



**FEBRUARY 2025**  
**THE STATE OF TRADE ISSUE**

Dear Readers,

Welcome to the February 2025 Issue of the WTCA Meridian™ e-newsletter.

As we continue through the second month of 2025, I wanted to take the time to reflect on the changes that have occurred so far this year. While there is a lot of uncertainty that has greatly challenged the world of commerce and trade, we are reminded of the foundation of our Association and the role we each play within our local communities — to be facilitators of international trade.

At this critical time, we are presented with an opportunity to unite as a global network, and put forth experts and businesses to discuss the impact of current events on trade. In fact, some of our WTCA Members have already begun organizing discussions within their local communities — including WTC Long Beach ([2025 Tariffs Update/Outlook - held January 29](#)) and WTC Denver ([Series Part 1 of Trade Briefing - held February 12](#)). Additionally, I invite you to attend future programs:

- WTCA North America Regional Advisory Council ([“Trending Now” Town Hall: State of Trade - to be held February 19](#))
- WTC Netherlands Alliance ([Annual Geopolitical Update - to be held June 02](#)).

**CALL TO ACTION:** So I ask you, our WTCA Members, to email the WTCA HQs team (at [info@wtca.org](mailto:info@wtca.org)) information on any virtual discussions your WTC businesses are hosting surrounding the state of global trade, tariff policies, etc. that would be open to our WTCA network. By doing so, you can help us to promote these valuable sessions to the global community. **Let us unite as a global network of leaders to engage these conversations and help our communities navigate these uncertain times.**

In light of current events, the WTCA Editorial Team has pulled together the "State of Global Trade" issue this month, which includes an article on global trade and the importance of connections with people, a list of upcoming webinars and events, and a preview of what to expect at the [55th annual WTCA Global Business Forum \(GBF\)](#), hosted by WTC Marseille Provence in less than 8 weeks. If you haven't done so yet, we encourage you to register now to attend this year's GBF, bring your local businesses, and lead a delegation to foster business connections not only in France, but throughout the world.

I want to thank each and every one of you for your tireless efforts in helping your global colleagues as well as your local communities during these challenging times. It is your dedication and commitment to international trade that keeps this network alive and reaffirms our mission of "Connecting Businesses, **Globally.**" And we hope you find this month's issue insightful.

Please feel free to reach out to the WTCA Headquarters team if you have any questions, comments, or concerns, or if we can be of any assistance.

Sincerely,



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



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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: State of Trade

February 19, 2025 | Online

Join the WTCA North America Regional Advisory Council (RAC) for an interactive discussion on the current trade climate, including how WTCA Members are gathering real-world insights on tariffs and other key challenges. Explore effective ways to track trade impacts and share strategies on how to support your business community. This session offers a unique opportunity to exchange perspectives, gain valuable insights and better understand the evolving trade landscape.

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

[Learn more](#)

## **2025 WTCA GBF Insider Q&A**

February 20, 2025 | Online

Maximize your connections at the 2025 WTCA Global Business Forum (GBF) with this interactive session where we provide a tutorial on the B2B platform and answer any questions you may have on the GBF.

All WTCA Members and their business networks are invited to join.

[Learn more](#)

## **2025 WORLD EXPO (OSAKA) PROMOTION WEBINAR**

February 25, 2025 | Online

Gain more from your attendance at the 2025 World Expo! WTC Osaka will present a range of exclusive service initiatives, offering local support and facilitating seamless exchanges and collaborations for the global WTCA community. Learn more at this webinar, hosted by the WTCA Asia Pacific Office (APRO), in collaboration with WTC Osaka, WTC Tokyo and the World Expo Organizing Committee.

Open to all WTCA Members.

[Learn more](#)

## **Community Managers Networking Hour**

February 25, 2025 | Online

Are you a Community Manager who operates a WTC-branded facility? Connect with fellow Community Managers across the WTCA to share insights and grow your business connections in a networking hour tailored to your needs.

Open to Community Managers of WTC facilities only.

[Learn more](#)

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

February 26, 2025 | Online

Join executives from WTC Kansas City, WTC San Diego and WTC Toronto as they dive into the critical elements of building a high-performing trade services program — covering everything from structuring offerings to effectively marketing them for maximum impact. Gain actionable insights and explore key performance metrics to ensure your trade services program delivers real value.

Open to all WTCA Members.

[Learn more](#)



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## SPOTLIGHT ON COLQUÍMICA, WTC LISBOA

*A WTCA SME Showcase highlighting innovative businesses across the WTCA network.*

(3-minute read)

Colquímica was recently named as a winner of the first edition of WTC Lisboa's "Innovation and Internationalization" Awards Program in the Small Mid-Cap category. With production units in Portugal, Poland and the United States, Colquímica manufactures industrial adhesives for mainly multinational companies in the food, hygiene products and automotive sectors.



[Read more & learn how to submit for future issues >](#)

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## AROUND THE WTCA NETWORK

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

From announcing the **exciting updates to the WTCA APRO Team** to sharing the key takeaways from a **discussion on the "Future of Work,"** and from sharing **new partnerships at the recent Consumer Electronics Show (CES)** to highlighting the **business opportunities in France (as part of the upcoming 2025 WTCA GBF in Marseille)**....Read what's happening around the WTCA network.

[Read WTCA Member News](#)

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## WTCA IN THE NEWS

*WTCA is making headlines! Our network is shaping conversations on trade, real estate and business across top global publications.*

 **India-Africa Ties & Trade** – [Africa.com](#) featured insights from WTC leaders in Mumbai, Bengaluru and Algiers on how the AfCFTA is paving the way for deeper economic connections.

 **The WTC Brand & Family Enterprises** – [Albanian News Daily](#) explored the value of the WTC brand, and how WTC Almaty, WTC Dublin and WTC Yerevan have utilized the global network to strengthen their family-run enterprises.

 **Global Food & Beverage Markets** – [Manila Insights](#) highlighted WTCA's role in connecting F&B industries, featuring major trade events like CIIE, WTC Miami's Americas F&B Show and Asia's top food expos.

✓ **Real Estate & Economic Trends** – WTCA Chair John E. Drew shared 2025 commercial real estate predictions in [Mann Report](#), while [Pasajeroabordo.com](#) covered the latest edition of the WTCA Prime Office Index (Latin America).

🌐 **Cross-Cultural Business Success** – In [Training Industry](#), WTC Gibraltar’s Ed Allison-Wright emphasized the importance of cultural competence in international business.

Click [here](#) to explore more WTCA media coverage, and for any inquiries, reach out to [media@wtca.org](mailto:media@wtca.org).



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## WELCOME NEW WTCA MEMBER

*Stay tuned for an interview with our newest Member in a future edition of Meridian.*

World Trade Center Belgrade

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## CELEBRATING FEBRUARY ANNIVERSARIES

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

World Trade Center Guangzhou — 20 years

World Trade Center Xiamen — 10 years

World Trade Center Batumi — 5 years

World Trade Center Tbilisi — 5 years

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## NEXT SUBMISSION DEADLINE: **Monday, March 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).

- Before submitting an article/event to the newsletter, kindly review the guidelines [here](#).
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