



**WORLD TRADE CENTERS  
ASSOCIATION**

CONNECTING BUSINESSES, GLOBALLY.

# 2024 WTCA Global Business Forum Media Coverage Highlights



Prepared by Violet PR



# Glossary

**Pickup:** The number of publications that have syndicated, or republished, a press release once it has been distributed on a newswire service, such as PR Newswire.

**Potential Audience:** The estimated number of individuals who could potentially be reached or exposed to the news content through various channels such as print, online, broadcast, and social media. It represents the total audience size that the news piece has the opportunity to reach based on factors like circulation numbers, viewership ratings, website traffic, and social media followership of the media outlets where the content is published or broadcasted.

**Estimated Ad Value:** A metric used to quantify the equivalent advertising value of earned media coverage. It calculates the hypothetical cost of purchasing advertising space or airtime to achieve the same amount of exposure and reach as the earned media coverage received. To calculate Estimated Ad Value, several factors are considered, including the type of media coverage (print, online, broadcast), the size and placement of the coverage (e.g., full-page article, prime-time TV segment), and the advertising rates of the media outlet.

**Combined Audience:** The total audience reached by several media placements combined. It represents the cumulative number of individuals who have been exposed to the content across all the media placements, whether it's print, online, broadcast, or social media.

**Views/Estimated views\*:** the number of times a piece of content, such as an article, video, or social media post, has been seen or accessed by an audience.

**Unique Visits\*:** Refers to the number of individual users or devices that have accessed an article within a calendar month. This metric counts each user or device only once, regardless of how many times they visit the site or page during the month.

**Circulation:** Refers to the total number of copies of a print publication, such as a newspaper or magazine, that are distributed or circulated to readers.

**\*It is important to note that within this presentation, certain media placement slides lack metrics regarding unique visits and/or estimated views. In these instances, data is unavailable for those particular placements.**

# PR Campaign Recap: Quick Statistics



**Pieces of Coverage**

**1,652**



**Estimated Ad Value**

**\$19,117,851**



**Combined Audience**

**1.5B**



**Comparative Analysis**

**479 increase in global press coverage in 2024 vs. 2023**

# PR Newswire Distribution Coverage Secured in Outlets, Including:



# PR Newswire Distribution

## Global Business Forum Launch Press Release

**Total Pickup**

**419**

**Potential Audience**

**150.5 M**

**Views**

**6,635**



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150M

Audience

February 05, 2024 • ONLINE

# World Trade Centers Association and World Trade Center...

[prnewswire.com/news-releases/world-tra...](https://prnewswire.com/news-releases/world-tra...)

PR Newswire Send a Release

## World Trade Centers Association and World Trade Center Bengaluru to Bring Newly Rebranded Global Business Forum to India for the First Time USA - English

NEWS PROVIDED BY **World Trade Centers Association** → Feb 05, 2024, 09:00 ET

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*Taking place in Bengaluru – the "Silicon Valley of India" – the GBF will focus on investment opportunities in the state of Karnataka and position India as an investment destination*

NEW YORK, Feb. 5, 2024 /PRNewswire/ -- **World Trade Centers Association@ (WTCA)** – an international trade organization connecting more than 300 World Trade Center® (WTC®) locations in nearly 100 countries – and **World Trade Center Bengaluru** will host the **54<sup>th</sup> annual WTCA Global Business Forum (GBF)** in Bengaluru, India from March 3-6.

This will be the first time WTCA presents its newly rebranded Global Business Forum (formerly called the "General Assembly") in India to focus on the B2B aspect of the event. The rebrand further accentuates WTCA's core mission, "Connecting Businesses Globally," by shifting focus to the expansion of Members' international trade presence and integration into various global supply chains.

The association's premier annual event will bring together WTCA Members and their global networks consisting of leaders in business, government, academia, media and international organizations – reflecting WTCA's diverse global footprint. Over 80 WTC businesses from 30 countries/territories have already confirmed their participation with more to follow. This includes representations from: Algeria, Armenia, Australia, Brazil, Canada, China Mainland, Cyprus, Egypt, France, Germany, Ghana, Guyana, Iraq, Ireland, Jordan, Lebanon, Libya, Malaysia, Mexico, the Netherlands, Nigeria, Palestine, Panama, the Philippines, Portugal, Romania, Saudi Arabia, Spain, Syria, Taiwan, Tunisia, the United Kingdom, the United States, Vietnam and Yemen, with several WTC businesses bringing delegations to participate in the B2B matchmaking aspect of the event.

Views

5.97K

Total number of views. User-provided.



MarketWatch

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89.3M

Unique Visits

February 05, 2024 • ONLINE

# World Trade Centers Association and World Trade Center...

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Press Release

## World Trade Centers Association and World Trade Center Bengaluru to Bring Newly Rebranded Global Business Forum to India for the First Time

Published: Feb. 5, 2024 at 9:00 a.m. ET

0

The MarketWatch News Department was not involved in the creation of this content.

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Estimated Views

60.3K

Estimated views calculated based on audience size and social media...



# India Today

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33.5M

Unique Visits

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February 05, 2024 • ONLINE

# World Trade Centers Association and World Trade Center...

[indiatoday.in/pr-newswire?rkey=2024020...](https://indiatoday.in/pr-newswire?rkey=2024020...)

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News / PR Newswire

## PR Newswire



### World Trade Centers Association and World Trade Center Bengaluru to Bring Newly Rebranded Global Business Forum to India for the First Time

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With the theme of "EPIC: Empowering Progress through Innovation & Collaboration," the Forum will feature an engaging keynote address and panel discussions, including a special address from the Honorable Chief Minister of Karnataka Sri. Siddaramaiah and felicitations from the Honorable Deputy Chief Minister of Karnataka Sri. D.K. Shivakumar on Monday, March 4. Romal Shetty, CEO of Deloitte South Asia, will provide the keynote address to set the theme of this year's GBF and unveil the new Deloitte research report "India as an Investment Destination." Other notable speakers include M.R. Jaishankar, Executive Chairman, Brigade Enterprises Limited who will provide the opening address alongside John E. Drew, Chair, WTCA Board of Directors. A robust agenda of panel discussions on AI & tech start-ups, exporting overseas, agritech, and real estate will include moderators and panelists: Nirupa Shankar, Joint Managing Director, Brigade Enterprises Limited and Brigade REAP; Remy Swaab, Vice-Chair, WTCA (WTC Panama); Uma Reddy, Vice President, Federation of Karnataka Chambers of Commerce & Industry (FKCCI); Prashanth Gokhale, President, Bühler Group India Private Limited; Pavitra Shankar, Managing Director, Brigade Enterprises Limited; Mr. Naresh V. Narasimhan, Managing Partner & Principal Architect, Venkataramanan and Associates (VA); Dr. R. Srinivas, Subject Matter Expert on Smart Cities; and Dr. Tuan Anh, CIO/CXO, Becamex (WTC Binh Duong New City).

