



NOVEMBER/DECEMBER 2024
THE LOOKING FORWARD TO
2025 ISSUE

Dear Readers,

Welcome to the November/December 2024 Winter Double Issue of the WTCA *Meridian*™ e-newsletter!

As 2024 draws to a close, we would like to take this time to reflect on all the milestones from the past year, as well as our most recent event — the 2024 WTCA Member Forum held in October in New York City. The Forum was a remarkable success in reconnecting with fellow colleagues, fostering new partnerships and discovering business opportunities amongst our Members. We were proud to highlight their achievements over the past year, showcasing the incredible impact they have both within their communities and on the international stage. For a full recap of this year's Member Forum, please read the official press release [here](#).

As we look forward to gathering in Marseille, France for the upcoming [2025 WTCA Global Business Forum \(GBF\)](#) in April, we are excited to see how these collaborations will continue to evolve and drive new business opportunities for organizations our global network serves.

We hope you enjoy this month's issue. And we thank you for your continued support and wish you a happy and healthy holiday season! See you in 2025!

Sincerely,

Chanelle Dimalanta
Senior Communications Manager
World Trade Centers Association

P.S. For this issue's [CALL TO ACTION](#), tell us what you see as the greatest opportunities for trade and investment in your region in 2025. Respond by January 10 and you could be featured in our next issue! Email newsletter@wtca.org.





UPCOMING WTCA EVENTS

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

2025 WTCA GBF Regional Zoom Series

January 2025 | Online

The **2025 WTCA GBF Regional Zoom Series** — a tailored set of **FREE** webinars designed to provide valuable insights and practical tips to help you promote the GBF to your networks and ensure a seamless experience as you embark on your journey to Marseille.

This series is open to all WTCA Members and their business networks. We encourage you to share the registration with your teams, stakeholders, and clients so they can mark their calendars and attend these valuable sessions.

[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](#)

Q&A WITH WTCA'S NEWEST MEMBERS

(8-minute read)

The WTCA Editorial Team sat down with a few of our newest Members for a Q&A to learn more about their plans for their new WTC businesses. Read on for our conversations with **WTC Jeju, WTC Osaka and WTC Tokyo.**

[Read more >](#)



TRENDS IN BUSINESS TRAVEL FOR 2025

(4-minute read)



Five years ago, the COVID-19 pandemic brought business travel to an abrupt halt — and in the ensuing years, teams got used to fewer trips and more virtual meetings. But as we enter the second half of the decade, experts expect business travel to continue its return to normal. The Global Business Travel Association (GBTA) projects total business travel spending to [hit US \\$2 trillion by 2028](#).

[Read more >](#)

AROUND THE WTCA NETWORK

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

From the recent **WTCA MEA Regional Meeting** to participation at the **7th annual China International Import Expo (CIIE)**, and from announcing **Delta Air Lines as keynote speaker for CES® 2025** to welcoming a **delegation from the South African Embassy in the Netherlands**....Read what's happening around the WTCA network.

[Read WTCA Member News](#)

CONGRATULATIONS TO OUR NEWLY ACCREDITED MEMBERS

All three earned Premier Accreditation!



with specializations in Business & Member Services and Trade Development



with specializations in Business & Member Services, Commercial Real Estate & Services, Conference & Exhibition Services, and Trade Development



with specializations in Business & Member Services, Conference & Exhibition Services, and Trade Development

WELCOME NEW WTCA MEMBERS

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

World Trade Center Future City
World Trade Center Pittsburgh
World Trade Center Sarajevo
World Trade Center Thane
World Trade Center Uberaba

CELEBRATING NOVEMBER/DECEMBER ANNIVERSARIES

Join us in recognizing these milestone anniversaries across the network.

World Trade Center Xi'an — 20 years
World Trade Center Schiphol Airport — 15 years
World Trade Center Guiyang — 10 years
World Trade Center Lucknow — 10 years
World Trade Center Santo Domingo — 10 years
World Trade Center Surat — 10 years
World Trade Center Kabul — 5 years
World Trade Center AMTZ — 1 year



NEXT SUBMISSION DEADLINE: January 10

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.

January 2025
Issue Theme

"2025 Vision"

Questions? Email newsletter@wtca.org.



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