

# 2025 WTCA Global Earned Media Coverage Highlights

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Prepared by Violet PR

*Note: This presentation showcases a selection of 2025 earned media highlights and is not the full coverage report.*

# Glossary

**Pickup:** The number of publications that have syndicated, or republished, a press release once it has been distributed on a newswire service, such as PR Newswire.

**Potential Audience:** The estimated number of individuals who could potentially be reached or exposed to the news content through various channels such as , online, broadcast and social media. It represents the total audience size that the news piece has the opportunity to reach based on factors like numbers, viewership ratings, website traffic and social media following of the media outlets where the content is published or broadcasted.

**Estimated Ad 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 (, 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.

**Combined Audience:** The total audience reached by several media placements combined. It represents the cumulative number of individuals who have been exposed to the content across all the media placements, whether it's , online, broadcast, or social media.

**Views/Estimated Views\*:** the number of times a piece of content, such as an article, video, or social media post, has been seen or accessed by an audience.

**Unique Visits\*:** 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.

**Circulation:** Refers to the total copies of a publication, such as a newspaper or magazine, that are distributed to readers.

*\*It is important to note that within this presentation, certain media placement slides lack metrics regarding unique visits and/or estimated views. In these instances, data is unavailable for those placements.*

# Global PR Campaign Overview



Pieces of Coverage

418



Estimated Ad Value

US \$2.49M



Combined Audience

2.23B

## Comparative Analysis

WTCA saw stronger media performance in 2025 despite operating with two fewer global agencies. Coverage **grew by 106 placements** (418 vs 312). **Estimated ad value rose by about \$1.19M** (\$2.49M vs \$1.3M). **Combined audience expanded by 830M** (2.23B vs 1.4B). The gains show WTCA's content and storylines continued to resonate and drive reach even with a leaner agency footprint.

**Note:** This data does not include press release metrics, just media placements earned by PR agencies.

# Press Release Coverage

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Distributed via PR Newswire

PR Newswire Distribution Secured Media Placement in Outlets, including:

**yahoo!**  
finance

Business Today

**BENZINGA**

Seeking Alpha  $\alpha$

**europa**press

Business Standard

THE GLOBE AND MAIL\*

MORNINGSTAR®

**GROUND**  
News

StreetInsider.com

**LATEST** LY

# PR Newswire Distribution

2025 World Trade Centers Association Member Forum to Focus on Private Sector's Role in Strengthening Global Business Ties



**Total Pickup**

**339**



**Potential Audience**

**76,400,000**



**Views**

**7,000**



# PR Newswire

PR Newswire is the leader in professional development, community, events, awards and communications resources for the future of public relations.

October 06, 2025

ONLINE

## 2025 World Trade Centers Association Member Forum to...

[prnewswire.com/news-releases/2025-wo...](https://prnewswire.com/news-releases/2025-wo...)

PR Newswire Send a Release

### 2025 World Trade Centers Association Member Forum to Focus on Private Sector's Role in Strengthening Global Business Ties

USA - English

NEWS PROVIDED BY  
World Trade Centers Association →  
Oct 06, 2025, 09:00 ET

SHARE THIS ARTICLE

*Under the theme 'Empowering Emerging Voices,' WTCA members will gather for a virtual event focused on cross-generational dialogue, trade-centered networking and global-first growth.*

NEW YORK, Oct. 6, 2025 /PRNewswire/ -- **World Trade Centers Association® (WTCA®)**, an international trade organization connecting more than 300 World Trade Center® (WTC®) locations in nearly 100 countries and territories, will virtually host its **2025 WTCA Member Forum** from October 27-29. With the theme "Empowering Emerging Voices," this year's event will highlight WTCA's rising leaders and the experienced voices who guide, mentor and empower international trade collaboration. The Forum will also provide a platform to highlight those regions and industries emerging as key players in today's global economy.

The three-day Forum is one of the association's flagship annual events. To be held fully virtual this year, the 2025 Member Forum will allow members worldwide to participate more easily than ever. Attended by WTCA members, the Forum will feature panels and interactive workshops designed to equip participants with tools for navigating a changing international landscape, reflecting WTCA's commitment to promoting free and fair trade, open markets and healthy competition.

The Forum's agenda combines interactive workshops, panels and networking opportunities to connect members across generations and regions. Key sessions include a "Mentor-Mentee Match Up," where experienced leaders share guidance and emerging voices gain insights, as well as "The Future of Trade: Economic Trends Shaping the Next Decade," "State of Global Trade and Investment," "Networking with a Purpose" and "Cross-Cultural Communication in a Global Network." To view the full event agenda, click [here](#).

"This year's Member Forum comes at a crucial time as global trade conditions continue to evolve rapidly," said John E. Drew, WTCA Chair, Board of Directors. "WTCA serves as a trusted resource for businesses navigating these challenges, with members sharing real-time updates on trade, regulations and geopolitical events. The Forum is a development tool for members to share ideas

# PR Newswire Distribution

2025 World Trade Centers Association Member Forum Advances Private Sector's Role in Strengthening Global Business Ties



Total Pickup

TBD\*



Potential Audience

TBD\*



Views

TBD\*

\*Distribution data for this press release will be released by PR Newswire on **December 17, 2025**. The platform shares performance metrics 30 days after submission, and this release was submitted on November 17, 2025.