Estimated Views

122K

Estimated views calculated based on audience size and social media...



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138M

Unique Visits

February 05, 2024 • ONLINE

## World Trade Centers Association and World Trade Center...

[finance.yahoo.com/news/world-trade-cen...](https://finance.yahoo.com/news/world-trade-cen...)

The screenshot shows a Yahoo Finance news article. At the top, there's a navigation bar with 'HOME', 'MAIL', 'NEWS', 'FINANCE', 'SPORTS', 'ENTERTAINMENT', 'LIFE', 'YAHOO PLUS', and 'MORE...'. Below this is the 'yahoo!finance' logo and a search bar. A row of market indicators follows, including S&P 500 (5,104.60, +1.11%), Dow 30 (38,261.66, +0.46%), Nasdaq (15,944.09, +2.13%), Russell 2000 (2,001.70, +1.04%), and Crude Oil (83.64, +0.08%).

The main headline is: **World Trade Centers Association and World Trade Center Bengaluru to Bring Newly Rebranded Global Business Forum to India for the First Time**. The article is categorized as 'PR Newswire' and dated 'Mon, Feb 5, 2024 • 5 min read'. The text of the article begins with: 'Taking place in Bengaluru — the "Silicon Valley of India" — the GBF will focus on investment opportunities in the state of Karnataka and position India as an investment destination. NEW YORK, Feb. 5, 2024 /PRNewswire/ -- World Trade Centers Association® (WTCA®) — an international trade organization connecting more than 300 World Trade Center® (WTC®) locations in nearly 100 countries — and World Trade Center Bengaluru will host the 54<sup>th</sup> annual WTCA Global Business Forum (GBF) in Bengaluru, India from March 3-6.'

The article includes the logo for the World Trade Centers Association, which features a globe with blue and orange segments. Below the logo, it states: '(PRNewfoto/World Trade Centers Association)'. The article continues with: 'This will be the first time WTCA presents its newly rebranded Global Business Forum (formerly called the "General Assembly") in India to focus on the B2B aspect of the event. The rebrand further accentuates WTCA's core mission, "Connecting Businesses Globally," by shifting focus to the expansion of Members' international trade presence and integration into various global supply chains. The association's premier annual event will bring together WTCA Members and their global networks consisting of leaders in business, government, academia, media and international organizations — reflecting WTCA's diverse global footprint. Over 80 WTC businesses from 30 countries/territories have already confirmed their participation with more to follow. This includes representations from: Algeria, Armenia, Australia, Brazil, Canada, China Mainland, Cyprus, Egypt, France, Germany, Ghana, Guyana,

Estimated Views

245K

Estimated views calculated based on audience size and social media engagement



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# World Trade Centers Association and World Trade Center...

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## World Trade Centers Association and World Trade Center Bengaluru to Bring Newly Rebranded Global Business Forum to India for the First Time

Feb. 05, 2024 9:00 AM ET

Taking place in Bengaluru — the "Silicon Valley of India" — the GBF will focus on investment opportunities in the state of Karnataka and position India as an investment destination

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Estimated Views

25.1K

Estimated views calculated based on audience size and socia...

# PR Newswire Distribution

## Global Business Forum Recap Press Release

**Total Pickup**

**399**

**Potential Audience**

**128.4M**

**Views**

**4,804**



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PRNEWS is the leader in professional development, community, events, awards and communications resources for the future of public relations.

129M

Audience

March 25, 2024 • ONLINE

# Nearly 300 Leaders from 36 Countries/Territories...

[prnewswire.com/news-releases/nearly-300...](https://prnewswire.com/news-releases/nearly-300-leaders-from-36-countries-territories-attend-world-trade-centers-association-and-world-trade-center-bengaluru-s-54th-annual-global-business-forum-2024-000198421)

PR Newswire Send a Release

## Nearly 300 Leaders from 36 Countries/Territories Attend World Trade Centers Association and World Trade Center Bengaluru's 54th Annual Global Business Forum

USA - English

NEWS PROVIDED BY World Trade Centers Association → Mar 25, 2024, 09:00 ET

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*The association's flagship event connected leaders with international business opportunities throughout Karnataka, India*

NEW YORK, March 25, 2024 /PRNewswire/ -- **World Trade Centers Association® (WTCA®)** – an international trade organization connecting more than 300 World Trade Center® (WTC®) locations in nearly 100 countries – and **World Trade Center Bengaluru** have successfully concluded the **54<sup>th</sup> annual WTCA Global Business Forum (GBF)** in Bengaluru, India. The five-day event, which took place March 3-6, brought together WTCA Members, international B2B delegates and local Indian business delegates comprised of leaders in business, government, academia, media and international organizations to hear insights from chief dignitaries representing the state of Karnataka and key experts from around the world; engage in conversations on current trends across AI, agritech and real estate; and explore India's economic development. Nearly 300 attendees across 36 countries and territories, and 105 WTC businesses gathered to learn about the business opportunities in Bengaluru, Karnataka and throughout India, and to forge new global business connections. The 2024 WTCA GBF marked the meeting's debut in Bengaluru since its rebrand, further elevating WTCA's core mission, "Connecting Businesses Globally," and the highest WTCA Member turnout at the annual event since 2017.

With the theme, "EPIC: Empowering Progress through Innovation & Collaboration," the GBF included addresses from the **Hon. Deputy Chief Minister of Karnataka Sri. D.K. Shivakumar** and **Sri. M.B. Patil, Minister of Large & Medium**



Views

4.29K

Total number of views. User-provided.



# Business Today

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10.4M

Unique Visits

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March 25, 2024 • ONLINE

# World Trade Centers Association and World Trade Center...

[businessstoday.in/prnewswire/?rkey=2024...](https://businessstoday.in/prnewswire/?rkey=2024...)

The screenshot shows a news article on the Business Today website. The article title is "Nearly 300 Leaders from 36 Countries/Territories Attend World Trade Centers Association and World Trade Center Bengaluru's 54th Annual Global Business Forum". The article text describes the event, mentioning that it was held in Bengaluru, India, from March 3-6, 2024. It highlights that over 300 World Trade Center (WTC) locations from nearly 100 countries participated. The event featured a five-day program with international B2B delegates and local Indian business leaders. The article also mentions the theme "EPIC: Empowering Progress through Innovation & Collaboration" and the presence of Hon. Deputy Chief Minister of Karnataka Sri. D.K. Shivakumar and Sri. M.B. Patil, Minister of Large & Medium Industries, Infrastructure Development. A photograph of a large group of attendees at the event is included in the article.

Estimated Views

54.3K

Estimated views calculated based on audience size and social media...



# AsiaOne

AsiaOne - AsiaOne is a free access news portal delivers latest breaking news and top stories updates in Singapore, Asia Pacific an...

