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**JANUARY 2026**  
**20/26 VISION ISSUE**

Dear Readers,

We hope you enjoyed a relaxing holiday season with your family and friends.

As we step into the New Year, I am truly honored to continue serving as WTCA Chairman for the next two years alongside re-appointed Vice Chair-Secretary Luciano Menezes (WTC Lisbon), and newly appointed Vice Chair-Treasurer Ed Allison-Wright (WTC Gibraltar). Together with the full Board of Directors, including five newly appointed Directors, our goal is to take the steps necessary to propel WTCA into a new era — driving our 2026 agenda and "Road to 500" initiative, and advancing the progress we have made to date as a global network.

My sincere thanks to outgoing Vice Chair, Remy Swaab (WTC Panama), and the following departing Directors for their service and unwavering dedication to the Association: Ghazi Abu Nahl (WTC Amman), Rolf Draak (WTC Nice), Mehran Eftekhar (WTC Cyprus), Haluk Kanca (WTC Istanbul) and Simon Wang (WTC Taipei).

Looking forward, we are pleased to share the January 2026 "20/26 Vision" Issue of the *WTCA Meridian*<sup>TM</sup> e-newsletter. This month's issue shares insights from both incoming and departing Directors on what they foresee for the global WTCA network this year; a blog post on how WTCA stimulates higher occupancies and premium rates; as well as all the activities and events that are quickly approaching over the next few months, including the **2026 WTCA Global Business Forum (GBF)** — hosted by WTC Greater Philadelphia from April 19-22.

On behalf of the Board and staff, we look forward to a successful and impactful 2026, continuing to strengthen collaboration and advance the WTCA mission globally. We thank you for your continued trust in our global network, and we hope to see you at the GBF in April!

Sincerely,

A handwritten signature in blue ink, appearing to read "John E. Drew". The signature is fluid and cursive, with a large initial "J" and "D".

John E. Drew  
WTCA Chair, Board of Directors

**P.S. For this issue's CALL TO ACTION, tell us how your local SMEs are leveraging technology to compete in today's market.** Respond by **Friday, February 6** and you could be featured in our next issue! Email [newsletter@wtca.org](mailto: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 RAC Leadership Call

 Date/Time: January 21, 2026 (10:00-11:00 EST)

 Location: Zoom (*by invite only*)

### 2026 WTCA GBF: A Global Call Series (Morning)

 Date/Time: January 22, 2026 (11:00-11:45 EST)

 Location: Zoom webinar

 [Register Here](#)

### 2026 WTCA GBF: A Global Call Series (Evening)

 Date/Time: January 22, 2026 (21:00-21:45 EST)

 Location: Zoom webinar

 [Register Here](#)

### Engaging the Next Generation (hosted by the Business Club MAC)

 Date/Time: January 29, 2026 (08:00-09:00 EST)

 Location: Zoom

 [Register Here](#)

### 2026 WTCA Global Business Forum

 Dates: April 19-22, 2026

 Location: Philadelphia Marriott Downtown | Philadelphia, USA

 [Register Here](#) (early-bird registration ends January 31)

 *Visa application process is open. [Click here](#) for more information.*

### Update: WTCA Visionary Awards

 Date: Nominations open through December 31, 2026

 Winners to be announced at the 2027 WTCA GBF hosted by WTC Binh Duong New City in Vietnam

 [Nominate and Learn More Here](#)



## Q&A WITH WTCA'S DEPARTING & INCOMING BOARD DIRECTORS

(10-minute read)



With a new year comes new goals and aspirations, as well as changes to leadership at WTCA. The WTCA Editorial Team sat down with WTCA's departing and incoming Board Members for a Q&A to gauge their thoughts on what Members can expect in 2026, some words of wisdom from the departing Directors for the future of the Association, and what the incoming Directors are most excited about in their new roles.

[Read more >](#)



## HOW WTCA STIMULATES HIGHER OCCUPANCIES AND PREMIUM RATES

(2-minute read)

What does it take to transform a commercial property into a global business destination? For Ed Allison-Wright, Director at WTC Gibraltar, the answer is clear: invest in a globally recognized brand, connect to a powerful international network and create a hub that meets the demands of the modern economy.



In a new testimonial video, Allison-Wright details the strategic journey of Fairhomes Group as it launched WTC Gibraltar — now a cornerstone of international business in the region.

[Read more >](#)



## Q&A WITH WTCA'S NEWEST MEMBERS

(3-minute read)



Check out this Q&A featuring a few of our newest Members to learn more about their plans for their new WTC businesses. Read on for our conversations with **WTC Visakhapatnam** and **WTC Balneário Camboriú**.

[Read more >](#)

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## AROUND THE WTCA NETWORK

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

From an upcoming **Learning Expedition to discover the German market**, to **deepening cross-border links between WTC businesses in the U.S. and Canada**, to **policy talks at CES 2026**, to **Vietnam breaking into the top 15 largest trading nations**, to **MOU signings between Japan, Mainland China and India...** Read what's happening around the WTCA network.

[Read WTCA Member News](#)

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## CONGRATULATIONS TO OUR NEWLY ACCREDITED MEMBERS



*Premier Accredited with specializations in Business & Member Services, Commercial Real Estate & Services, and Trade Development*



*Premier Accredited with specializations in Business & Member Services and Trade Development*

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## WELCOME NEW WTCA MEMBER

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

World Trade Center São José do Rio Preto

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## CELEBRATING JANUARY ANNIVERSARIES

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

World Trade Center Geneva — 55 years

World Trade Center Havana — 45 years

World Trade Center Lisbon — 10 years

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## NEXT SUBMISSION DEADLINE: **Friday, February 6**

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.

**February 2026  
Issue Theme**

**“SMEs and Tech  
Adoption”**

**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](#).
- [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.

### **2026 WTCA Meridian Deadlines**

- February Issue - Friday, February 6
- March Issue - Friday, March 6
- April Issue - Friday, April 3
- May Issue - Friday, May 1
- June Issue - Friday, June 5
- July/August Issue - Friday, July 24
- September Issue - Friday, September 4
- October Issue - Friday, October 2
- November Issue - Friday, November 20



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