# PR Newswire

PR Newswire is the leader in professional development, community, events, awards and communications resources for the future of public relations.

November 17, 2025

ONLINE

## 2025 World Trade Centers Association Member Forum...

[prnewswire.com/news-releases/2025-wo...](https://prnewswire.com/news-releases/2025-wo...)

PR Newswire Send a Release

### 2025 World Trade Centers Association Member Forum Advances Private Sector's Role in Strengthening Global Business Ties

USA - English

NEWS PROVIDED BY **World Trade Centers Association** →  
Nov 17, 2025, 09:00 ET

SHARE THIS ARTICLE

*WTCA members gathered to engage in cross-generational dialogue, trade-centered networking and global-first business growth*

NEW YORK, Nov. 17, 2025 /PRNewswire/ -- **World Trade Centers Association® (WTCA®)**, an international trade organization connecting more than 300 World Trade Center® (WTC®) locations in nearly 100 countries and territories, held its **2025 WTCA Member Forum** from October 27-29. The three-day virtual event brought together 280 registrants, representing 105 WTC businesses across 43 countries and territories.

Under the theme "Empowering Emerging Voices," this year's event highlighted WTCA's rising leaders and the experienced voices who guide, mentor and empower international trade collaboration. Sessions, panel discussions, and interactive workshops offered actionable tools for navigating a changing international landscape, reflecting WTCA's commitment to promoting free and fair trade, open markets and healthy competition.

Highlights from this year's Member Forum included a "Mentor-Mentee Match Up" session, where experienced leaders shared their insights and expertise with emerging voices within the network, as well as "The State of Global Trade and Investment" with Michael Blanga-Gubbay, Research Economist, World Trade Organization (WTO); "Networking with a Purpose" with Melinda Emerson, President, SmallBizLady Enterprises; "Digital Literacy for Trade Pros: Smart Tools, Big Impact" with Krishna Kumar, Co-Founder and CEO, GreenPepper AI; and "Cross-Cultural Communication in a Global Network" with Tamir Maharaj, Trade Advisor, WTC Winnipeg.

"Our members' dedication and collaboration in navigating rapidly shifting trade times has been remarkable. The energy and support that they offer one another demonstrate the strength and adaptability of our network. It is inspiring to see how WTCA continues to evolve and help members succeed in an ever-shifting global trade landscape," said John E. Drew, WTCA Chair, Board of Directors. "At its core, WTCA's mission is to connect WTC locations with the people and organizations determined to support the businesses that serve

# Editorial Coverage

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Earned Through Regional PR Agency Outreach

# AZN Partners



Pieces of Coverage

232



Estimated Ad Value

US \$401K



Combined Audience

434M



Geographic Reach

India

The Economic Times is an Indian English-language business-focused daily newspaper. It is owned by The Times Group. It is the world's second-most widely read English-language business newspaper, after The Wall Street Journal. It is published simultaneously from 14 cities. Its main content is based on the Indian economy, international finance, share prices, prices of commodities as well as other matters related to finance.

# World Trade Centers Association predicts India to surpass US ...

[Economic Times](#)

## World Trade Centers Association predicts India to surpass US as top market for WTCs by 2028

By Faizan Haidar, ET Bureau | Last Updated: Oct 04, 2025, 10:41:00 AM IST

Select ET as FOLLOW US SHARE FONT SIZE SAVE PRINT COMMENT

### Synopsis

The World Trade Centers Association anticipates India will become its top market within five years, surpassing the US with projected growth from 32 to 50 centers. WTCA is expanding its brand beyond traditional commercial real estate into logistics and data centers, aligning with India's economic initiatives.



FILE: People visit the World Trade Center memorial site on the 24th anniversary of the September 11, 2001 attacks on the World Trade Center, in New York City, U.S., September 11, 2025.

The [World Trade Centers Association](#) (WTCA), which has exclusive rights to license its 'World Trade Center' and 'WTC' brands to real estate developers, businesses and communities, expects [India](#) to become its number one market in five years, overtaking the [United States](#), said Scott Wang, vice president of [WTCA](#), Asia Pacific.



India is set to overtake the US in hosting international trade organisation centres, with the number

projected to rise from 32 to 50 in five years, while the US is expected to remain flat at 45.

"India, in terms of quantity, is the second-largest country market for us right now. The first is the United States and the third is China. In the US, the number has been quite stable and is around 40-45 for the past 10 years," Wang said.

Estimated Views

1.9M

Estimated views calculated based on audience size

## ET Edge Insights

As part of the 177 years Times Group legacy, ET Edge Insights works towards creating collective intelligence, on the advances and challenges facing all aspects of business, society and world economies.

389.6K

Unique Visits

August 15, 2025

ONLINE

# In an age of turbulence, trade demands smarter risk tools

[ET Edge Insights](#)

Estimated Views

45.1K

Estimated views calculated based on audience size

ET INSIGHTS C-Suite Corner Technology Industry Featured Insights SDGs & ESG

### In an age of turbulence, trade demands smarter risk tools

Geopolitics and Strategy / By Scott Wang / August 15, 2025



*Global logistics network isometric illustration. Representational picture*

Over the last two decades, global trade has expanded across continents, supply chains have grown more complex, and businesses have pursued ever-cheaper, faster, and leaner operations. But in today's world, those very strengths can turn into vulnerabilities. What happens when political instability, new tariffs, or shifting alliances throw a wrench into the system? The last few years have shown us exactly that. Trade is no longer just about economics. It's now deeply entangled with geopolitics.

