Members, and tenants and members of WTCs worldwide. This exclusive group will allow WTCA Members, and their



tenants and members to connect, promote, and do business with one another. This closed LinkedIn group is by invitation only. For your invitation and WTCA-branded marketing piece, contact media@wtca.org.

MEMBER SERVICES SUPPLIES

To be more environmentally conscious, the WTCA replaced our plastic member cards with an electronic format. All WTCs are invited to

order member e-cards for their tenants and members, whenever needed. For the order sheet, email Crystal Edn at cedn@wtca.org.

Looking for your WTC's official logo set? Need a replacement WTCA flag? Email us at support@wtca.org.

STAY TUNED!

Member Advisory Councils (MACs) are another resource for our Members to connect and collaborate with each other. Stay tuned for the May issue of *WTCA Meridian*, where we will highlight each MAC and their focus for the remainder of 2020. Hoping to join a MAC or learn more now? Email Crystal Edn at cedn@wtca.org.

We want to hear from you! Please let us know what tools are of most value to you. And please send any comments or questions to Crystal Edn at cedn@wtca.org.



*Amber Home factory workers in the cutting department (left) and stitching department (right).
Photo credit: Amber Home*



Name of the SME member: Amber Home

Brief description about the SME: Based in India, Amber Home is an MSME registered manufacturer and exporter of textile and clothing for global retailers. Home textile products include kitchen towels, dish cloths, glass cloths, tea towels, beach towels, bathrobes, tablecloths, napkins, tote bags, and door and window curtains. Clothing products include industrial uniforms, formal/casual shirts, night wear for men and women, and children’s wear.

When the SME was founded: 2015

How many employees work for the SME: 35 (five in the office and 30 in the factory)

The SME’s most recent accomplishment: We have bolstered our offerings to more than 20 products for our international customers ranging from towels and kitchen linen to children’s garments and beachwear.

Any tips for other SMEs: Keep updating yourself on the latest trends and technology.

Link to the SME’s website: <https://www.amberhome.co.in>

WTCA Regional Update: Recap of the 2020 European Regional Meeting

NIKLAS ÅKLUNDH

European Membership Coordinator, WTCA

The WTCA strives to connect Members so they can share insights and best practices with one another for a common goal — to help their local economies thrive by encouraging and facilitating trade and investment across the globe. Each quarter, we will provide a WTCA Regional Update, highlighting one of the WTCA’s key regions and their current initiatives. In this issue, we’ve asked Niklas Åklundh, European Membership Coordinator at the WTCA, to kick off this initiative and provide a recap of the recent European Regional Meeting, which was held at WTC Rotterdam this past January.

On January 29-31, World Trade Center (WTC) Rotterdam hosted the 2020 European Regional Meeting at their facilities located in the heart of the city. The meeting was well attended, bringing together 40 delegates from 23 World Trade Centers across Europe. It was the second Regional Meeting since the European Regional Advisory Council (RAC) was established in 2018, and the first meeting I have led in my new role as European Membership Coordinator (EMC). Developed to provide updates from WTCA Headquarters as well as Members from the European region, the program of this year’s meeting centered around the Association’s new “Regionalization Plan,” the role Members will play in this plan, and how we can continue to bring European Members forward and closer together to increase engagement, collaboration, service, and trade.

European Regional Meeting attendees were welcomed to Rotterdam with a formal reception at the beautiful Rotterdam Town Hall — hosted by the Vice Mayor of Rotterdam — and the meeting officially kicked off with a conference call led by Mr. Scott Richie who explained the Regionalization Plan’s purpose and strategies, and the organizational changes stemming from the Board’s decision to pursue a more regionalized model to bring the WTCA’s day-to-day operational decisions closer to Members. He also stressed that WTCA Headquarters

