



APRIL 2025
SUSTAINABILITY ISSUE

Dear Readers,

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

In honor of "Earth Day" (April 22), this issue focuses on sustainability and includes an article on the importance of ESG principles in global businesses. We also include a brief recap with highlights from the **55th annual WTCA Global Business Forum (GBF)**, hosted by WTC Marseille Provence (April 6-9, 2025), a certified ISO 20121 sustainable organization that ensured that all logistics and aspects of the GBF adhered to maintain a "green event."

Before you dive into this month's issue, check out the **new WTCA Member Catalog**, showcasing how over 300 World Trade Center businesses across nearly 100 countries and territories are transforming local economies through global trade and investment, innovation, and strategic partnerships. Whether you're a business leader, policymaker, or entrepreneur, this catalog is **your gateway to understanding how the WTC brand empowers international growth.**

P.S. For this issue's CALL TO ACTION, tell us how you are celebrating "World Trade Month." Respond by Thursday, May 1 and you could be featured in our next issue! Email 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.

WTCA Middle East Members Meeting

This Members meeting is a dynamic regional gathering designed to strengthen connections among Middle East Members and chart a path for greater global visibility. Hosted by WTC Sharjah, the program includes collaborative roundtable discussions and networking. A welcome dinner on May 12 will set the tone for meaningful engagement and idea-sharing.

 **Dates:** May 12-13, 2025

 **Location:** WTC Sharjah | Sharjah, UAE

 [More Information](#)

North America Best Practices Roundtable: Membership Retention and Growth Strategies

From understanding member needs to developing valuable membership tiers and benefits and creating engaging events and programs, this quarter's roundtable will focus on effective membership retention and growth strategies to ensure the sustainability and expansion of your WTC location. Learn from peers who are excelling in this area and gain insights into what keeps members engaged and committed.

 **Date:** May 15, 2025

 **Location:** Virtual Zoom; Open to All WTCA Members

 [Register Here](#)

WTCA Chinese Speaking Members Meeting & Training

Co-hosted by the WTCA Asia Pacific Regional Office and China WTC (Beijing), the annual meeting of Chinese-speaking WTCA Members returns in 2025. With a dynamic agenda including a keynote by Ambassador Ma Jianchun, President, China World Trade Organization (WTO) Research Association, as well as roundtable discussions and presentations, this meeting will provide WTC businesses the opportunity to network and determine new avenues for innovation and collaboration.

 **Dates:** May 21-22, 2025

 **Location:** Beijing, China Mainland

 [More Information](#)

2025 WTCA North American Conference

New in 2025! The annual meeting of WTCA Members in North America will take place in June, hosted by WTCA Kansas City. This premier event brings together WTC license holders, executives, and staff from across North America to explore emerging trends, share best practices, and foster meaningful connections that drive regional and global growth. Don't miss out on this year's regional conference. Every WTC business in North America receives one free ticket to attend and a heavily discounted rate for additional attendees. Don't miss out!

 **Dates:** June 01-03, 2025

 **Location:** WTC Kansas City | Kansas City, MO, USA

 [Agenda and Registration Details Here](#)

2025 WTCA European Conference

We are thrilled to invite you to join us for the 2025 WTCA European Regional Conference, to be hosted June 15-17 in Sofia, Bulgaria by WTC Sofia (Affiliated) — proudly owned by the Bulgarian Chamber of Commerce and Industry since 1984.

 **Dates:** June 15-17, 2025

 **Location:** WTC Sofia (Affiliated) | Sofia, Bulgaria

 [Register Here](#)

HIGHLIGHTS REEL OF THE 2025 WTCA GBF



THE 55TH GLOBAL BUSINESS FORUM 2025

Click [here](#) or the image above for the extended highlights reel to relive the memories from the 2025 WTCA GBF in Marseille!

 Sébastien Delarque & Jérémy Fournée

THE IMPORTANCE OF INTEGRATING ESG PRINCIPLES IN GLOBAL BUSINESSES

(10-minute read)



Despite ongoing geopolitical challenges, the [2030 Agenda for Sustainable Development](#), adopted by all United Nations Member States in 2015, remains a critical blueprint for peace, prosperity, and environmental stability. At its core is the [UN's 17 Sustainable Development Goals \(SDGs\)](#). For [World Trade Centers Association \(WTCA\)](#), aligning with the 2030 Agenda and its 17 Sustainable Development Goals (SDGs) is essential to fostering sustainable trade, driving economic growth, and promoting responsible business practices across our global network.

[Read more >](#)

WTCA IN THE NEWS

 Check out [WTCA in the News!](#) WTCA is making headlines! Our network is shaping conversations on trade, real estate and business across top global publications:

 **Nedeljnik** features commentary from the WTC Marseille Provence team as hosts of the 2025 WTCA GBF and their efforts to boost business, real estate and tourism growth while promoting sustainability.

 **United News PH** features commentary from Scott Wang on opportunities for growing trade and investments between the Philippines and France through deeper economic cooperation, particularly with Mediterranean port cities such as Marseille.

 **Winnipeg Free Press** features commentary from André Brin, WTC Winnipeg CEO, and Carla Coyle, GBF speaker/B2B delegate, on their trade mission to and key takeaways from the 2025 WTCA GBF.

NOTE: All WTCA media coverage secured by WTCA's global PR teams can be found on the [WTCA Resource Center here](#). For any inquiries, reach out to media@wtca.org.

Nedeljnik



AROUND THE WTCA NETWORK

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

From sharing **how WTC businesses celebrated International Women's Day** (March 8) to highlighting a **recent high level meeting with foreign dignitaries** in India and from sharing **business activities and celebrations in honor of the 2025 St. Patrick's Day season** to highlighting **how one country can help EU's energy security**...Read what's happening around the WTCA network.

Read WTCA Member News

WELCOME NEW WTCA MEMBERS

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

World Trade Center Campinas

World Trade Center Nashik

World Trade Center Ribeirão Preto

CONGRATULATIONS TO OUR NEWLY ACCREDITED MEMBER



Premier Accreditation with specializations in Business & Member Services and Conferences & Exhibitions

CELEBRATING APRIL ANNIVERSARIES

Join us in recognizing these milestone anniversaries across the network.

- World Trade Center Boston — 40 years
- World Trade Center Kuala Lumpur — 40 years
- World Trade Center Santiago — 35 years
- Montana World Trade Center — 30 years
- World Trade Center Seattle — 30 years
- World Trade Center Tallinn — 30 years
- World Trade Center Tokyo (AF) — 30 years
- World Trade Center Arnhem Nijmegen — 25 years
- World Trade Center Heerlen Aachen — 25 years
- World Trade Center Casablanca — 20 years
- World Trade Center Tunis — 20 years

NEXT SUBMISSION DEADLINE: **Thursday, May 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.

- 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.

Questions? Email newsletter@wtca.org.

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



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