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OCTOBER 2024

THE ARTIFICIAL INTELLIGENCE (AI) ISSUE

Dear Readers,

Welcome to the relaunched WTCA *Meridian*<sup>TM</sup> e-newsletter!

At World Trade Centers Association® (WTCA), we don't just build connections; we ignite the spark of global business under the banner of the World Trade Center® brand. As we relaunch *Meridian*, we are excited to share how this publication will bring you the power of our global network, as well as insights into the latest trends and topics shaping international business today.

Just as meridians connect different parts of the world, *Meridian* will serve as your gateway to a dynamic network of WTC® businesses that span over 300 cities in nearly 100 countries and territories, with future issues including interviews with WTCA's Accredited Members and new Members, as well as in-depth looks at the Association's regional networks and more.

While *Meridian* will cover a wide range of themes from global trade and investment to innovation and thought leadership, we know how important Member news is to our community. Although individual WTCA Member updates won't be listed one by one in *Meridian*, you can always find a dedicated section for Member news in each issue. For more detailed updates, we encourage you to visit our website, where all Member news is readily accessible — which will soon be redesigned for ease of our readers.

Thank you for joining us on this journey. Together, let's explore new opportunities, foster global connections and ignite the spark of international business collaboration — while leveraging the powerful reach and influence of the WTC brand.

Sincerely,

Crystal Edn  
Executive Director-Member Services  
World Trade Centers Association

Chanelle Dimalanta  
Senior Communications Manager  
World Trade Centers Association

**P.S. For this issue's **CALL TO ACTION**, we ask you to help us reach a larger global audience and **share this newsletter with your network.****





## UPCOMING WTCA EVENTS

Check out the full [WTCA Events calendar](#) for network-wide conferences, trade shows, networking and more.

### WTCA Member Forum and North America Regional Meeting

October 27-29, 2024 | New York City

The WTCA's signature event returns with more networking, as well as business and professional development opportunities. With a focus on Artificial Intelligence, generational differences in the workplace, practical skills development, and revenue generation, attendees will leave inspired and ready to pioneer new practices back home.

[Learn more](#)

### 7th Annual WTCA China International Import Expo (CIIE) Program

November 5-10, 2024 | Shanghai

Are you or your business members looking to import goods or services to China? The WTCA CIIE program provides WTCA Members and their networks the opportunity to reach businesses in China — at no cost!

[Learn more](#)

### 55th Annual WTCA Global Business Forum

April 6-9, 2025 | Marseille

WTCA's flagship event lands in Marseille, France in 2025. Hosted by WTC Marseille Provence, the GBF will offer attendees a robust and unique experience through workshops, panels, tours, keynotes, B2B matchmaking and more. With over 100 local businesses already registered, don't miss your opportunity to harness the power of the global WTCA network to simplify business processes and drive success.

[Learn more](#)

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## INCOPORATING AI IN GLOBAL BUSINESS

(6-minute read)

Since the release of ChatGPT in late 2022, generative Artificial Intelligence (AI) has been a growing focus area among global business leaders. While fears around the misuse of AI persist, more and more teams are finding practical, daily applications for this technology that enhance productivity, increase operational efficiency and uncover data-driven insights.



[Read more >](#)

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## 5 AI TRENDS GLOBAL BUSINESS LEADERS SHOULD KNOW

(4-minute read)



Few technological breakthroughs have moved faster than Artificial Intelligence (AI). No wonder “move fast and break things” has been such a lasting Silicon Valley motto. But so far, AI isn’t breaking anything. Broadly applicable across economic sectors, the International Trade Administration believes AI will add a projected US \$15 trillion to the global economy by 2030.

[Read more >](#)

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## AI AT THE 2024 WTCA MEMBER FORUM

*Learn practical skills in using AI and hear how it's driving changes in global trade.*

With two sessions dedicated to AI at this year's WTCA Member Forum, attendees will learn day-to-day applications to enhance productivity and explore the challenges and opportunities, as well as the ethical and environmental considerations, of AI in the global business landscape.



[View the Member Forum agenda >](#)

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## AROUND THE WTCA NETWORK

*Discover how WTCA Members are driving innovation, trade and growth across the globe.*

From facilitating the **first-ever export of dragon fruit** from the Indian state of Odisha to Dubai, to a business event held in **partnership with the Madrid Chamber of Commerce**, and to the official **relaunch of operations**.... Read what's happening around the WTCA network.

[Read WTCA Member News](#)

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## WELCOME NEW WTCA MEMBER

*Stay tuned for interviews with our newest Members in future editions of Meridian.*

World Trade Center Hinjawadi

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### CELEBRATING OCTOBER ANNIVERSARIES

*Join us in recognizing these milestone anniversaries across the network.*

World Trade Center Genoa — 40 years  
World Trade Center San Salvador — 30 years  
World Trade Center Cali — 15 years  
World Trade Center Navi Mumbai — 10 years  
World Trade Center Brasília — 1 year  
World Trade Center Genome Valley — 1 year

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### NEXT SUBMISSION DEADLINE: **November 8**

WTCA Members, submit your news, conferences, networking events, trade shows, trade missions and more to be included in the WTCA Global News & Events Calendar via the WTCA Digital Platform. This is a **free resource** for all WTCA Members to expand your digital footprint across the globe.

Questions? Email [newsletter@wtca.org](mailto:newsletter@wtca.org).

**November/  
December Issue  
Theme**  
**"Looking Forward  
to 2025"**



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