1.61M

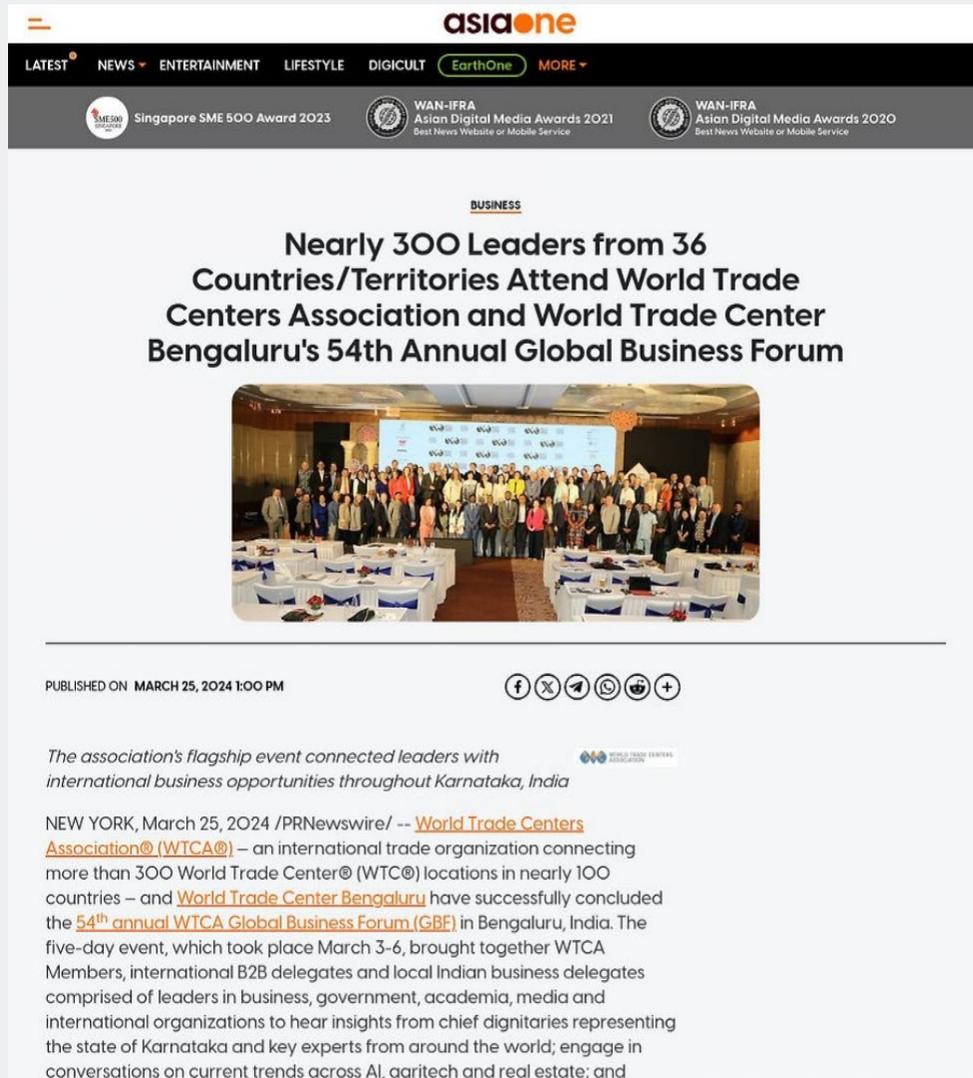
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March 25, 2024 • ONLINE

## Nearly 300 Leaders from 36 Countries/Territories...

[asiaone.com/business/nearly-300-leader...](https://asiaone.com/business/nearly-300-leader...)



The screenshot shows a news article on the AsiaOne website. The article title is "Nearly 300 Leaders from 36 Countries/Territories Attend World Trade Centers Association and World Trade Center Bengaluru's 54th Annual Global Business Forum". The article is categorized under "BUSINESS". It includes a photograph of a large group of people at a formal event. The article is dated March 25, 2024, at 1:00 PM. Below the image, there are social media sharing icons for Facebook, X, Telegram, LinkedIn, and WhatsApp. The article text describes the event as a flagship event connecting leaders with international business opportunities throughout Karnataka, India. It mentions that the World Trade Centers Association (WTCA) is an international trade organization connecting more than 300 World Trade Center (WTC) locations in nearly 100 countries. The article also notes that the World Trade Center Bengaluru has successfully concluded the 54th annual WTCA Global Business Forum (GBF) in Bengaluru, India. The five-day event, which took place from March 3-6, brought together WTCA Members, international B2B delegates, and local Indian business delegates. The event featured insights from chief dignitaries representing the state of Karnataka and key experts from around the world, as well as conversations on current trends across AI, agritech, and real estate.

Estimated Views

11.2K

Estimated views calculated based on audience size and social media...



# Stock Market, Finance & Business News | Yahoo Finance Canada

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Provided by



March 25, 2024 • ONLINE

## Nearly 300 Leaders from 36 Countries/Territories...

[ca.finance.yahoo.com/news/nearly-300-le...](https://ca.finance.yahoo.com/news/nearly-300-le...)

The screenshot shows the Yahoo Finance Canada homepage. At the top, there's a navigation bar with 'HOME', 'MAIL', 'NEWS', 'SPORTS', 'FINANCE', 'CELEBRITY', 'STYLE', 'MOVIES', 'WEATHER', and 'MOBILE'. Below this is the 'yahoo!finance' logo and a search bar. A secondary navigation bar includes 'Finance', 'News', 'Taxes', 'Watchlists', 'My Portfolio', 'My Screeners', 'Market Data', and 'Industry News'. A market summary section displays various indices: S&P/TSX (21,970.09, +0.39%), S&P 500 (5,100.72, +1.04%), DOW (38,243.93, +0.42%), CAD/USD (0.7317, -0.08%), and CRUDE OIL (83.65, +0.10%). A blue banner reads 'MARKETS LIVE BLOG: STOCKS RISE, LED BY STELLAR ALPHABET, MICROSOFT RESULTS'. The main article is titled 'Nearly 300 Leaders from 36 Countries/Territories Attend World Trade Centers Association and World Trade Center Bengaluru's 54th Annual Global Business Forum' by CNW Group, dated March 25, 2024. A 'TRENDING' sidebar on the right lists five topics, including 'Underpriced and Overlooked: 2 Canadian Stocks Ready to Rally' and 'Doctors say capital gains tax changes will jeopardize their retirement. Is that true?'.

Estimated Views

11K

Estimated views calculated based on audience size and social...

# PR Newswire Distribution

## Champions Awards Press Release

**Total Pickup**

**343**

**Potential Audience**

**138.4 M**

**Views**

**5,978**



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PR Newswire's news distribution, targeting, monitoring and marketing solutions help you connect and engage with target audiences across...