At the World Trade Centers Association (WTCA), we are hearing the same concern from business leaders across Asia, Europe, and the Americas. How do we make sense of this rapidly evolving landscape? How do we stay ahead of the curve when the rules seem to change overnight? The answer lies in upgrading our approach to risk. We need to think beyond traditional spreadsheets and market forecasts. This is where smarter, more nuanced tools like the [Geopolitical Annual Trade Risk Index \(GATRI\)](#), come in.



# The Hindu

The Hindu is one of India's oldest and most respected English-language newspapers, known for its credible journalism, balanced reporting, and in-depth analysis of national and international affairs.

68.09M

Unique Visits

August 07, 2025

ONLINE

## Unequal growth post the globalisation boom of the 1900s and...

[The Hindu](#)

Estimated Views

5.4M

Estimated views calculated based on audience size

THE HINDU

### 'Unequal growth post the globalisation boom of the 1990s and 2000s led to the current inward looking trade policies'

Speaking to *The Hindu*, Scott Wang, Vice President, Asia Pacific, for the World Trade Centers Association, acknowledged that the world is becoming more divided and that the international trade landscape was becoming more fragmented.

Published - August 07, 2025 04:11 pm IST - New Delhi

T.C.A. SHARAD RAGHAVAN

READ LATER PRINT

Scott Wang, Vice President, Asia Pacific, for the World Trade Centers Association. Photo: Special Arrangement

The increasingly inward looking attitude of countries around the world didn't happen overnight, and is a result of the **unequal growth** that emerged from the 'golden' period of **globalisation** in the 1990s and 2000s, according to Scott Wang, Vice President, Asia Pacific, for the World Trade Centres' Association.

# Investor Relations Global (IRG)



Pieces of Coverage

17



Estimated Ad Value

US \$294K



Combined Audience

489M



Geographic Reach

Asia Pacific:  
Indonesia,  
Malaysia,  
Philippines,  
Singapore



**SWA**

A business portal covering marketing, management, and entrepreneurship in Indonesia.

**138K**

Unique Visits

October 12, 2025

ONLINE

# Scott Wang: Energi Hijau, Digital, dan Manufaktur — Tiga Sektor Paling...

<https://swa.co.id/read/464744/scott-wang-energi-hijau-digital-dan-manufaktur--tig>

Estimated Views

**1.3K**

Estimated views calculated based on audience size.

The screenshot shows the SWA website interface. At the top, there's a navigation bar with 'SWA ONLINE', 'BUSINESS', 'NEXT GEN', 'YOUNGSTER INC', and 'VIDEOS'. A search bar and a user profile icon are also present. The main content area features a 'TRENDS' section with the article title 'Scott Wang: Energi Hijau, Digital, dan Manufaktur — Tiga Sektor Paling Menjanjikan bagi Investasi Asing di RI' by Teguh Sri Pambudi, dated 12 October 2025. Below the title are social media sharing icons. A large portrait of Scott Wang is displayed. To the right, there's an 'Artikel Terkait' section with three articles: 'Hadir di GDTE 2025, J&T Express Tunjukkan Kapasitas Pemain Logistik Global' by M. Ubaidillah, 'Satu Dekade BRI Singapore Branch: Aset Tembus US\$3,08 Miliar, Laba Melonjak 123,9%' by Sri Niken Handayani, and 'Perkuat Kerja Sama Ekonomi Kawasan Bangkitkan Perdagangan Global' by Eva Martha Rahayu.



