

World Trade Centers Association

2025 Global Business Forum Earned Media Summary & Highlights

Prepared by Violet PR

Overview

The following summary provides an overview of WTCA’s global earned media efforts and top media placements around the 2025 Global Business Forum (GBF), led by its regional public relations partners: [AZN Partners](#) (India), [Investor Relations Global](#) (Southeast Asia Pacific), [Represent Communications](#) (Southeast Europe), [Violet PR](#) (North America) and [VOX RP](#) (Mexico). For each media coverage highlight, key insight has been included showcasing the impact and message delivery embedded within the coverage.

The complete 2025 Global Business Forum media coverage report can be found [here](#).

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2025 Global Business Forum PR Campaign Recap

- [1,460](#) Total Pieces of Coverage
- [US \\$2,277,176](#) in Estimated Advertising Value
- [1,234,174,068](#) Unique Readers

Key Takeaways

- [Comparative Analysis](#): Media coverage for the 2025 WTCA GBF decreased by only 192 placements compared to 2024—even though two fewer global agencies supported the campaign and only two press releases were issued versus three the previous year (with the 2024 Champions Awards release alone generating 343 placements). Maintaining a similar volume of coverage under these differing conditions demonstrates increased efficiency and stronger media relationships, signaling sustainable growth in PR effectiveness.
- [Shifting Value Calculation by Region](#): The estimated advertising value for 2025 totaled US \$2,277,176, compared to US \$19,117,852 in 2024 and US \$689,482 in 2023. The 2024 total was heavily influenced by AZN Partners (then Ketchum), which secured 355 placements and accounted for US \$18,189,255 of the overall value. This spike was driven by the GBF being held in India—AZN’s home market—and a large volume of syndicated content across the country. While the 2025 figure is lower, it reflects a more strategic campaign with broader international reach and stronger alignment with global WTCA priorities.
- [Momentum Across Agencies](#): Each regional agency has now supported multiple Global Business Forum campaigns and continues to refine its approach. This year’s campaign benefited from institutional knowledge, better alignment across markets and more strategic execution informed by previous years’ efforts.
- [Supporting Strategic Goals](#): Beyond short-term visibility, the PR campaign supports

WTCA's broader goals—enhancing brand recognition, strengthening stakeholder trust and laying the groundwork for future engagement. This sustained media presence plays a critical role in shaping WTCA's global reputation.

- **Data Context and Limitations:** Media tracking data can vary year-to-year due to factors such as shifts in publication reach, changes in media monitoring platforms, and differences in how syndicated vs. earned placements are categorized. While total coverage numbers offer a general benchmark, the most reliable indicators of success are the reach, quality and strategic relevance of placements secured by the PR teams.

Glossary

- **Unique Readers:** Refers to the number of individual users or devices that have accessed an article within a calendar month. This metric counts each user or device only once, regardless of how many times they visit the site or page during the month.
- **Estimated Advertising Value:** A metric used to quantify the equivalent advertising value of earned media coverage. It calculates the hypothetical cost of purchasing advertising space or airtime to achieve the same amount of exposure and reach as the earned media coverage received. To calculate Estimated Ad Value, several factors are considered, including the type of media coverage (print, online, broadcast), the size and placement of the coverage (e.g., full-page article, prime-time TV segment), and the advertising rates of the media outlet. This metric includes agency-secured coverage only, not press release syndication, as paid/owned placements and don't carry an advertising value equivalency.

AZN Partners

Geographic reach: India

194 Total Pieces of Coverage

US \$307,791 in Estimated Advertising Value

Fortune India, "[U.S. investments in India to rise despite tariffs: Apple's growth story here will continue: WTCA Chairman John Drew](#)," appeared on June 07, 2025. Reach: 886,613 unique readers.

"The US-India relationship is expected to strengthen and deepen over time, supported by India's talent and business appeal. While the China situation involves broader geopolitical complexities beyond trade, tariffs themselves will likely settle, with businesses adapting to costs and consumers possibly facing higher prices for some products over the next few years."

This article, based on an interaction with **Mr. John Drew, Chairman of WTCA**, during his visit to India, highlights the strengthening India-U.S. trade relationship and the growing interest in sectors such as electronics and manufacturing for sustained American investment. It also reflects WTCA's commitment to enhancing trade infrastructure and expanding the network of World Trade Centers across India to support this evolving economic landscape.

ET Government, "[Staying the Course: Asia's Quiet Strength in a Changing Trade Landscape](#)", appeared on May 20, 2025. Reach: 252,317 unique readers.

"World Trade Centers Association (WTCA) works with organizations like the WTO and the Washington International Trade Association (WITA) to bring business voices into these dialogues, whether it's through investment forums or sector-focused policy discussions."