will continue its central role in maintaining the crucial need for a uniform global brand and messaging, and an interconnected WTCA network. Following the call, I provided a short presentation to explain my role as the new EMC, as well as the roles and priorities of the European RAC and the European Sales Coordinator, the former of which advises the EMC and serves as a liaison between the European WTCA Members and the WTCA Board, and the latter of which will be recruited during the second half of 2020. We also discussed how to better understand each WTC’s business, secure current Members’ engagement, activate non-operational Members, and increase license sales in key countries within our region including Germany and the United Kingdom. Other WTCA initiatives we discussed included the 50th Anniversary Member Activations, current Member Advisory Council (MAC) activities and how Members can participate, and other changes and updates to the WTCA Digital Platform, including InfoShare and Reciprocity Desk 2.0, both of which are available on the [Resource Center](#). In addition to these presentations, they also heard from two students from WTC Leeuwarden who presented their study on European Business Clusters. They created a database containing information from more than 400 businesses located in regions where a WTC is present, which can be a great resource to both broaden our WTCA network and create new business opportunities.



European Regional Meeting attendees gather in the lobby of WTC Rotterdam during the 2020 European Regional Meeting.

Photo credit: WTC Twente

Other highlights from this year's meeting include a workshop that allowed our Members to collaborate and discuss their needs, share best practices, and find solutions to strengthen the European regional network. In addition to regional plans, budget and goals for 2020, key topics of discussion included how the European region can create added value for Members, tenants, and partners; enhance the cooperation between WTCs; and the types of tools needed to enhance and strengthen the WTCA brand for future success. Members also participated in a roundtable and provided updates from their WTCs and networks, some highlights include:

- **WTC Ballerup showcased their expansion plans with a new tower comprised of 19,000 square meters**
- **WTC Dublin highlighted their Business Accelerator program, creating possibilities in the US and offered to help companies in other WTCs**
- **WTC Lille shared the success of the CCI gala, bringing 260 people from export and local companies together**
- **WTC Trieste was invited to the Euro Science Forum (July 5-9) with Trade Mission possibilities**
- **WTC Twente invited all to the TechMed conference in October with B2B Matchmaking possibilities**

Throughout the two-day meeting, it was highly motivating and encouraging to see the level of engagement from each attending WTC, and we walked away with a few actionable takeaways to keep up the momentum.

Following the last European Regional Meeting in Metz-Saarbrücken, attendees were interested in creating a B2B digital platform where Members can easily interact with one another. To facilitate this, our first action item is to build closer connections between European WTCs through a European WTCA Members WhatsApp group, where we can share information and best practices, invite members to events, and collaborate around trade missions and matchmaking. Our second action item is to look into creating a private platform for all WTCA Members and their tenants to connect and potentially do business with one another, starting with an invite-only LinkedIn group. Both of these initiatives will keep these stimulating conversations going and strengthen the relationships between our WTCA Members.

The European Members who attended the January European Regional Meeting will reconvene in Lisbon in June in advance of the Board Meeting. Hosted by Mr. Luciano Montenegro de Menezes and Mr. José Margo of WTC Curitiba, the meeting will focus on the continued development of our region and collaboration amongst our Members. Moving forward, the European Regional Meeting will be held annually each June, in between the annual General Assembly and Member Seminar, to further our Members' initiatives and strengthen their bonds.

To view presentations from the January 2020 WTCA European Regional Meeting, please visit the [WTCA Resource Center](#). NOTE: You must be logged into the Digital Platform in order to access.

AROUND THE NETWORK

MEMBER POLL

As we celebrate the 50th Anniversary of the World Trade Centers Association, we'd love to see what 50 years have looked like for Members. Do you have historical materials, photos or videos that you'd like to share? Tell us about it! We would love to get permission to use these as we celebrate our 50th Anniversary over the course of the next year. If you'd like to help, [let us know here!](#)

ASIA PACIFIC

LIVE BUDGET SESSION: MEDIA-INDUSTRY INTERFACE 2020

World Trade Center Bengaluru

World Trade Center Bengaluru, in association with FICCI, organized a Live Budget Session: Media-Industry Interface 2020 on February 1...