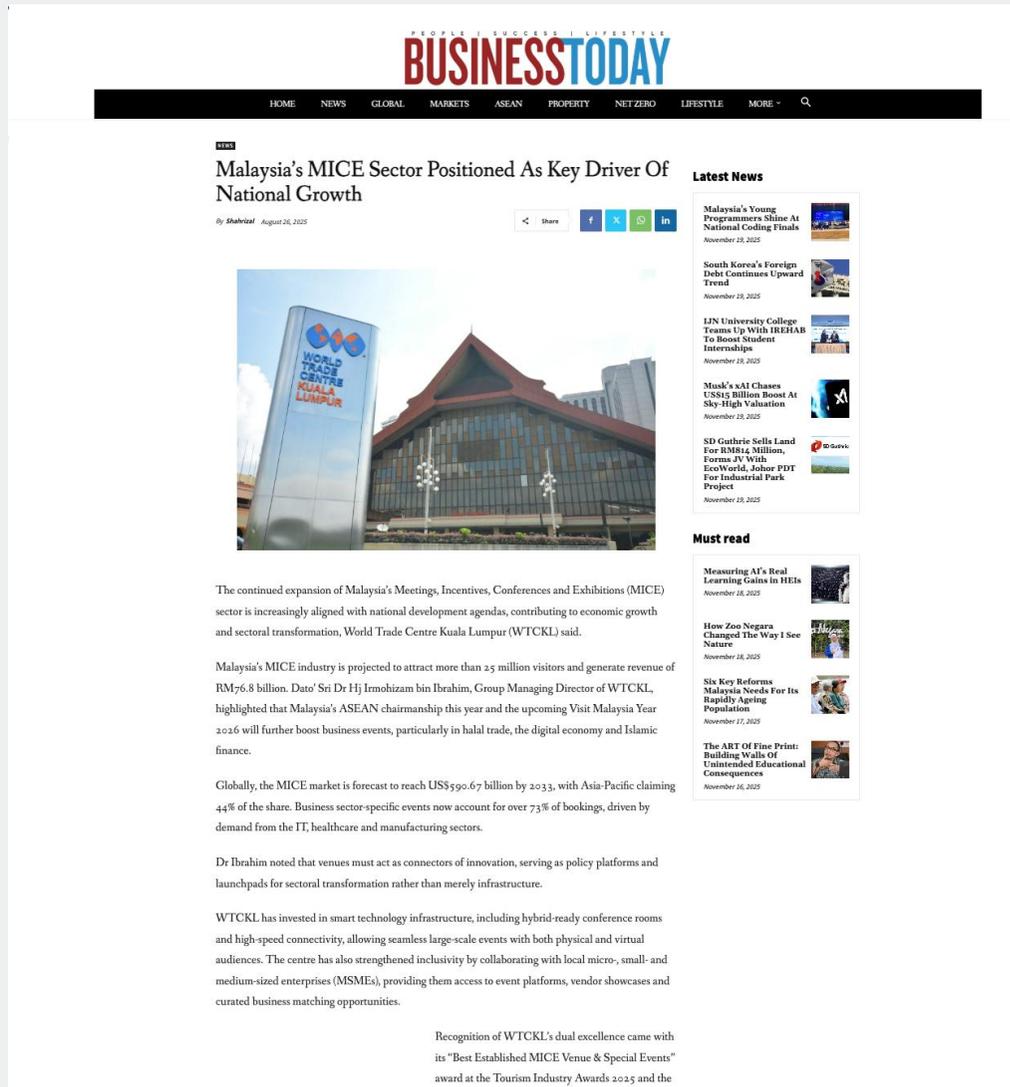
# Malaysia's MICE Sector Positioned As Key Driver Of National Growth

<https://www.businesstoday.com.my/2025/08/26/malysias-mice-sector-positioned-as-key-driver-of-national-growth/>

Estimated Views

9.22K

Estimated views calculated based on audience size.



The screenshot shows the Business Today website interface. At the top, the logo reads 'PEOPLE | SUCCESS | LIFESTYLE BUSINESS TODAY'. Below the logo is a navigation bar with links for HOME, NEWS, GLOBAL, MARKETS, ASEAN, PROPERTY, NET ZERO, LIFESTYLE, and MORE. The main article title is 'Malaysia's MICE Sector Positioned As Key Driver Of National Growth' by Shahriar, dated August 26, 2025. The article features a large image of the World Trade Centre Kuala Lumpur building. To the right of the main article is a 'Latest News' sidebar with several smaller article teasers, including 'Malaysia's Young Programmers Shine At National Coding Finals', 'South Korea's Foreign Debt Continues Upward Trend', 'LIN University College Teams Up With IREHAB To Boost Student Internships', 'Musk's xAI Chases US\$15 Billion Boost At Sky-High Valuation', and 'SD Gatheer Sells Land For RMB14 Million, Forms JV With EcoWorld, Johor PDT For Industrial Park Project'. Below the main article is a 'Must read' section with teasers for 'Measuring AI's Real Learning Gains in HEIs', 'How Zoo Negara Changed The Way I See Nature', 'Six Key Reforms Malaysia Needs For Its Rapidly Ageing Population', and 'The ART OF Fine Print: Building Walls Of Untended Educational Consequences'. The main article text discusses the expansion of Malaysia's MICE sector, its projected revenue of RM7.6.8 billion, and its role as a key driver of national growth.

**Malaysia's MICE Sector Positioned As Key Driver Of National Growth**  
By Shahriar - August 26, 2025

The continued expansion of Malaysia's Meetings, Incentives, Conferences and Exhibitions (MICE) sector is increasingly aligned with national development agendas, contributing to economic growth and sectoral transformation, World Trade Centre Kuala Lumpur (WTCKL) said.

Malaysia's MICE industry is projected to attract more than 25 million visitors and generate revenue of RM7.6.8 billion. Dato' Sri Dr Hj Imohizam bin Ibrahim, Group Managing Director of WTCKL, highlighted that Malaysia's ASEAN chairmanship this year and the upcoming Visit Malaysia Year 2026 will further boost business events, particularly in halal trade, the digital economy and Islamic finance.

Globally, the MICE market is forecast to reach US\$590.67 billion by 2033, with Asia-Pacific claiming 44% of the share. Business sector-specific events now account for over 73% of bookings, driven by demand from the IT, healthcare and manufacturing sectors.

Dr Ibrahim noted that venues must act as connectors of innovation, serving as policy platforms and launchpads for sectoral transformation rather than merely infrastructure.