138M

Audience

March 12, 2024 • ONLINE

# World Trade Centers Association Reveals Global Winners of 3r...

[prnewswire.com/news-releases/world-tra...](https://prnewswire.com/news-releases/world-tra...)

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## World Trade Centers Association Reveals Global Winners of 3rd Biennial Champions Awards USA - English



NEWS PROVIDED BY  
World Trade Centers Association →  
Mar 12, 2024, 09:00 ET

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*The awards recognize exceptional contributions to the association's global network, celebrating local connectivity, reciprocity/network support, sustainability, and innovation*

NEW YORK, March 12, 2024 /PRNewswire/ -- **World Trade Centers Association® (WTCA®)** – an international trade organization connecting more than 300 World Trade Center® (WTC®) locations in nearly 100 countries – announced the winners of the 3<sup>rd</sup> Biennial Champions Awards during its **54<sup>th</sup> Annual WTCA Global Business Forum (GBF)** hosted by WTC Bengaluru in Bengaluru, India, honoring exceptional contributions from member businesses within its global network. Nominees were awarded in four key categories: local connectivity, reciprocity/network support, sustainability and innovation. Additionally, outstanding members were honored through the 'Regional Member of the Year' awards across the five regions where the WTCA is active, as well as the 'Global Member of the Year' award.

The Champions Awards recognize WTCA members across a global network of highly connected, mutually supporting businesses and organizations who exemplify the association's core values and mission. Each category highlights the efforts of WTCA members in driving positive impact both locally and globally. This year's edition received a total of 45 nominations, recognizing 23 Members across the global network. A judging panel consisting of previous Champions Awards winners, and chairs of WTCA's Member Advisory Councils and Regional Advisory Councils selected the winners of the 10 categories.



Views

5.98K

Total number of views. User-provided.



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March 12, 2024 • ONLINE

## World Trade Centers Association Reveals Global Winners of 3r...

[finance.yahoo.com/news/world-trade-cen...](https://finance.yahoo.com/news/world-trade-cen...)

**World Trade Centers Association Reveals Global Winners of 3rd Biennial Champions Awards**

**CNW Group**  
Tue, Mar 12, 2024 • 6 min read

*The awards recognize exceptional contributions to the association's global network, celebrating local connectivity, reciprocity/network support, sustainability, and innovation*

NEW YORK, March 12, 2024 /CNW/ -- World Trade Centers Association® (WTCA®) — an international trade organization connecting more than 300 World Trade Center® (WTC®) locations in nearly 100 countries — announced the winners of the 3<sup>rd</sup> Biennial Champions Awards during its 54<sup>th</sup> Annual WTCA Global Business Forum (GBF) hosted by WTC Bengaluru in Bengaluru, India, honoring exceptional contributions from member businesses within its global network. Nominees were awarded in four key categories: local connectivity, reciprocity/network support, sustainability and innovation. Additionally, outstanding members were honored through the 'Regional Member of the Year' awards across the five regions where the WTCA is active, as well as the 'Global Member of the Year' award.

Winners of the 3<sup>rd</sup> Biennial WTCA Champions Awards. Pictured left to right: Luciano Menezes (WTC Lisboa), Jan-Willem Kas (WTC Rotterdam), Leigh Ryan (WTC Savannah), Nimeshika Natarajan (WTC Bhubaneswar), John E. Drew (WTCA...

Estimated Views

245K ✓

Estimated views calculated based on audience size and social media...



## Seeking Alpha

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5.49M

Unique Visits

Provided by SimilarWeb

March 12, 2024 • ONLINE

# World Trade Centers Association Reveals Global Winners of 3r...

[seekingalpha.com/pr/19652289-world-tra...](https://seekingalpha.com/pr/19652289-world-tra...)

Estimated Views

25.1K

Estimated views calculated based on audience size and socia...

## World Trade Centers Association Reveals Global Winners of 3rd Biennial Champions Awards

Mar. 12, 2024 9:00 AM ET

The awards recognize exceptional contributions to the association's global network, celebrating local connectivity, reciprocity/network support, sustainability, and innovation

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WFMZ.com

WFMZ-TV 69 News serves the Lehigh Valley, Berks County, and Philadelphia regions with news and family programming

1.5M

Unique Visits

Provided by SimilarWeb

March 12, 2024 • ONLINE

# World Trade Centers Association Reveals Global Winners of 3r...

[wfmz.com/news/pr\\_newswire/pr\\_newswi...](https://wfmz.com/news/pr_newswire/pr_newswi...)

The screenshot shows a news article on the WFMZ website. The article title is "World Trade Centers Association Reveals Global Winners of 3rd Biennial Champions Awards". It is categorized as "PR Newswire" and is marked as "SPONSORED". The author is "World Trade Centers Association" and the date is "Mar 12, 2024". The article includes a photo of award winners and a video player with a "Click to WATCH" button. A social media sharing sidebar is visible on the right side of the article.

Estimated Views

12.6K

Estimated views calculated based on audience size and social media engagement

# Editorial Highlights

Earned by Regional PR Agency Outreach

# Fleishman Hillard



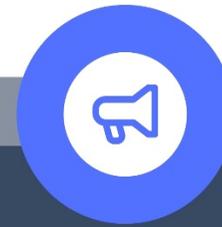
Pieces of Coverage

7



Estimated Ad Value

\$28,034  
USD



Geographic Reach

South  
Africa



FLEISHMAN  
HILLARD



Africa.com

Africa.com embodies a powerful vision to redefine perceptions of Africa, breaking stereotypes and revealing the continent's rich...

67K

Unique Visits

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March 29, 2024 • ONLINE

# Nearly 300 Leaders From 36 Countries/Territories...

[africa.com/nearly-300-leaders-from-36-co...](#)



## Nearly 300 Leaders From 36 Countries/Territories Attend World Trade Centers Association And World Trade Center Bengaluru

By Editor / March 29, 2024 / Headlines

### 54th Annual Global Business Forum

*The association's flagship event connected leaders with international business opportunities throughout Karnataka, India*

[World Trade Centers Association® \(WTCA®\)](#) — an international trade organization connecting more than 300 World Trade Center® (WTC®) locations in nearly 100 countries — and [World Trade Center Bengaluru](#) have successfully concluded the [54<sup>th</sup> annual WTCA Global Business Forum \(GBF\)](#) in Bengaluru, India. The five-day event, which took place March 3-6, brought together WTCA Members, international B2B delegates and local Indian business delegates comprised of leaders in business, government, academia, media and international organizations to hear insights from chief dignitaries representing the state of Karnataka and key experts from around the world; engage in conversations on current trends across AI, agritech and real estate; and explore India's economic development. Nearly 300 attendees across 36 countries and territories, and 105 WTC businesses gathered to learn about the business opportunities in Bengaluru, Karnataka and throughout India, and to forge new global business connections. The 2024 WTCA GBF marked the meeting's debut in Bengaluru since its rebrand, further elevating WTCA's core mission, "Connecting Businesses Globally" and the highest WTCA Member turnout of the annual event since 2017.