This opinion piece underscores WTCA's pivotal role in facilitating dialogues between businesses and global trade organizations, highlighting its efforts to ensure that business perspectives are integral to international trade policy discussions, as emphasized during the 2025 Global Business Forum. Authored by **Scott Wang, Vice President, Asia Pacific, World Trade Centers Association**.

The Hindu, "[Global Business Forum Summit to Benefit SMEs](#)", appeared on March 21, 2025. Reach: 58,177,295 unique readers.

"The World Trade Centers Association's GBF 2025 aims to connect small and medium enterprises with global partners, particularly those from Asia-Pacific economies."

The article based on the interaction with **Scott Wang, Vice President, Asia Pacific, World Trade Centers Association**, underscored the GBF 2025's focus on fostering global partnerships for SMEs, especially in the Asia-Pacific region.

Investor Relations Global (IRG)

Geographic reach: Southeast Asia Pacific (Indonesia, Malaysia, Philippines, Singapore)

58 Total Pieces of Coverage

US \$60,693 in Estimated Advertising Value

CNBC Indonesia, "[Profit – Blockchain and Web3 Predicted to Be Game Changers in the Property Industry](#)," appeared on June 11, 2025. Reach: 22,500,000 unique readers.

"The development of the global property sector in Indonesia and around the world is predicted to be revolutionized by technologies such as blockchain and web3. This was revealed at the 55th Annual Forum of the International World Trade Center Association or WTCA Global Business Forum in Marseille, France. Business leaders highlighted the importance of adopting technology to maintain competitiveness in the global market."

This CNBC Indonesia story reported on a WTCA Global Business Forum discussion about real estate trends such as the impact of Blockchain and Web3 on the industry.

Berita Harian Malaysia, "[WTCKL strengthens Malaysia-France trade relations with strategic business opportunities](#)," appeared on April 03, 2025. Reach: 8,980,000 unique readers.

"This year's WTCA Global Business Forum will help strengthen Malaysia's ASEAN Chairmanship for 2025, as this forum has always been an influential platform for networking, sharing best practices, gaining market insights, and exploring global opportunities, whether for business owners, entrepreneurs, or WTCA members themselves."

BusinessWorld (Philippines), "[Exporters to France urged to maximize use of trade deals](#)," appeared on February 25, 2025. Reach: 531,587 unique readers.

"WTCMM also said that the 55th World Trade Centers Association Global Business Forum is expected to take place on April 6-9 in Marseille. This year, it provides a doorway to France, an economically refined nation with a large, diverse, and sophisticated consumer base, as well as the greater Mediterranean region with access to Southern Europe, North Africa, and the Middle East."

Represent Communications

Geographic reach: Southeast Europe

30 Total Pieces of Coverage

US \$43,420 in Estimated Advertising Value

Bizlife, "[Building the future of global trade at the WTCA 2025 Global Business Forum in Marseille](#)," appeared on March 28, 2025. Reach: 108,000 readers.

"As the world prepares to gather in Marseille for the 55th edition of the WTCA Global Business Forum (GBF), all eyes turn to this Mediterranean hub that has long served as a bridge between continents/regions — Europe, Africa and the Middle East. At the forefront of this global gathering is World Trade Center Marseille Provence (WTCMP), a key player in shaping the city's business and tourism landscape. Written by **Yaël Savignac Rauzada, Communications Manager, WTCMP**.

Fokus.ba, "[WTC business leaders in preparation for the Global Business Forum \(GBF\) WTCA 2025 in Marseille](#)," appeared on March 27, 2025. Reach: 285,000 unique readers.

"As the world convenes for the 55th annual WTCA Global Business Forum (GBF) in Marseille, France on April 06-09, one theme will dominate the agenda — Environmental, Social, and Governance (ESG)." Article was written by **Cyrille Duchateau, Partner, NEOO Management; Joop van der Mark, Developer, WTC Amersfoort; Marta Guillen, Business Park Manager, WTC Almeda Park; Joe Chou, Executive Vice President & Chief Sustainability Officer, WTC Taipei; Zoran Puljić, Chair of the Supervisory Board, WTC Sarajevo; and Yaël Savignac Rauzada, Communications Manager, WTCMP**.

MadeinMontenegro, "[WTC business leaders prepare for the WTCA 2025 Global Business Forum \(GBF\) in Marseille, France](#)," appeared on March 26, 2025. Reach: 26,500 unique readers.