WTCKL has invested in smart technology infrastructure, including hybrid-ready conference rooms and high-speed connectivity, allowing seamless large-scale events with both physical and virtual audiences. The centre has also strengthened inclusivity by collaborating with local micro-, small- and medium-sized enterprises (MSMEs), providing them access to event platforms, vendor showcases and curated business matching opportunities.

Recognition of WTCKL's dual excellence came with its "Best Established MICE Venue & Special Events" award at the Tourism Industry Awards 2025 and the



# The Manila Times

One of the leading national broadsheets in the Philippines. It is also one of the oldest, having been founded in 1898.

1.02M  
Unique Visits

August 2, 2025

ONLINE

## Think resource efficiency beyond ESG compliance

<https://www.manilatimes.net/2025/08/02/business/green-industries/think-resource-efficiency-beyond-esg-compliance/2160805>

The screenshot shows the article page on the Manila Times website. At the top, it displays the date 'Wednesday, November 19, 2025' and the newspaper's name 'The Manila Times'. The article title is 'Think resource efficiency beyond ESG compliance' by 'The Manila Times', dated 'August 2, 2025'. The main text begins with 'IT is time for companies to move beyond environmental, social and governance (ESG) compliance, and actively embed natural resource efficiency into their core strategies. At the same time, environmentally responsible infrastructure is critical for resilient and inclusive urban growth. These insights were made by ecological economist Hariharan Chandrasekhar, chairman of the Indian Green Building Council (IGBC-Bengaluru Chapter), at a webinar organized by the World Trade Centers Association (WTCA) Asia Pacific Regional Advisory Council and Asia Pacific Regional Office on June 12. Chandrasekhar described the Asia-Pacific region as the "theater of the challenge of sustainability" and highlighted a historic shift in global sustainability focus: from post-war heating issues in northern latitudes to today's intensifying cooling and water security pressures across the global south.'

On the left, there is a 'Latest Stories' section with four items: 'EcoWaste Coalition urges Filipinos to avoid burning typhoon debris for...', 'Philippines lauded for gray-faced buzzard initiatives', 'San Juan's GH Tower earns LEED Gold, sets new standard in sustainable office...', and 'Nature's fury or human greed? Unmasking Cebu's flood disaster'. Below this is a 'PH needs \$72B for climate goals' link.

On the right, there is an 'EDITORS' PICKS' section with four items: 'Mayweather will beat Pacquiao in rematch - Bradley', 'Gambling ads target Indonesian Meta users despite ban', 'EU allocates €1.25M in aid for Philippine typhoon victims', and 'Measles Cases Surge 37% in Philippines, Typhoons Increase Risk'.

At the bottom of the article, there is a black bar with a white arrow and the text 'Subscribe to unlock this article'. Below this is a link 'Already have an active account? Log in here.' and a section titled 'Continue reading with one of these options:' containing a box for 'Premium + Digital Edition' with 'Ad-free access'.

Estimated Views

7.31K

Estimated views calculated based on audience size.



# Represent Communications



Pieces of Coverage

92



Estimated Ad Value

US \$236K



Combined Audience

1.2B



Geographic Reach

Southeast  
Europe



## Bizlife

Business Magazin is a unique economic magazine in Serbia intended for the business public.

453K

Unique Visits

September 16, 2025

ONLINE

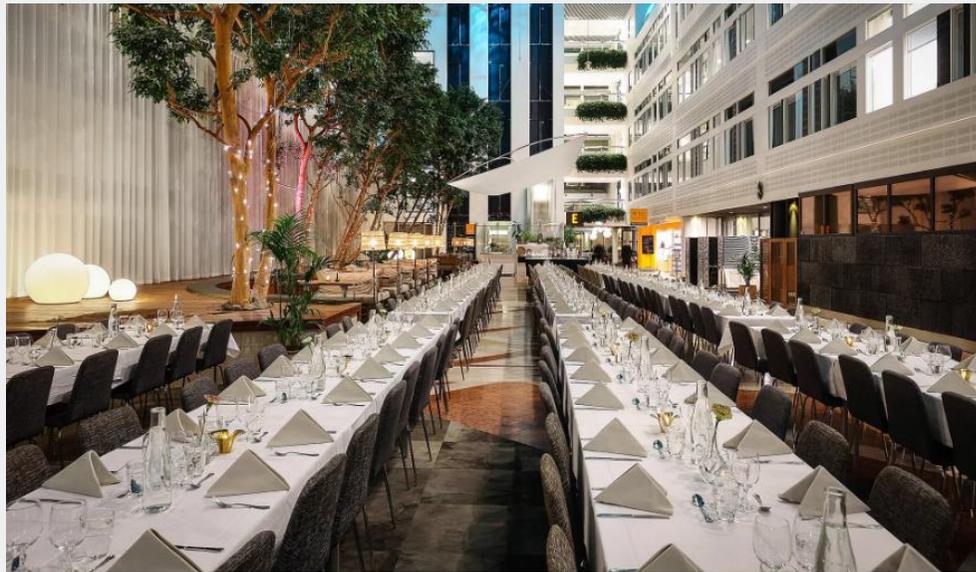
# More than just a destination

<https://bizlife.rs/mnogo-vise-od-destinacije-kako...>

Estimated Views

N/A

Estimated views calculated based on audience size.