Estimated Views

506

Estimated views calculated based on audience size and social media...



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March 15, 2024 • ONLINE

# City Of Savannah Officials Sign Partnership...

[africa.com/city-of-savannah-officials-sign-...](#)

Estimated Views

519

Estimated views calculated based on audience size and social media...



## City Of Savannah Officials Sign Partnership Agreement With Accra, Ghana In Virtual Ceremony

By Editor / March 15, 2024 / Headlines

The City of Savannah and the Accra Metropolitan Assembly from Ghana signed a partner city agreement on Wednesday, Feb. 21, at City Hall. The virtual signing ceremony was attended by the Mayor of Accra, Elizabeth K.T. Sackey, the Mayor of Savannah, Van R. Johnson II, as well as other dignitaries representing both cities.

Accra and Savannah, which have a long-standing shared vision for a sustainable, inclusive, and diverse future, will establish a formal partnership through the agreement which will encourage the exchange of information and cooperation in various sectors including history, culture, urban planning, education, environmental justice and protection, healthcare, tourism, communications, and trade and investment.

"This incredible agreement is years in the making, and we are excited to finally partner with our friends in Accra, Ghana," Mayor Van R. Johnson II said. "As an international city, our international partnerships strengthen cooperation between our cities and citizens, acknowledging the history and culture we share while building towards a better future together."



CNBC Africa

Business and finance news from across africa. Entrepreneurs, small business, enterprise, public companies, earnings reports.

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March 14, 2024 • Broadcast

# Exploring India-Africa investment opportunities

[cnbc.com/media/6348472679112/ex...](https://cnbc.com/media/6348472679112/ex...)



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22,167 ✓

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## Exploring India-Africa investment opportunities

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# Investor Relations Global (IRG)





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March 01, 2024 • ONLINE

## ASEAN dan India Diprediksi Jadi Pusat Ekonomi Global,...

[mediaindonesia.com/ekonomi/655704/as...](https://mediaindonesia.com/ekonomi/655704/as...)

Estimated Views

17.6K

Estimated views calculated based on audience size and social media...

The screenshot shows the Media Indonesia website interface. At the top, there's a navigation bar with the logo and a menu icon. Below it, a blue banner contains the text "Pj Gubernur Jateng Minta Petugas Haji Berikan Pelayanan Terbaik". The main content area features a large article titled "ASEAN dan India Diprediksi Jadi Pusat Ekonomi Global, Dampaknya Apa Untuk Indonesia?". The article includes a sub-headline "Gana Buana" and a timestamp "01/3/2024 17:35". A large image of a city skyline is displayed. Below the image, the article text begins with "KAWASAN ASEAN dan India diproyeksikan sebagai pusat pertumbuhan ekonomi global berkat peningkatan perdagangan dan investasi antara keduanya. Sebagai salah satu negara ASEAN dan memiliki pengaruh besar ekonomi di India, World Trade Centers Association (WTCA) mendukung Indonesia ambil peluang investasi." The article continues to discuss trade statistics and the role of the World Trade Center in Bengaluru, Chennai, and Kochi. To the right of the main article, there are several "Opini" (Opinion) sections with small images and titles like "Agenda Busuk di Balik Isu Depresi dalam...", "Menjangkau Keadilan Pemilu Substantif", and "Syirik Sosial Pelaku Korupsi". Below these are sections for "Kolom Pakar" (Expert Column) and "Benih Baik" (Good Seeds), each containing more article snippets.



# Thailand Business News

Thailand Business News is a comprehensive news service about Thailand with a business and financial perspective edited in Bangko...

16.6K

Unique Visits

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October 12, 2023 • ONLINE

## A new class of digital services is fueling significant success i...

[thailand-business-news.com/banking/102...](https://thailand-business-news.com/banking/102...)



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Philstar.com

Digital portal of the STAR Group of Publications: Delivers the latest news and views, multimedia, analyses and in-depth reports on the...

4.08M

Unique Visits

Provided by SimilarWeb

September 29, 2023 • ONLINE

# Philippines exploring export opportunities in India

[philstar.com/business/2023/09/29/22997...](https://philstar.com/business/2023/09/29/22997...)

Estimated Views

15.9K

Estimated views calculated based on audience size and social media...



## BUSINESS

### Philippines exploring export opportunities in India

Catherine Talavera - The Philippine Star  
September 29, 2023 | 12:00am



MANILA, Philippines – The Department of Trade and Industry (DTI) has highlighted the substantial opportunities for Philippine exports to India, estimating an untapped export potential of \$566.92 million.

During the Markets of the World forum hosted by the World Trade Center Metro Manila (WTCMM), DTI- Export Marketing Bureau assistant director Jhino Ilano said there is unrealized export potential in India.

Among these potential exports include electronics, halal-based products, personal care and beauty products, coconut products, and other organic products such as dairy products and eggs.

Filipino exporters can also take advantage of the ASEAN-India Free Trade Agreement (AIFTA) where the Philippines enjoys reduced tariffs for 94 percent of exports to India.

Ilano said that total trade with India has been growing at a compound annual rate of 4.2 percent from 2018 to 2022, reaching \$2.8 billion in 2022.

Total exports were at \$2.1 billion while imports totaled \$701.4 million.

Meanwhile, former Philippines India Business Council (PIBC) chairman Raju Mandhyan said that India was the fastest growing large economy in the world before and after the pandemic.

He said India has large domestic demand, with demand outpacing supply. Two-thirds of GDP is reportedly accounted for by domestic demand, driven by a large market of 1.4 billion population – the largest human resource in the world.

Mandhyan said investment potentials in India are in the fields of beauty and wellness, tourism and travel, luxury goods, food and beverages, and aqua and seafood products.

Imports from India meanwhile include engineering goods like machinery, equipment and components, pharmaceuticals, and educational content.

#### Recommended



#### Quezon City sorry for UP road clearing

The Quezon City government has apologized to those affected by a road clearing operation conducted by local government personnel in the University of the Philippines (UP) campus in Diliman on Tuesday.



#### MMDA blames 'erratic weather' for 'underutilized' EDSA bike lane

The Metropolitan Manila Development Authority yesterday cited erratic weather conditions in Metro Manila in explaining the government's plan to remove the 'underutilized' bicycle lane along EDSA.



EDITORIAL - Quick fix

# Ketchum Sampark





# The Economic Times

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# 32.3M

Circulation

February 23, 2024 • PRINT

# India Set to Pip China as Top Member of WTCA in Next 5 yrs:...

Estimated Views are unavailable for this placement.