[Full Story](#)

SESSION ON GST E-INVOICING AND NEW RETURNS

World Trade Center Bengaluru

World Trade Center Bengaluru, in association with Lakshmikumaran & Sridharan, presented a Session on GST e-Invoicing and New Returns on February 26...

[Full Story](#)

NIRYAT BANDHU CAMPAIGN FOR ENHANCING EXPORTS

World Trade Center Bhubaneswar

World Trade Center Bhubaneswar, in association with the Engineering Export Promotion Council of India and office of the Director General of Foreign Trade...

[Full Story](#)

WTC CHANDIGARH TO BECOME NODAL POINT FOR BUSINESS

World Trade Center Chandigarh

World Trade Center Chandigarh is Punjab's first World Trade Center. Punjab has the highest per capita income and is considered the food bowl of...

[Full Story](#)

ANALYSIS OF THE UNION BUDGET 2020-21

World Trade Center Chennai

World Trade Center Chennai organized a post budget analysis session jointly with the Federation of Indian Export Organizations (FIEO) and BDO...

[Full Story](#)

MEETINGS WITH TIE CHENNAI AND IACC

World Trade Center Chennai

Mr. Vivek George, Manager, WTC Chennai, met Ms. Akhila Rajeshwar, Director, Tie Chennai and their team. The meeting discussed possible areas of synergy...

[Full Story](#)

WTC RECEIVES ENERGY MANAGEMENT SYSTEM CERTIFICATION

World Trade Center Colombo

World Trade Center Colombo was recognized as the first ever commercial building in Sri Lanka to

receive the ISO 50001: 2011 Energy Management...

[Full Story](#)

WTC GIFT CITY - MOMENTUM TOWARDS DELIVERY

World Trade Center GIFT City

Gujarat International Finance Tec-City (GIFT) is a financial and technology gateway of India. It is located on the banks of the river Sabarmati...

[Full Story](#)

WTC GOA ORGANIZES FIELD TRIP TO A PROGRESSIVE FARM

World Trade Center Goa

World Trade Center Goa, under the aegis of its Center for Excellence in Agriculture and Fisheries, organized a "Field Trip to a Progressive Farm" on...

[Full Story](#)

WTC GOA PARTICIPATES IN WORKSHOP ON IPR

World Trade Center Goa

World Trade Center Goa participated in the State Level Workshop on IPR, Copyrights & Patents organized by Ignite-EDC Innovation Hub, Goa and Dhempe College of...

[Full Story](#)

RAJASTHAN CHIEF MINISTER MEETS WTC JAIPUR CHAIRMAN

World Trade Center Jaipur

Rajasthan Chief Minister Mr. Ashok Gehlot met with Mr. Vijay G. Kalantri, Chairman, World Trade Center Jaipur and Board Member...

[Full Story](#)

WTC JAIPUR JOINS WITH ECGC AT THE MDP

World Trade Center Jaipur

World Trade Center Jaipur and ECGC Limited came together to share trade facilitation measures of World Trade Center Jaipur and Export Credit...

[Full Story](#)

ROUNDTABLE DISCUSSION ON OPPORTUNITIES FOR INDIA

World Trade Center Kochi

World Trade Center Kochi — in association with London & Partners, Department of International Trade, U.K. and NASSCOM — organized a roundtable...

[Full Story](#)

TALK ON KOCHI: THE BUSINESS HUB OF THE FUTURE

World Trade Center Kochi

World Trade Center Kochi, in association with Indo Japan Chamber of Commerce Kerala (INJACK) organized a talk "Kochi, the Business Hub of the Future..."

[Full Story](#)

BEZA BECKONS INDIA INC. TO SET BUSINESS IN SEZS

World Trade Center Mumbai

An interactive program on "Doing Business with Bangladesh: Opportunities and Way Forward"

was jointly organized by MVIRDC World Trade Center...

[Full Story](#)

INDIA, BRAZIL TO DOUBLE BILATERAL TRADE BY 2020

World Trade Center Mumbai

An interactive meeting on "Doing Business with Brazil" was jointly organized by World Trade Center Mumbai, All India Association of Industries...