POSLOVNE VESTI autor Gorica Mitrović / 16/09/2025 | 15:00 / 0

### Mnogo više od destinacije: Kako poslovni turizam pod brendom WTC osnažuje lokalne ekonomije



Uspeh savremene turističke strategije zasniva se na dubljim aspektima – gradovi koji se pozicioniraju kao popularni centri poslovnih putovanja ne dočekuju samo prolazne posetioce, već se bave investitorima, partnerima i dugoročnim promoterima. Istorijski gledano, veliki gradovi poput Pariza, Barselone i Singapura u kojima posluju kompanije iz mreže [Asocijacije svetskih trgovinskih centara \(WTCA\)](#) svedoče kako poslovne delegacije i događaji mogu da podstaknu turizam, a istovremeno stimulišu lokalne ekonomije, što je prirodna prednost za destinacije koje su već etablirane na svetskoj sceni. Sve više, međutim, pojedini gradovi sa manje razvijenim turizmom koriste snagu WTC brenda kako bi podigli svoj međunarodni profil, privukli konferencije i delegacije koje unapređuju i poslovnu i turističku privlačnost. U trenutku kada tradicionalna čvorišta nastoje da se izbore sa prekomernim turizmom, novi centri poput Sofije, Sarajeva i Balerupa redefinišu sebe kao sveže, održive alternativne destinacije unutar WTCA porodice.

Ova promena odražava širu dinamiku globalnih poslovnih putovanja. Uspom koncepta „bleisure“ – kombinovanje odmora i poslovnog puta – predstavlja više od prolaznog trenda nakon pandemije. [Istraživanje kompanije American Express](#) pokazuje da je 67% poslovnih putnika zainteresovano za bleisure, naročito među pripadnicima generacija Z i milenijalaca. [Bloomberg](#) navodi da 37% premium putnika doživljava poslovna putovanja kao priliku da istraže destinacije koje inače ne bi posetili. Poslovni lideri sada obraćaju pažnju: čak 80% kompanija podržava kombinovana

## Southeast Europe reclaims strategic importance in WTCA

<https://madeinmontenegro.com/jugoistocna-evropa>

**MADEin** MONTENEGRO **meridianbet** **DUPLA ZABAVA**

CG INFO KULTURA DRUŠTVO MAGAZIN SPORT TOP MENADŽERI PREZENTACIJE IMPRESSUM PIŠITE OMBUDSMANU

CG info » Ekonomija » Jugoistočna Evropa potvrđuje strateški značaj u okviru WTCA mreže

**Jugoistočna Evropa potvrđuje strateški značaj u okviru WTCA mreže**

16/07/2025

Podijelite s drugima na Facebooku Tweet na Twitteru G+ P

Photo by WTC Sofia (Affiliated)

Regija Jugoistočne Evrope bila je u fokusu Evropske konferencije WTCA 2025, koju je organizovao Svetski trgovinski centar Sofija (AF) u Sofiji, u Bugarskoj, potvrđujući rastući značaj ovog područja u okviru globalne mreže Asocijacije svetskih trgovinskih centara (WTCA). Okupivši postojeće i novopridružene članice WTCA mreže sa čitavog kontinenta, konferencija je figurisala kao platforma za uspostavljanje saradnje, razmenu znanja i strateško planiranje fokusirano na regionalnu integraciju i razvoj poslovanja.

Tokom dva dana radionica, terenskih poseta i tematskih radionica – uključujući segment „Regionalni fokus” i diskusije o inovacijama u oblasti nekretnina u okviru WTCA – učesnici su analizirali budućnost Jugoistočne Evrope kao destinacije, ali i kao značajnog aktera u globalnim tokovima trgovine. Događaj je imao za cilj da se, pored ukazivanja na strateški značaj Bugarske, predoči i širi potencijal regije za širenje

Estimated  
Views

N/A

Estimated views  
calculated based on  
audience size.



Blic

The latest news of the day from the world, politics, society, economy, entertainment, sports, culture

844M

Unique Visits

April 25, 2025

ONLINE

# CCIS Joins WTCA, World Trade Center Belgrade to Open Ahead of Expo 2027

<https://www.blic.rs/biznis/privreda/pks-postala-clan-wtca-svetski-trgovinski-ce-pred-expo-2027/plccxj7>

## Privredna komora Srbije postala član WTCA: Svetski trgovinski centar "Beograd" otvara se pred EXPO 2027

- Privredna komora Srbije postala je deo World Trade Centers Association (WTCA)
- WTCA vidi Srbiju kao ključnu kapiju za Zapadni Balkan i podržava njen ekonomski razvoj



Janjić Sandra 25. april 2025. • 13:01

Komentara 0

Slušaj vest



0:00 / 0:00



Privredna komora Srbije (PKS) postala je deo Asocijacije svetskih trgovinskih centara World Trade Centers Association (WTCA), jedne od najvećih međunarodnih trgovinskih organizacija koja okuplja skoro 100 država i povezuje više od 300 svetskih trgovinskih centara. Svetski trgovinski centar Beograd biće otvoren pred početak specijalizovane izložbe Expo Belgrade 2027, najavio je Marko Čadež, predsednik PKS.



Estimated Views

N/A

Estimated views calculated based on audience size.