## India Set to Pip China as Top Member of WTCA in Next 5 yrs: Chairman

Vinod Mahanta@timesgroup.com

Mumbai: India is poised to overtake China as the largest member of the World Trade Centers Association (WTCA) in the next five years, its chairman said, underscoring a hit-ho to circumvent New Delhi's rapid global strides that mostly dwell in a China-plus-one corporate sourcing strategy aimed at detaching supply chains across the planet.

"I would say particularly in the past 30 years, India's presence on the global stage has become increasingly pronounced," said John E. Drew, chairman of the WTCA, an international trade platform that connects more than 300 WTCs in nearly 100 countries. "While India's growth trajectory has been ongoing, its recognition and active participation in major economic discussions alongside China, the US, Russia, and the EU signify its emergence as a significant player in the global economy," he said.

Currently, India has about 40 WTC licenses covering more than 30 cities. According to the real estate developer, a large number of Indian entrepreneurs establishing successful companies in the US, particularly in tech hubs like California and Massachusetts, further strengthened India's influence in global business. "I expect this trend to continue, paralleling the trajectory seen with Chinese entrepreneurship," he said.

Having watched both the Indian and Chinese economies grow over the last 30 years, Drew says that India's growth trajectory will be akin to China's over the next few years.

"I believe India's growth trajectory will be swifter and more intentional this time around. Unlike the scenario with China, where manufacturing was primarily driven by cost considerations, the situation with India is marked by a significant emphasis on intellectual property," he said. "India's strength lies not just in its lower costs but also in its intellectual capabilities and educational standards, enabling it to tackle more complex projects adeptly."

Given the robust growth in the Indian market, the association is bringing its global business forum (GBF) to India from March 3-4, 2024, with participation from 30 businesses from 30 countries. "We're identifying Indian businesses early on and



### STRONG POINTS

India's strength lies not just in its lower costs, but also in its intellectual capabilities and educational standards

**JOHN E. DREW**  
Chairman, World Trade Centers Association

endeavouring to connect them with businesses from our other member countries for potential meetings. This matchmaking process is a crucial component of our meetings and will increasingly shape how we conduct them in the future," said Drew. "Talking about the WTCA growth approach in India, Drew said: "We aim to see every city holding a World Trade Center license actively engaged. Therefore, a significant portion of our staff's efforts are dedicated to activating cities that are still in the developmental phase," he said.

"While these cities are already members and participate in our meetings, we strive for them to progress further and establish operational capabilities in each city where they hold a presence."

The seasoned real estate executive stated that the present trend of deglobalisation, along with risky geopolitical situations and businesses realigning their supply chains and operations, might have an impact on the growth and trajectory of the WTCA brand and business.



# The Hindu Business Line

BusinessLine India's leading website for business and financial news, BSE and NSE quotes, stock recommendations, market analysis and...

275K

Circulation

February 20, 2024 • PRINT

## WTCA's Global Business Forum 2024 to position India as...

Estimated Views are unavailable for this placement.

### WTCA's Business Forum 2024 to position India as global investment destination

Our Bureau  
Bengaluru

India's agri and food processing and biotechnology sectors will be among the key focus areas for investors at the World Trade Centers Association (WTCA) Global Business Forum 2024 to be held in Bengaluru from March 3-6.

WTCA is an international trade organization that connects over 300 World Trade Center locations in nearly 100 countries. The 2024 Global Business Forum (GBF) is making its debut in India, hosted by the WTCA and World Trade Center Bengaluru.

#### 4-DAY EVENT

Prashant Gokhale, Managing Director, Buhler India and chair of B2B committee, GBF 2024 said over 100 businesses from 30 countries such as the US and the UK will be participating in the four-day event that will showcase India as an investment destination.

Over 100 Indian companies are expected to participate in the GBF 2024, which will showcase investment opportunities across 12 diverse Indian industry sectors, including agriculture & food processing, automotive, avi-



**SETTING BIG.** Prashant Gokhale, MD, Buhler India and Vice-President, Bangalore Chamber of Industry and Commerce

ation & aerospace, biotech, education, heavy engineering, IT, ITeS & electronics, manufacturing, real estate & construction, tech start-ups, textile & garments, and travel & tourism, said Gokhale, who is also the Vice-President of Bangalore Chamber of Industry and Commerce (BCIC).

BCIC is the knowledge partner to conduct B2B meetings and making that connect between the Indian industries and visiting delegations to participate in the B2B matchmaking aspect.

'EPIC: Empowering Progress through Innovation & Collaboration', is the theme of the event in which several WTC businesses are bringing

delegations to participate in the B2B matchmaking aspect.

#### DELOITTE REPORT

Romal Shetty, CEO of Deloitte South Asia, will deliver the keynote address, unveiling the new Deloitte research report 'India as an Investment Destination'.

Other notable speakers include MR Jaishankar, Executive Chairman, Brigade Enterprises Ltd, and John E. Drew, Chair, WTCA Board of Directors.

A robust agenda of panel discussions will cover topics such as AI & tech start-ups, exporting overseas, agritech and real estate.

Vineet Verma, Managing Director of World Trade Cen-

ter Bengaluru, Chennai and Kochi; and newly-appointed WTCA Board Member, in a statement said: "This year's GBF will not only showcase India, specifically Karnataka, as a rising investment destination of the world but also serve to strengthen relationships between industry leaders.

"This will be an invaluable opportunity to interact with leading innovators and invest in India's growing economy — backed by our dynamic and skilled workforce."

John E Drew, Chair, WTCA Board of Directors, said: "India is experiencing rapid economic growth, coupled with a surging demand for commercial infrastructure and global business connectivity. As a result, our network has grown phenomenally in the country during the past decade. Today, we have our second-largest membership cluster here with 40 Members representing most of India's major cities and contributing to India's sustainable development.

"Bengaluru's entrepreneurial spirit makes it an ideal setting for fostering synergies and exploring lucrative business opportunities in one of the world's most promising economic regions."



# Future India expansion will have Tier-II, -III focus:...

Estimated Views are unavailable for this placement.

## 'Future India expansion will have Tier-II, -III focus'

The World Trade Centers Association (WTCA) stimulates trade and investment opportunities for commercial property developers, economic development agencies, and international businesses globally. In a joint interaction, **VINEET VERMA**, managing director, WTC Bengaluru, in an interview in Bengaluru, and **SCOTT WANG**, vice-president, Asia-Pacific-WTCA, in a video interview, share their insights into the organisation's growth drivers with **Aneeka Chatterjee**. Edited excerpts:

**Do you plan to tap into the smart city concept?**  
**Vineet:** WTCs are in themselves smart buildings with LEED (Leadership in Energy and Environmental Design) certifications, and we aim for green buildings. We are moving towards the smart city concept. A classic case of a smart city in India is the GIFT City, where we are already present with an office building and a hotel. In Tier-II and Tier-III cities, where there is an opportunity for business development, there is potential for WTC coming up.

