

[View Email as a Web Page](#)



MARCH 2025
INTERNATIONAL
WOMEN'S ISSUE

Dear Readers,

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

In honor of "International Women's Day" (March 8), this issue focuses on the importance of women's leadership in economies around the world and includes a Q&A with the women of our WTCA Board of Directors — Karen Gerwitz (WTC Denver), Catherine Lee (WTC Suzhou), Pamela D. Pascual (WTC Metro Manila), Cristina Sbaizero (WTC Trieste) and Christina Shen (WTC Shenyang) — on how they define leadership, how they progressed in their careers, their tips on how to expand businesses globally, and their advice for the next generation of women leaders.

Stay tuned for next month's "Sustainability" issue for insights on the importance of sustainability in global business, and highlights from the [55th annual WTCA Global Business Forum \(GBF\)](#), hosted by WTC Marseille Provence (April 6-9, 2025).

P.S. For this issue's [CALL TO ACTION](#), tell us how your WTC business practices sustainability and supports the [UN's 17 Sustainable Development Goals](#). Respond by Tuesday, April 1 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.

55th Annual WTCA Global Business Forum

April 06-09, 2025 | Marseille, France

TIME IS RUNNING OUT — REGISTER TODAY! WTCA's flagship event lands in Marseille, France in less than 4 weeks. 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 **participants registered across 50+ countries/territories**, don't miss your opportunity to harness the power of the global WTCA network to simplify business processes and drive success.

Open to all WTCA Members & their business networks, as well as general public.

[Learn more](#)

● ● ● ● ● ●

THE IMPORTANCE OF WOMEN'S LEADERSHIP IN ECONOMIES AROUND THE WORLD

(8-minute read)



Around the world, companies and organizations are recognizing that gender-diverse leadership is not just a social imperative, but an economic one — unlocking new markets, improving corporate governance and strengthening resilience in times of uncertainty. In the [March 2020 issue of WTCA Meridian](#), WTCA celebrated the critical role of women's leadership in global economies, highlighting that female entrepreneurs generated [twice the revenue](#) of their male counterparts with the same investment. Since then, the landscape of women's economic participation has experienced both progress and setbacks.

[Read more >](#)

● ● ● ● ● ●

Q&A WITH THE WOMEN OF THE WTCA BOARD OF DIRECTORS

(15-minute read)

The WTCA Editorial Team sat down with the women of our WTCA Board of Directors for a Q&A on how they define leadership, how they progressed in their careers, their tips on how to expand businesses globally, and their advice for the next generation of women leaders. Read on for our conversations with **Karen Gerwitz** (WTC Denver), **Catherine Lee** (WTC Suzhou), **Pamela D. Pascual** (WTC Metro Manila), **Cristina Sbaizero** (WTC Trieste), and **Christina Shen** (WTC Shenyang).



[Read more >](#)

● ● ● ● ● ●

AROUND THE WTCA NETWORK

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

From sharing **how WTC businesses are supporting women entrepreneurs** for International Women's Day (March 8) to highlighting a **recent trade mission to the Mercedes-Benz Factory** in Germany and from sharing **recent MOU signings/strategic partnerships** to highlighting **recent visits from government officials**...Read what's happening around the WTCA network.

[Read WTCA Member News](#)

● ● ● ● ● ●

WELCOME NEW WTCA MEMBER

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

World Trade Center Belgrade

● ● ● ● ● ●

CONGRATULATIONS TO OUR NEWLY ACCREDITED MEMBERS



Premier Accreditation with specializations in Trade Development, Commercial Real Estate & Services, Business & Member Services, and Conferences & Exhibitions



Premier Accreditation with specializations in Trade Development and Business & Member Services

● ● ● ● ● ●

NEXT SUBMISSION DEADLINE: **Tuesday, April 1**

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.

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

[Click here](#) for written instructions to submit member stories.

[Click here](#) for written instructions to submit member events.

[Click here](#) for video instructions to submit member stories.



Copyright © 2025 World Trade Centers Association
115 Broadway, Suite 1202
New York, NY 10006, USA

Did you receive this e-newsletter from a friend or colleague? [Subscribe here](#) to receive this monthly e-newsletter!

[Unsubscribe or Manage Preferences](#)