# Violet PR



Pieces of Coverage

47



Estimated Ad Value

US \$1.48M



Combined Audience

160M



Geographic Reach

North  
America



# The Business Journals

The Business Journals features local business news from 40-plus cities across the nation. We also provide tools to help businesses...

10.6M

Unique Visits

October 22, 2025

ONLINE

## How Karen Gerwitz is keeping Colorado on the global trade map

[bizjournals.com/bizwomen/news/profiles-...](https://bizjournals.com/bizwomen/news/profiles-...)

Estimated Views

12.4K

Calculated based on audience size and social engagement

THE BUSINESS JOURNALS | Select a City | Sign In

THE BUSINESS JOURNALS | RESOURCES FOR ENTREPRENEURS | Small-business grants you can apply for this month | ACCESS 45+ CITIES | BECOME A MEMBER

< BIZWOMEN

Career & Workplace

### How Karen Gerwitz is keeping Colorado on the global trade map



Karen Gerwitz  
SUBMITTED PHOTO

By Cindy Barth - Contributing Writer, The Business Journals  
Oct 22, 2025

**Story Highlights**

- Karen Gerwitz leads World Trade Center Denver, boosting global trade.
- WTC Denver offers programs to help businesses expand internationally.
- A new WTC Denver campus will open in 2027.

For more than a decade, Karen Gerwitz has been reshaping how Colorado companies compete on the world stage.



# fDi Intelligence

PDF to flipbook converter. Free, no ads, and highly customizable with different page flip effects. Download, share and embed them creatin...

2.93M

Unique Visits

Provided by SimilarWeb

June 18, 2025

ONLINE

# 'Be Calm and Trade On'

[heyzine.com/flip-book/fDiJunJul25.html#...](https://heyzine.com/flip-book/fDiJunJul25.html#...)

Estimated Views

33K

Calculated based on audience size and social engagement



Hot property: the 2025 Afire report rates Dallas-Fort Worth as the US's number one market for overseas real estate investors.

### 'A period of caution'

Afire CEO Gunnar Ibranson says he is surprised by the level of continued commitment among foreign investors to the US property market despite ongoing political and financial uncertainty.

He summarised the outlook of foreign investors thus: "This is difficult. This is challenging. We may be putting our pencils down at the moment because [this] has certainly been a hard time to figure out exactly whether or not to proceed with a particular acquisition or sale, and what does that number look like?"

For now, however, it is tough to predict when that "pencils down" period will end, says Mr Ibranson. In fact, some foreign investors might pick up their proverbial pencils, only to put them down again if tariffs, interest rates and other financial factors become more worrisome. "This is a period of caution," says Mr Ibranson.

In the meantime, Afire is still receiving membership applications from investors outside the US, notably from Europe and Canada, he says.

"There is an understanding that when this storm passes ... there will be opportunities, and significant ones, if you stay close to the market. That's the attitude I'm getting from a lot of folks

I interact with."

Based on the Afire survey, Mr Ibranson notes opportunities lie across several real estate segments including multifamily housing, industrial properties, data centres and cold storage facilities.

"We'll see how this plays out, but [foreign investors'] intentions are to take advantage of these areas of growth," he says.

The outcome depends on myriad unknowns, such as interest rate increases or decreases, stock market movements and tariff volatility.

"There's a lot going on, and all of these things are having an impact," says Mr Ibranson. "I think it's a good story [for foreign investment in US real estate], but it's not a fairy tale. It's not black-and-white or good/bad. And no president has a lever that can move things completely one way or the other. This stuff takes time."

### Hotspots for investment

As they seek opportunities in the US, foreign real estate investors have their sights squarely set on several major US markets in 2025, according to the Afire survey. In order of preference, the top five are: Dallas, New York, Miami, Boston and Atlanta. Dallas-Fort Worth (DFW) also topped the list of US markets to watch in FwC and the Urban Land Institute's Emerging Trends in Real Estate 2025 report.

"[A] combination of affordability, growth and economic diversity should continue to attract new residents and businesses to DFW," says the report. "Though climate risk in the form of heat stress and fire may challenge the [region] in the coming years, DFW's demographics offer it a strong engine of growth that may yet underpin a robust recovery and favourable returns for many more years." ■

John Igan is a freelance contributor based in the United States

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## INTERVIEW: JOHN DREW

# 'Be calm and trade on'

THE WTCA'S CHAIRMAN DISCUSSES WORLD TRADE CENTER BRAND VALUE IN THIS TIME OF CHANGE WITH JACOPO DETTONI

**T**o most, the World Trade Center (WTC) brand brings back poignant memories of the Twin Towers in New York. In the field of trade and investment, it is one of the most recognised US brands worldwide. So much so that, today, the World Trade Center Association (WTCA) represents more than 500 centres. "The stickiness of the New York/American brand is clearly there," argues John Drew, the chairman of the WTCA. "However, in reality, we're everywhere."

The members, typically commercial real estate properties, pay a fee to leverage the WTC brand in their business proposition and access its global network. The WTCA has been growing its base for years. Trade uncertainties and new models of work are now prompting its leadership to take the association and its members beyond the current disruption.

"Tariffs have always been there," Mr Drew says. "But these tariffs are hard to manage because, quite frankly, they really haven't been finalised. Day to day, everything's changing. Those kinds of everyday changes create anxiety, because people just don't know where it's going to stop and what the impact is going to be. My message for them: 'Be calm and trade on.'"