[Full Story](#)

WTC NAVI MUMBAI WELCOMES SCS (USA)

World Trade Center Navi Mumbai

World Trade Center Navi Mumbai welcomed delegates from a US logistics company Supply Chain Solutions (SCS) on January 31. The delegates were part of the...

[Full Story](#)

SUCCEED ONLINE IN 2020

World Trade Center Navi Mumbai

World Trade Center Navi Mumbai successfully organized a Digital Marketing Training Workshop on "Succeed Online in 2020" on February 6-7 at the WTC...

[Full Story](#)

AGEXPO 2020 KICKS OFF IN APRIL

World Trade Center Taipei

Malaysia will see the grand debut of ASEAN Senior Care and Wellness Expo (AGExpo) taking place at the Kuala Lumpur Convention Center, Hall on April 9...

[Full Story](#)

EUROPE

42ND FRANCO-GERMAN BUSINESS LUNCH

March 27, 2020 | Upcoming Event

World Trade Center Metz-Saarbrücken

Join our Business Lunch and take the opportunity to expand your network and create new business contacts. In an exceptional location, the Saint...

[Register](#)

LATIN AMERICA

WTC CONNECTION BRAZIL-USA

World Trade Center São Paulo

On March 17-19, World Trade Center São Paulo and World Trade Center Utah will handle a three-day event to connect executives from Brazil and the United States, bringing...

[Full Story](#)

NORTH AMERICA & THE CARIBBEAN

WTCAR SEES BRIGHT FUTURE WITH EU AFTER D.C. TRIP

World Trade Center Arkansas

Despite an ongoing shakeup among European Union membership, the EU will continue to be a major player in Arkansas trade and investment...

[Full Story](#)

CES® 2020 THOUGHT LEADERS PROVE TECH CHANGES LIVES

World Trade Center Las Vegas CES® 2020, the world's largest and most influential technology event, proved that CES® is the platform to

Continued on next page

AROUND THE NETWORK

Continued from previous page

show why and how companies are embracing...

[Full Story](#)

LAS VEGAS CELEBRATES RECORD BUSINESS VISITATION

World Trade Center Las Vegas

Las Vegas continues to prove itself a leading destination for both business and leisure tourism, welcoming a record 6.6 million meeting or convention...

[Full Story](#)

17TH INTERNATIONAL WOMEN'S DAY AWARDS IN MIAMI

World Trade Center Miami

World Trade Center Miami and South Florida's international business community, will be celebrating the 17th Annual International Women's Day luncheon on March 6...

[Full Story](#)

LUNCH W/ DR. NAVARRO, TRADE ADVISOR TO PRESIDENT

March 17, 2020 | Upcoming Event

World Trade Center Miami Join us for a special luncheon with Dr. Peter Navarro, Assistant to the President of the United States and Director of the Office of Trade and Manufacturing...

[Register](#)

17TH ANNUAL GLOBAL BUSINESS CONFERENCE

March 19, 2020 | Upcoming Event

World Trade Center Philadelphia

World Trade Center of Greater Philadelphia and the Temple University Fox School of Business and its Center for International Business Education...

[Register](#)

KOB STUDIO: ONE-OF-A-KIND, HAND-PAINTED TEXTILES

World Trade Center Philadelphia

Hand-painting designs on textiles is a craft that dates back thousands of years to Asia and parts of Europe and this highly specialized...

[Full Story](#)

2019 ANOTHER RECORD YEAR FOR GEORGIA EXPORTS

World Trade Center Savannah

Governor Brian P. Kemp announced that Georgia has set another record, this time in exports and global trade, as the state's diverse industry base...

[Full Story](#)

EXPORTER ROUNDTABLE: EXPANDING INTO THE CARIBBEAN

March 24, 2020 | Upcoming Event

World Trade Center Savannah

Are you looking to diversify your export market? Have you considered expanding into the Caribbean region? The Caribbean region is the United States...

[Register](#)

INTERNATIONAL VISITORS IMPACT GEORGIA TOURISM

World Trade Center Savannah

A record tourism year in which Georgia saw 111.7 million visitors spending \$36.9 USD billion in the state was bolstered by the growing international...

