



**JANUARY 2025**  
**THE 20/25 VISION ISSUE**

Dear Readers,

We hope you enjoyed a relaxing holiday season with your family and friends. To officially kick off the new year, we are pleased to share the January 2025 Issue of the WTCA *Meridian*™ e-newsletter. This issue dives into new programs and initiatives that will enhance your WTCA Membership, as well as all the activities and events that are quickly approaching over the next few months.

Stay tuned for next month's "State of Global Trade" issue for insights on global trade and investment from around the network. We will also have a special article on the importance of ports in global trade and what to expect at the [55th annual WTCA Global Business Forum \(GBF\)](#), hosted by WTC Marseille Provence in April. We encourage you to register now to attend, bring your local businesses, and lead a delegation to our GBF to foster business connections not only in France, but throughout the world.

On behalf of the Board and staff, we hope you are as excited as we are for what's to come this year. And we hope to see you at our annual GBF in Marseille!

Sincerely,

A handwritten signature in black ink that reads "John E. Drew".

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

**P.S. For this issue's **CALL TO ACTION**, tell us how your business is responding to current economic trends, both local and global.** Respond by February 3 and you could be featured in our next issue! Email [newsletter@wtca.org](mailto:newsletter@wtca.org).



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**UPCOMING WTCA EVENTS**

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

## "Trending Now" Town Hall Hosted by the WTCA North America Regional Advisory Council

February 19, 2025 | Online

All WTCA Members are welcome to join the WTCA North America Regional Advisory Council (RAC) for an interactive session to discuss the state of trade in the current geopolitical climate and how WTCA Members are navigating the challenges and opportunities ahead.

This town hall is open to WTCA Members only and will not be recorded.

[Learn more](#)

## WTCA North America "Best Practices" Roundtable — "Creating, Managing and Marketing a Robust Trade Services Program"

February 26, 2025 | Online

Discover the essential components of a successful trade services program and effective strategies for marketing these services to attract and retain members.

This roundtable is open to all WTCA Members.

[Learn more](#)

## ITA & WTCA "Make Trade Work" Webinar — "Harnessing the Power of Data for Strategic Trade Decisions"

March 11, 2025 | Online

Hosted by the U.S. Department of Commerce's International Trade Administration and World Trade Centers Association, the "Make Trade Work" Webinar Series is a collaborative initiative to help educate and increase global trade and investment opportunities.

The webinar is open to all WTCA Members and their business networks.

[Learn more](#)

## 55th Annual WTCA Global Business Forum

April 6-9, 2025 | Marseille

**Early Bird Registration closes Friday, January 31!** 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

(10-minute read)

Check out this Q&A featuring a few of our newest Members to learn more about their plans for their new WTC businesses. Read on for our conversations with **WTC Hinjawadi, WTC Pittsburgh and WTC Thane.**

[Read more >](#)



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## Q&A WITH WTCA'S REGIONAL ADVISORY COUNCIL CHAIRS (RAC)

(15-minute read)



The WTCA Editorial Team sat down with our new Regional Advisory Council (RAC) Chairs for a Q&A to gauge their thoughts on what Members within their regions should expect in 2025. Read on for our conversations with **Remy Swaab** (LatAm RAC - WTC Panama), **Ed Allison-Wright** (ERAC - WTC Gibraltar), **Vineet Verma** (APAC RAC - WTC Bengaluru), **Ahmed Tibaoui** (MEA RAC - WTC Algiers), and **Ivan Barrios** (NA RAC - WTC Miami).

[Read more >](#)

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## AROUND THE WTCA NETWORK

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

From announcing **preliminary details about the 2025 WTCA Board Director Elections** to new programs and initiatives to enhance your WTCA Membership, and from **announcing WTC leadership updates** to welcoming a **delegation comprised of Fintech and Enterprise companies from London in India** and the **9th edition of the WTCA Prime Office Index LatAm**....Read what's happening around the WTCA network.

[Read WTCA Member News](#)

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## CONGRATULATIONS TO OUR NEWLY ACCREDITED MEMBER

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**CELEBRATING JANUARY ANNIVERSARIES**

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

World Trade Center Amsterdam — 55 years  
World Trade Center Antwerp — 55 years  
World Trade Center Brussels — 55 years  
World Trade Center Houston — 55 years  
World Trade Center New Orleans — 55 years  
World Trade Center Rotterdam — 55 years  
World Trade Center Toronto — 55 years  
World Trade Center Istanbul — 45 years  
World Trade Center Cancun — 15 years  
World Trade Center Las Vegas — 15 years  
World Trade Center Naucalpan — 15 years  
World Trade Center Querétaro — 15 years  
World Trade Center Curitiba — 10 years  
World Trade Center Goiânia — 10 years

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**NEXT SUBMISSION DEADLINE: Monday, February 3**

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.

**NOTE:** Submitters are responsible for ensuring they have the appropriate rights for any/all media used within the submitted article(s) and will be liable for any fees associated with such use.

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



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