**What are the factors driving the growth of the business?**  
**Vineet:** As businesses are coming up and employment is growing, there is a growing need for space, and this is where WTC comes in. If the office is going to be a smart or premium space, the justification for having WTC comes up. It also depends on what theme the WTC is going to be.

**How do you see the revenue growth in the company?**  
**Vineet:** We are the licensees for six WTCs in India. Another three are in the planning stage in Hyderabad, Thiruvananthapuram, and Devanahalli.

**How do you see India as a market?**  
**Scott:** As of today, India has about



SCOTT WANG

40 WTCs spread across cities and contributes close to 13 per cent of the company's business globally. Following America, India houses the most number of WTCs.

**What are your plans for India in the next five years?**

**Scott:** Our future expansion in India will be more in Tier-II and Tier-III markets amid rising need and demand.

We are confident our India membership will hit 50 in five years. This will allow us to bring more business and investment, serve more cities and business communities, create more job opportunities and taxation revenue, and contribute more to India's development.

**What is WTCA's investment strategy for India?**

**Scott:** Given India's strengths in labour cost and improving infrastructure, there is great potential to expand its trade presence in the global landscape. This is where WTCA and our network in India can truly contribute.

**Vineet:** Our WTCs in Bengaluru, Kochi, and Chennai have been very successful ventures, and we expect our upcoming WTCs to meet with a similar response. Our WTC Chennai is a 2 million square feet development built for ₹1,100 crore.



VINEET VERMA



# Represent Communications





BIZlife

Afterhour Objavljena prva lista filmova koji ulaze u trku za nominaciju za Oskara 22/12/2023 | 18:30 Američka Akademija filmskih umetnost...

108K

Unique Visits

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February 29, 2024 • ONLINE

# Otkrivanje investicionih mogućnosti Indije u...

[bizlife.rs/otkrivanje-investicionih-mogucn...](https://bizlife.rs/otkrivanje-investicionih-mogucn...)

Estimated Views

1.34K

Estimated views calculated based on audience size and social media...

**WTCA 54<sup>TH</sup> GLOBAL BUSINESS FORUM**  
BENGALURU, INDIA  
Empowering Progress through Innovation & Collaboration  
MARCH 3-5, 2024  
#WTCAEvents  
CLICK TO REGISTER

**Otkrivanje investicionih mogućnosti Indije u izuzetno atraktivnim industrijskim sektorima na Forumu WTCA GBF**

Asocijacija svjetskih trgovinskih centara (WTCA), globalna trgovinska organizacija koja povezuje preko 200 lokacija Svjetskih trgovinskih centara (WTC) u blizu 100 zemalja – i Svjetski trgovinski centar Bengaluru, biće domaćin 54. godišnjeg WTCA Globalnog poslovne foruma (GBF) u Bengaluru u Indiji od 3. do 6. marta. Indija vuče za petu najveću svjetsku pretragu po nominalnom BDP-u i treću najveću po paritetu kupovne moći. Bengaluru, kao čvrsto naziraju „Silikonskom dolinom Indije“, posmat je po najbržem napretku i statusu centra kreativnosti. Strateška lokacija GBF-a u Bengaluru će WTCA članicama i prisutnim delegatima pružiti priliku da se upozna sa dinamičnim i lernostajućim poslovnim okruženjem novog regiona.

Forum će pokazati snagu globalne WTCA mreže, predstaviti poslovne odnose i ukazati na mogućnosti za ulaganje u Karnatake u 12 različitih industrijskih sektorima poljoprivrede i preradi hrane, auto-industriji, avijaciji i astronautici, biotehnologijama, obrazovanju, teškim mašinama, IT-ju i ITIS-u i elektroničkim proizvodima, mektronikama i građevinarstvu, tehnološkim startap-ovima, telemedicini i zdravstvu i turizmu.

U nastavku su informacije **Tržišne kamere Bengaluru (GIC)** partners foruma WTCA GBF 2024 o nekim od tih sektora:

**POGLJED NA SEKTOR PROIZVODNJE AUTOMOBILA U KARNATARI**

Karnataka se odlično kao dinamičan ekonomski centar sa trećom po veličini ekonomijom među savezima država Indije i maksimalnim dnevnom bruto domaćim proizvodom od neuvrštenih 205 biliona rupija u fiskalnoj 2022 godini. Ili impresivnih 305,000 rupija po glavi stanovnika, po čemu je među prvih pet saveznih država u Indiji. Ova savezna država vuče dio svog ekonomskog rasta pripisuje sektoru usluga, koji čini značajnih 66% ukupne ekonomije. Glavni proizvodni sektori Karnatake su hardver i inženjering za auto-industriju, proizvodnja sistema čipova i proizvodnja elektroničke. Jedan od ključnih činilaca masovnog rasta proizvodnje je auto-industrija, koja za podstiranje rasta koristi najbržem napretku tehnologije kao što su veštačka proizvodnja i veštačka inteligencija.

Karnataka ojačava svoje proizvodne mogućnosti, a automotivski sektor je jedan od ključnih igrača sa impresivnom statistikom u pogledu velikog obima proizvodnje automobila, dizajna i komercijalnih vozila. Prvi put, izvoz vozila ove savezne države je veći od ukupne proizvodnje Indije na svjetskom tržištu. Karnataka pruža pažnju obrazu na obrazovanje i razvoj u automotivskom sektoru, što je dovelo do velikog tehnološkog napretka i izvrsnosti proizvođača. Isto tako, dolni integrisani ekosistemi kamere nalaze se u ovoj saveznoj državi pružajući ulaganje



# Saradnja Srbije i Indije: mi njima jabuke, oni nama...

[rs.bloombergadria.com/ekonomija/srbija/...](https://rs.bloombergadria.com/ekonomija/srbija/...)

**Bloomberg Adria**

Srbija

## ▶ Saradnja Srbije i Indije: mi njima jabuke, oni nama Apple

Autor: [Suzana Peljto](#)  
27. februar 2024, 07:00

- Brzi rast Indije prethodi pretekne Nemačku i Japan
- Rivalitet Kine i Indije oko velikih izgradnja je već počeo
- Srbija ima ogromne mogućnosti da poveća saradnju sa ovom budućom ekonomskom svetskom silom



Info

Procenjuje se da bi [Indija](#) do kraja ove decenije mogla da pretekne [Nemačku](#) i [Japan](#) i postane treća najveća ekonomija sveta, iza Sjedinjenih Američkih Država (SAD) i Kine. Prošlu godinu završila je na visokom petom mestu po veličini bruto domaćeg proizvoda (BDP) u svetu, ali je zato dospela na [prvo mesto po broju stanovnika](#), smaknuvši Kinu sa tog vrha.