[Full Story](#)

UTAH COMPANIES JOIN WORLD TRADE CENTER AT CES® 2020

World Trade Center Utah

Seven Utah companies and organizations were recruited by World Trade Center Utah to attend CES® 2020 in Las Vegas...

[Full Story](#)

WTC UTAH FACILITATES GLOBAL EXPANSION THROUGH STEP

World Trade Center Utah

World Trade Center Utah is administering STEP Grants to small Utah companies to pursue their international business efforts. STEP is funded in part through a grant...

[Full Story](#)

A CONVERSATION WITH ASSISTANT SECRETARY ROYCE

World Trade Center Washington, D.C.

Winternational was especially honored to have Marie Royce, Assistant Secretary of State for Educational and Cultural Affairs, as a keynote speaker...

[Full Story](#)



MARCH MEMBER ANNIVERSARIES

The WTCA extends their warmest congratulations to those World Trade Centers celebrating yet another milestone. March marks the month when you joined our Association. The WTCA is stronger because you are a part of our community, and we wish you all a Happy Anniversary!

| | |
|--|----------|
| World Trade Center Lyon | 34 years |
| World Trade Center Detroit/Windsor | 26 years |
| World Trade Center Aleppo | 16 years |
| World Trade Center Al Khobar | 16 years |
| World Trade Center Basra | 16 years |
| World Trade Center Cyprus | 16 years |
| World Trade Center Jeddah | 16 years |
| World Trade Center Riyadh | 16 years |
| World Trade Center Sanaa | 16 years |
| World Trade Center Valencia, Venezuela | 14 years |
| World Trade Center Nanjing | 11 years |
| World Trade Center Chennai | 7 years |
| World Trade Center Pune | 7 years |
| World Trade Center Brest | 3 years |
| World Trade Center Norrkoping | 3 years |
| World Trade Center Pingtan | 3 years |

TRENDS

TRENDS

How Upskilling and Reskilling Programs CAN GIVE YOUR COMPANY A COMPETITIVE EDGE

Today's low unemployment levels and high demand for skilled workers have created fierce competition among companies seeking to hire top talent. For job seekers, this is a blessing. For employers, it's an increasingly expensive and difficult challenge to ensure that their workforce's needs are being met.

IDENTIFYING THE ISSUES FACING EMPLOYERS

The first problem is hiring staff members with the right skills for the digital age. Another is ensuring existing staff members can compete with new, highly technical entrants. [Eighty percent of all job roles](#) will require key digital competencies by the end of 2020 and Artificial Intelligence is on a path to [replace about 120 million workers](#) from the world's 12 largest economies in the next three years. But the vast majority of today's workforce isn't digitally native.

This is especially critical for women in the workplace, [who are in a disproportionate level of jobs affected by automation](#) and the need to be trained for higher-skilled roles.

Workers lacking proper experience or training don't just find themselves at a disadvantage in the broader labor market — they can keep companies from reaching their full potential. According to consulting firm PricewaterhouseCoopers (PwC), [55% of employers believe skills shortages](#) prevent companies from being able to effectively innovate.

TRAINING EMPLOYEES THROUGH UPSKILLING AND RESKILLING

To enhance and retain their workforce, companies are resorting to two essential strategies: [upskilling and reskilling programs](#). These programs enable companies to help employees develop new skills for existing roles or new positions, or prepare for future leadership.

Each program is [distinct in its own right](#). Upskilling helps one develop new skills for their current role; reskilling helps one develop different skills in preparation for a new role. For example, an Adobe Premiere video editor learning how to use Avid is upskilling; while a video editor learning how to become a producer is reskilling.