"As the world convenes for the 55th annual WTCA Global Business Forum (GBF) in Marseille, France on April 06-09, one theme will dominate the agenda — Environmental, Social, and Governance (ESG)." Article was written by **Cyrille Duchateau, Partner, NEOO Management; Joop van der Mark, Developer, WTC Amersfoort; Marta Guillen, Business Park Manager, WTC Almeda Park; Joe Chou, Executive Vice President & Chief Sustainability Officer, WTC Taipei; Zoran Puljić, Chair of the Supervisory Board, WTC Sarajevo; and Yaël Savignac Rauzada, Communications Manager, WTCMP**.

Faktor.mk, "[Strengthening family businesses from generation to generation around the world](#)," appeared on January 16, 2025. Reach: 278,000 unique readers.

"Looking to the future, these centers are poised to leverage opportunities through the WTCA network. WTC Dublin anticipates the 2025 WTCA Global Business Forum in Marseille, France as a gateway to expanding into the French market. Meanwhile, WTC Yerevan aims to position Armenia as a hub in the European trade network, enhancing cross-border collaborations." Article was written by **Maureen Pace, WTC Dublin; Aleksandr Marutyan, WTC Yerevan; and Zhanar Abdullayeva, WTC Almaty**.

Violet PR

Geographic reach: North America

24 Total Pieces of Coverage

US \$1,828,900 in Estimated Advertising Value

fDi Intelligence, "[Interview: John Drew 'Be Calm and Trade On'](#)," appeared on June 19, 2025.

Reach: 59,000 unique readers.

"Increasingly, the WTCA is diversifying across asset classes beyond office space. Its members are developing multi-purpose commercial properties featuring exhibition space and hotels. They are also looking at fast-growing assets like life sciences and industrial space."

WTCA Chairman John E. Drew sat down with *fDi Intelligence* editor Jacopo Dettoni during the 2025 WTCA Global Business Forum, resulting in a feature article in the publication's June/July issue. The story helps expand awareness of WTCA's global reach and underscores its relevance amid today's evolving trade landscape.

Winnipeg Free Press, "[Manitoba mission makes French connection](#)," appeared on April 19, 2025. Reach: 743,000 unique readers.

"The entrepreneur joined a fleet of Manitoba businesses and organizations attending the World Trade Centers Association's flagship event earlier this month. The inaugural Manitoba team shared a goal: promote the Canadian province to a swath of countries."

Telephone interview with **Andrew Brin, CEO, WTC Winnipeg**, as well as several businesses who attended the Global Business Forum from the Winnipeg region.

Yahoo! News, "[Talk Business & Politics: State Sen. Jonathan Dismang, CEO Denise Thomas](#)," appeared on April 06, 2025. Reach: 180,000,000 unique readers.

"The World Trade Centers Association's [Global Business Forum] gives 300 World Trade Centers the opportunity to work together to facilitate bilateral trade and exchange for their region of the world... This is a four-day event where conversations will range from strategies for success, marketplaces and free trade zones, engaging for growth, navigating change, and real estate trends in 2025."

Broadcast interview with **Denise Thomas, CEO of WTC Arkansas**. Originally appeared on *KLRT-TV Fox16 Arkansas*. Syndicated to *Yahoo! News* from *Fox16.com*.

VOX RP

Geographic reach: Mexico

21 Total Pieces of Coverage

US \$36,372 in Estimated Advertising Value

Darío Celis, "[La WTCA impulsa el comercio global en su 55° Foro Global de Negocios](#)," appeared on May 07, 2025. Reach: 1,634 unique readers.

"Del 6 al 9 de abril, el evento reunió a líderes empresariales, gubernamentales, académicos y de organizaciones internacionales de todo el mundo, brindando nuevas perspectivas sobre la dinámica cambiante del comercio global, las inversiones inmobiliarias transfronterizas y la importancia de las zonas francas, así como los esfuerzos en favor de la sostenibilidad."

Article written by Darío Celis redaction Team in Mexico City.

Turistampa, "[Más de 400 Líderes de Más de 50 Países/Territorios Asistieron al 55° Foro Global de Negocios de la World Trade Centers Association en Marsella, Francia](#)," appeared on May 06, 2025. Reach: 11,694 unique readers.

"El evento de cuatro días, que se llevó a cabo del 6 al 9 de abril, reunió a miembros de la WTCA y sus redes globales, incluyendo líderes empresariales, gubernamentales, académicos y de organizaciones internacionales."

Article written by Turistampa redaction Team in Mexico City.

El Heraldo de México, "[Tiempo de Negocios](#)," appeared on March 28, 2025. Reach: 3,380,000 unique viewers.

"Para platicar más sobre este tema, saludo con mucho gusto a Carlos Ronderos, quien es Director Regional para América Latina de la Asociación de World Trade Centers, gracias por la comunicación Carlos."

Special interview with Carlos Ronderos, **WTCA LatAm Regional Director**, on a national television station in Mexico.

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Have a question? Please contact media@wtca.org