Suzana Peljto

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Estimated Views

## 42.8K

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# Albanian Daily News

THE MOST AUTHORITATIVE ALBANIAN SOURCE IN ENGLISH



WTC Istanbul

## Who Are the Drivers of Economic Progress in the Global Events Industry?

ECONOMY FRIDAY, NOVEMBER 17, 2023

**H**ow the global WTCA network influences the development of world-famous event centers

# Who are the Drivers of Economic Progress in the Global Events...

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# Violet PR





# Airways Magazine

Airways' latest updates, breakthroughs, and stories from the high-flying realm of airlines, aircraft, manufacturers, and the people who...

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Unique Visits

April 03, 2024 • ONLINE

## INTERVIEW: VERMA, AGARWAL FORECAST INDIAN...

[airwaysmag.com/new-post/verma-agarwa...](https://airwaysmag.com/new-post/verma-agarwa...)

Estimated Views

700

Total number of views. User-provided.

**INTERVIEW: VERMA, AGARWAL FORECAST INDIAN AVIATION**

**BY STAFF** April 02, 2024

Indian aviation is one of the fastest-growing aviation markets in the world, with 136 million domestic passengers and 54.6 million international passengers for 2022-2023. The number is rising compared to financial years, showing great confidence in crossing the pre-COVID numbers.

With rising demand in the Indian aviation sector, new airlines like Akasa Air, FlyBiz, and FLY91 have recently commenced operations within the past three years. In addition to Air India's (AI) revamping, IndiGo (IG) and SpiceJet (SPJ) placed multi-billion dollar orders in previous years.

In an interview with Airways, Vinod Verma, the Managing Director of WTC Bengaluru, Chennai, and Kochi and newly-appointed WTC Board Member, and Divesh R. Agarwal, former President of the Bangalore Chamber of Industry and Commerce (BCIC), shared their views on the current and future state of Indian aviation.

2023 was one of the best years for the Indian aviation sector in terms of revamping the national airline, Air India, multi-billion orders from various airlines, and new routes like Cochin - Ho Chi Minh City, Hyderabad - Frankfurt, and so on. How do you forecast the growth of Indian aviation in terms of India being a hub?

**Verma:** It's a rule of thumb that aviation grows at roughly 2X GDP growth. India is on a high-growth trajectory, and growth in the aviation market will continue.

**Agarwal:** The government wants to create hubs in India, especially around the National Capital Region, i.e., Indira Gandhi International Airport (DEL) and Noida airports. We look forward to progressive policies emerging in the year ahead that will facilitate and stimulate this goal.

2. One of the driving factors for rapid growth is the UDAN scheme; as of now, 76 airports and 519 routes are operationalized, connecting tier-2 and tier-3 cities. How rapidly do you think this growth is helping/affecting tier-3 cities, and how are they coping with it?

**Agarwal:** We stopped tracking UDAN flights about a year ago due to the lack of operations data in the public domain, i.e., which carriers operate which routes, frequencies, etc.



# Airways Magazine

Airways' latest updates, breakthroughs, and stories from the high-flying realm of airlines, aircraft, manufacturers, and the people who...

254K

Unique Visits

March 15, 2024 • ONLINE

## A Deep Dive into India Aviation with Devesh R. Agarwal

[airwaysmag.com/category/podcasts](https://airwaysmag.com/category/podcasts)

The screenshot shows the Airways Magazine website interface. At the top, there is a navigation bar with the Airways logo, a search icon, a share icon, a 'Subscribe' button, and a 'Sign in' link. Below the navigation bar is a large blue podcast player for 'THE AIRWAYS PODCAST' featuring the episode 'A Deep Dive into India Aviation with Devesh R. Agarwal'. The player includes a play button, volume controls, and a progress bar. Below the player, the article title 'A Deep Dive into India Aviation with Devesh R. Agarwal' is displayed, along with a subtitle 'A biweekly review of commercial flight' and the date 'MAR 15, 2024'. There are icons for likes (4) and comments, and a 'Share' button. A 'Transcript' button is also visible. The article text begins with 'In episode seven, season five of The Airways Podcast, join host Vinay Bhaskara and special guest, Indian aviation expert and former President of the Bangalore Chamber of Commerce, Mr. Devesh R. Agarwal, as they delve deep into India Aviation.' and continues with 'India's aviation industry is experiencing significant growth. According to the International Air Transport Association (IATA), the country will become the world's third-largest air passenger market by 2030, after China and the United States. This rapid growth in air traffic is supported by various factors, including a rising middle class, increasing government...'. To the right of the article, there is a 'The Airways Podcast' section with a description and a 'Subscribe' button. At the bottom, there are 'Listen on' options for Substack App, Spotify, and RSS Feed.

Views

700

Total number of views. User-provided.



# Industry Today

A leading business media platform that has been reporting on the world of manufacturing and wider industry for over 20 years across ...

102K

Unique Visits

March 12, 2024 • ONLINE

## Savannah Officials Partnership Agreement With...

[industrytoday.com/savannah-officials-part...](https://industrytoday.com/savannah-officials-part...)

The screenshot shows the top of the Industry Today website. At the top left is the logo with the tagline 'Industry's Media Platform of Choice'. Below it is a search bar and navigation tabs for 'Industries', 'Resources', and 'Media'. A secondary navigation bar includes 'Subscribe', 'Media Kit', 'Content Submissions', 'Newsletter', and 'About Us'. The main content area has a dark grey header with the date 'March 12, 2024' and the title 'Savannah Officials Partnership Agreement With Ghana'. Below the title are social media icons and a 'Subscribe' button. The article text begins with 'Savannah, Ga. makes history with first-ever partnership with African city, Accra.' and 'SAVANNAH, G.A. - The City of Savannah and the Accra Metropolitan Assembly from Ghana has signed a partner city agreement...'. To the right of the text is a 'Subscribe to Industry Today' form with fields for 'Name' (split into 'First' and 'Last') and 'Company Name'.

Estimated Views

82 ✓

Estimated views calculated based on audience size and social media...

# VOX RP





**El Heraldo TV**

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**4K**

Audience

February 20, 2024 • ONLINE

## WTCA Entrevista Carlos Ronderos (el heraldo TV)...

[drive.google.com/file/d/179fHA-vl4i-FrLi7F...](https://drive.google.com/file/d/179fHA-vl4i-FrLi7F...)



Views

**500**

Total number of views.  
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ADN TV

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## ¿Y Ramírez de la O?

[heraldodemexico.com.mx/opinion/2024/...](https://heraldodemexico.com.mx/opinion/2024/...)

The screenshot shows the top of the El Herald website. The header includes the logo and navigation menu. The main article title is '¿Y Ramírez de la O?' with a sub-headline: 'Ahora que la economía va bien es probable que no veamos al Secretario casi nunca más. Acaso en Acapulco, en la convención de los banqueros'. The author is identified as Carlos Mota, dated 12/2/2024. Below the text is a portrait of Rogelio Ramírez de la O.

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