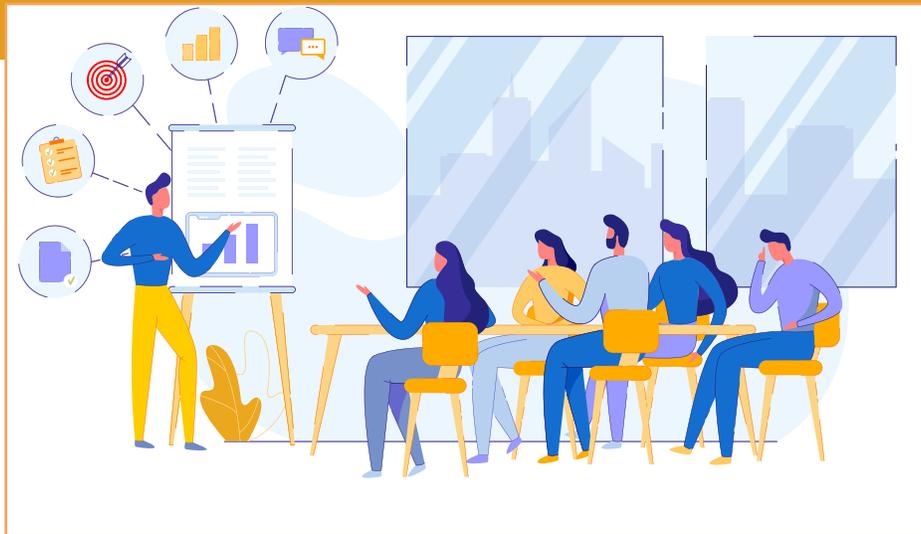
These programs must be tailored towards specific skills. [Three of the most essential workforce upskilling categories](#) are business and science skills, like marketing or data; human or soft skills, like critical thinking or leadership skills; and technology skills, like digital literacy or artificial intelligence applications.

Upskilling and reskilling are leading to some shifting trends in the workforce:

WORKERS ARE SPENDING MORE TIME LEARNING

According to [a survey by Boston Consulting Group and The Network](#), 65% of respondents spend significant amounts of time learning new skills to stay competitive and relevant in their jobs. This trend is most visible in countries that believe trends like upskilling will greatly affect employment. Most notably, 85% of respondents

in Nigeria spend greater amounts of time learning compared to less than 43%



innovation from within.

The development of these soft skills also promotes

of respondents in France. In Southeast Asia, 20 million people will learn digital skills by the end of 2020 via the [World Economic Forum's Digital ASEAN initiative](#). In the United Arab Emirates, [93% of workers](#) are ready to invest their free time to learn a new set of skills.

TRAININGS ARE PAVING THE WAY FOR MORE INTERNAL HIRING

In [Deloitte's recent Global Human Capital Trends survey](#), 77% of organizations lean towards training existing new employees rather than hiring new talent. Companies are providing the resources necessary for employees across the world to engage in web-based learning, such as [AT&T's \\$1 billion USD investment](#) in online courses through Coursera and Udacity. Re-educating existing employees can offset recruitment challenges caused by low employment and a lengthy hiring process.

WORKERS ARE GETTING MORE LONG-TERM SUPPORT AT THEIR JOBS

According to [PwC's Talent Trends 2019 report](#), one of the most effective methods of reskilling leans towards the development of soft skills, resulting in fulfilling, rewarding workplace experiences. For example, IBM believes that [personalized employee development experiences](#), which allow employees to develop skills in areas that will impact business the most, can ultimately lead to greater

diversity and inclusion. For example, it helps women, [who bring more soft skills](#) to their roles than men, better use those skills to break into roles or departments that are traditionally dominated by men.

Women's Upward Mobility in Leadership Roles

Upskilling and retraining programs require a focus on potential in future jobs — something women stand to gain the most from. In fact, [women outscore men](#) on three of the four “potential” traits in the workplace — curiosity, determination, and engagement. But women often don't have the support and guidance to capitalize on that potential, thanks in part to only [5% of women in CEO roles](#) in the *Fortune* 500 to look to and shouldering more unpaid work than men [in every region of the world](#). Thankfully, trainings that source promising leaders and proactively teach them the skills required are giving women that stepping stone.