Mr Drew argues that each WTC has a trove of knowledge when it comes to fleshing out these latest developments from a legal, accounting and trade operational perspective, and that can be put to work to the benefit of all its members.

"We should be able to share that information very easily between ourselves as a network," he adds.

### Office and diversification

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. As regards to the latter, the association is establishing ties with the Dubai-based World Free Zones Organization (WFZO), which has 1625 members in the free zones ecosystem, many of whom are private land developers, to explore joint opportunities in industrial property development.

However, the future of the office will inevitably continue to inform the WTCA diversification efforts. Mr Drew argues that in mature markets on both sides of the Atlantic Ocean, "most investment



**CURRICULUM VITAE**  
JOHN DREW  
2019  
WTCA  
Chairman  
Previously  
President, World Trade Center  
Boston and Seaport Hotel

groups are staying away from [office space] right now, unless you have very strong business propositions".

"In the US and western Europe, we have to get our hands around how many days a week people are working in the office, and then address the demand for office space that comes from that. Besides, there is an emerging artificial intelligence issue. As someone said, 'if you think we're moving fast in AI this year, [you're forgetting that] this is the slowest it's ever going to be.' Ultimately, if [the office market] is going to be in flux."

As a counter to this, Mr Drew points out the need for new office space in emerging markets. "We have partners in Algeria, for example, and they still operate out of the first floor of apartment buildings. Office buildings will get built in those places because they're not there yet."

Even in the midst of these changes, Mr Drew believes the WTCA has a major role to play: they make the platform even more valuable to its members.

"This is a time of change, and I don't know what the outcome is going to be," he concludes. "The best thing we could do is to be more active at our sharing of information than we've been before, so that we can be more up-to-date in our knowledge. We have to be flexible too, because we're not at that policymaking table." ■

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NO PRESIDENT HAS A LEVER THAT CAN MOVE THINGS COMPLETELY ONE WAY OR THE OTHER. THIS STUFF TAKES TIME

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### Reimagining the Corporate HQ: How Developers Can Stay Competitive in a Rapidly Changing Market

© Mar 19, 2025 | By: Charles H. Johnson

No aspect of a company impacts its success more than its brand, or image. Further, authenticity is a powerful force that shapes perception and trust. When developing company headquarters sites, these elements must be deeply embedded in the project's foundation.

North America's commercial real estate (CRE) market is undergoing a significant shift, driven largely by rapid technological innovation and changing attitudes toward remote work. This has heightened competition among multi-tenant properties vying to attract corporate HQs especially.

Office appeal isn't just about location, size or shiny new floors anymore; it's about creating spaces that stand out and resonate with each business's key audiences. When it comes to the workforce in particular, companies are still pivoting post-COVID. Some are approaching this issue with a stick, requiring a return to work in the office, while many others are more focused on the carrot, fostering environments that encourage employees to spend more time in the office and seeking properties that offer dynamic, amenity-rich campuses. As a result, the demand for greater differentiation in

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## El Economista

Con presencia en más de 300 ciudades del mundo, la marca refuerza su expansión como parte de su estrategia regional

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# World Trade Center duplicará su presencia en México hacia el 2030

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## World Trade Center duplicará su presencia en México hacia el 2030

Con presencia en más de 300 ciudades del mundo, la marca refuerza su expansión como parte de su estrategia regional



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## Milenio

En un contexto mundial de transformación acelerada, la Inteligencia Artificial (IA) se posiciona como uno de los motores clave

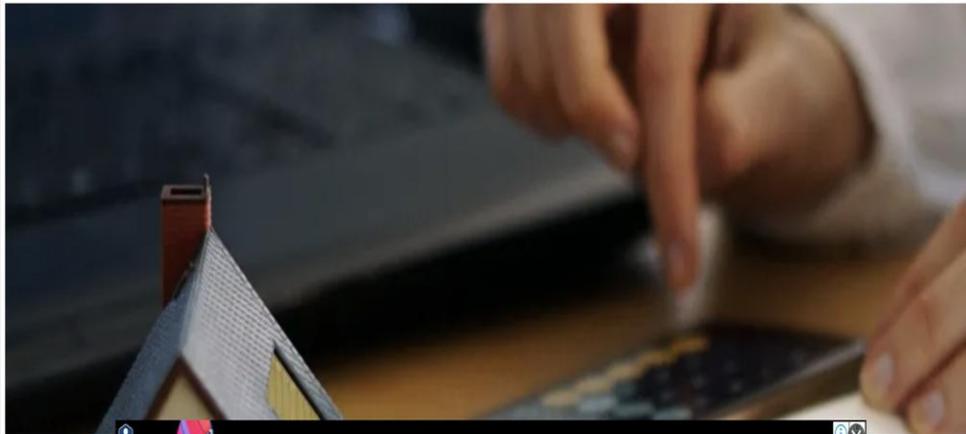
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# IA, clave para el arrendamiento en el sector inmobiliario: expertos

La inteligencia artificial permite personalizar servicios y espacios según el perfil de cada inquilino.



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## Dario Célis

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Posted on 26 de junio de 2025 by Redacción



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**Have a question?** Please contact [media@wtca.org](mailto:media@wtca.org)