Organizations looking to strengthen the skills of its workforce, build strong relationships, and create opportunities for future advancement will continue to use upskilling and reskilling to future-proof operations. Delivering those new skills and information in the workplace can help companies strengthen and ultimately maintain a competitive edge in today's labor market.

International Women's Day (March 8, 2020)

International Women's Day (March 8) is right around the corner, and we've compiled a list of events that our Member WTCs are hosting and/or participating in to celebrate this month! Take a look at the events being hosted around the world that are raising awareness for this global day, whose mission it is to celebrate the social, economic, cultural and political achievements of women, while also accelerating women's equality:

WEDNESDAY, MARCH 4

WTC Bhubaneswar – Creating an Equal Generation

- Time: 10:00 a.m. – 2 p.m. IST
- Location: Govt ITI College, Bhubaneswar
Raj Bhavan Colony
Bhubaneswar, Odisha 751008, India
For more information, click [here](#).

WTC Moscow – “Women's Health – Welfare of the Nation” Forum

- Location: World Trade Center Moscow
Krasnopresnenskaya Naberezhnaya, 12
Moscow, Russia, 123610
For more information, click [here](#).

THURSDAY, MARCH 5

WTC Cyprus – I Am a Woman, I Have Power

- Time: 5:00 – 9:30 p.m. EET
- Location: Conference Hall “White Kantara,” Kofinou Larnaca
Κερύνειας 1
Kofinou, Larnaca, Cyprus 7735
For more information, click [here](#).

WTC Edmonton – Inspiring Women in Business

- Time: 11:30 a.m. – 1 p.m. MST
- Location: The Sutton Place Hotel
10235 101 St NW, Edmonton, AB T5J 3E9, Canada
For more information, click [here](#).

WTC Utah – International Women's Day Celebration

- Time: 11 a.m. – 1 p.m. MST
- Location: Ember SLC
623 State Street, Salt Lake City, UT 84111, USA
For more information, click [here](#).

FRIDAY, MARCH 6

WTC Asunción – “Women That Inspire” Awards

- Location: WTC Asunción
Avenida Aviadores del Chaco, Asunción, Paraguay
For more information, click [here](#).

WTC Brest – Réunion Entrepreneuriat au Féminin

- Time: 8:30 – 10:30 a.m. CET
- Location: La Maison de l'International, Brest
245 Cours Aimé Césaire, 29200 Brest, France
For more information, click [here](#).

WTC Chennai – Celebrating International Women’s Day

- Time: 2:00 – 3:00 p.m. IST
- Location: World Trade Center Chennai
Holiday Inn, No. 110, Rajiv Gandhi Salai (OMR),
Thiruvanmiyur, Chennai 600041, India
For more information, click [here](#).

WTC Miami – 17th International Women’s Day Awards Luncheon

- Time: 11:30 a.m. – 1:45 p.m. EST
- Location: Double Tree by Hilton – Miami Airport Convention Center
711 NW 72 Avenue, Miami, FL 33126, USA
For more information, click [here](#).

SATURDAY, MARCH 7

WTC Bengaluru – Talk on Generation of Equality

- Time: 10:00 a.m. – 2:00 p.m. IST
- Location: World Trade Center Bengaluru (Mars Hall, 4th Floor)
26/1 Dr Rajkumar Road, Malleshwaram
Bengaluru, Karnataka 560055, India
For more information, click [here](#).

WTC Bhubaneswar – Balance Your Balance Sheet

- Time: 3:00 – 6:00 p.m. IST
- Location: Institute of Entrepreneurship Development, Govt of Odisha
Mancheswar IE Rd, Sector A, Mancheswar Industrial Estate
Bhubaneswar, Odisha 751007, India
For more information, click [here](#).

SUNDAY, MARCH 8

WTC Asunción – Photography Exhibition by Andrea Ferreira

- Time: All day, every day through Friday, March 20
- Location: WTC Asunción – lobby of Towers 3 and 4
Avenida Aviadores del Chaco, Asunción, Paraguay
For more information, click [here](#).

MONDAY, MARCH 9

WTC Kochi – Panel Discussion on Each for Equal

- Time: 3:30 – 5 p.m. IST
- Location: Integrated Startup Complex (ISC)
Kerala Technology Innovation Zone, Kinfra Hi-tech Park
HMT Colony, Kalamassery, Kochi, Kerala 683503, India
For more information, click [here](#).

WEDNESDAY, MARCH 11

WTC Mumbai – Empowering Women in Global Markets

- Time: 3:30 p.m. IST
- Location: Centrum, Center 1, World Trade Center Mumbai
Center 1 Building, 31st Floor, WTC Complex, Cuffe Parade
Mumbai, Maharashtra 400005, India
For more information, click [here](#).

To follow the conversation on social media for the International Women’s Day 2020 campaign, use #IWD2020 and #EachforEqual.



New Member WELCOME



Image credits: WTC Barranquilla

WTC Barranquilla

Name of New WTC: WTC Barranquilla

Location: Barranquilla, Colombia

Membership Approved: April 8, 2019

Proposed Amenities of the WTC Project:

Phase I

- Business Club
- Hotel

Phase II

- Conference Hall
- Exhibition Hall
- Office Tower
- Parking
- Retail Space

Proposed Trade Services

- Business Services
- Conference Facilities
- Dining/Membership Club
- Exhibit Facilities
- Reciprocity Desk
- Tenant Services
- Trade Education Services
- Trade Information Services
- Trade Mission

Targeted Milestones of this WTC:

- ETA Phase I: March 2020
- ETA Trade Services: by year end 2020
- ETA Phase II: July 2022

Website: <https://wtcbarranquilla.com/>

About WTC Barranquilla:

Barranquilla is the largest city in the Caribbean region and the fourth largest in Colombia. This new World Trade Center project will occur in two phases. Phase I proposes to unveil an Andes Plaza Hotel with a Business Center. This will serve as the operational Headquarters of this World Trade Center until the completion of Phase II in July 2022. Once completed, WTC Barranquilla will be comprised of more than 140,000 square meters (which is equivalent to more than 1.5 million square feet) of total usable space on a premium site located on the banks of the Rio Magdalena.



Image credit: WTC Kabul

Proposed Trade Services

- Business Services
- Conference Facilities
- Dining/Membership Club
- Exhibit Facilities
- Reciprocity Desk
- Tenant Services
- Trade Education Services
- Trade Information Services
- Trade Missions

WTC Kabul

Name of New WTC: WTC Kabul

Location: Kabul, Afghanistan

Membership Approved: December 9, 2019

Proposed Amenities of the WTC Project:

Phase I: Repurpose an existing structure that will be the initial site of WTC Kabul with offerings including:

- Business Center
- Conference Space
- Operational Office of WTC Kabul
- Premium Office Space

Phase II: Permanently relocate WTC Kabul to a brand new built complex with offerings including:

- Business Center
- Conference Hall
- Dining Options and Lounges
- Exhibition Hall
- Hotel
- Office Tower
- Parking
- Residential Space
- Retail Space

Targeted Milestones of this WTC:

- ETA Phase I: 2021
- ETA Trade Services: by year end 2022
- ETA Phase II: 2034

Website: not yet available

About WTC Kabul:

Kabul is Afghanistan's capital, and the country's largest city serving as the economic, financial, commercial, cultural and political center of the country. This Member has a two-phase plan to develop a World Trade Center presence in the city. Phase I of WTC Kabul is to repurpose an existing structure to serve as its operational Headquarters, while also providing trade services and rentable premier office space. Giving WTC Kabul an immediate physical address, this initial phase will be an important component to drive new business interests to the city. Phase II of the plan includes the construction of a brand new complex which will serve as the permanent location of WTC Kabul. Once completed, WTC Kabul will offer more than 129,000 square meters (which is equivalent to more than 1,388,544 square feet) of constructed space serving commercial, residential and consumer clients.



**WORLD TRADE CENTERS
ASSOCIATION**

**Questions? Do you have any story ideas?
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