



FEBRUARY 2026
SMEs & TECH
ADOPTION ISSUE

Dear Readers,

Welcome to the February 2026 Issue of the WTCA Meridian™ e-newsletter.

This month's issue focuses on SMEs and Tech Adoption, with a feature article on the biggest digital mistakes SMEs make when competing globally, the latest edition of the WTCA Prime Office Index (LatAm), and a blog post on Ballykeefe Distillery (member of WTC Dublin). This month's issue also includes upcoming events and news from our Membership.

P.S. For this issue's CALL TO ACTION, tell us how your WTC business is honoring International Women's Day (March 8). Respond by **Friday, March 6** 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.

2026 WTCA GBF: A Global Call Series #2

Date/Time: February 19, 2026 (11:00-12:00 EST)

Location: Zoom

[Register Here](#) (Open to WTCA Members and their business networks; free to attend)

North America, Middle East & Africa, Europe, Latin America Regional Advisory Council (RAC) Meetings

Dates/Times: February 19 - March 19, 2026 (times vary)

Location: Zoom (by invite only)

WTCA Sector Salon: Innovation & Technology

Date/Time: February 25, 2026 (08:00-09:00 EST)

Location: Zoom

[Register Here](#) (Open to WTCA Members and their business networks; free to attend)

WTCA Latin America Conference (Virtual)

 Date/Time: February 26, 2026 (10:00-11:00 EST)

 Location: Zoom

 [Email for Zoom Details](#) *(Open to all WTCA Members; AI-based translation to be available)*

Introducing the WTCA Free Zones Program

 Date/Time: March 2, 2026 (09:00-10:00 EST)

 Location: Zoom Webinar

 [Register Here](#) *(Open to WTCA Members and their business networks; free to attend)*

Women @ WTCA - Inaugural Community Meeting

 Date/Time: March 9, 2026 (09:00-10:00 EDT)

 Location: Zoom

 [More Information](#)

WTCA MAC Insight Series: Business Clubs

 Date/Time: March 11, 2026 (08:00-09:00 EDT)

 Location: Zoom

 [More Information](#)

2026 WTCA Global Business Forum & Real Estate Summit

 Dates: April 19-22, 2026

 Location: Philadelphia Marriott Downtown | Philadelphia, USA

 Check out [the agenda](#). And [look who's attending!](#)

 [Register Here](#) **(LAST CALL: early-bird registration ends this Sunday, February 15 at 23:59 EST)**

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



THE BIGGEST DIGITAL MISTAKES SMES MAKE WHEN COMPETING GLOBALLY

(4-minute read)



The competitive pressures of today's global market means that small- and medium-sized enterprises (SMEs) need to seek out any advantage. For many businesses, these advantages are often found in new technology, which has become widely available in every region and to organizations of every size.

Find out some of the biggest mistakes that SMEs make when adopting new digital tools.

[Read more >](#)

HOW BALLYKEEFE DISTILLERY IS EXPANDING INTERNATIONALLY WITH WTCA

(2-minute read)

What does it take for a small Irish distillery to successfully expand globally? For Ballykeefe Distillery, going global was never just about expanding distribution; it was about preserving heritage while unlocking opportunity.

[Read more](#) In a recent interview, John Ging, Owner of Ballykeefe Distillery, opened up about how his partnership with WTC Dublin and WTCA is helping the brand bring its award-winning spirits to new international markets.



WTCA PRIME OFFICE INDEX LATAM (JANUARY 2026)

(15-minute read)



The latest edition of the WTCA Prime Office Index LatAm reveals record confidence, rising rents and renewed investment momentum heading into 2026. *Available in English, Spanish and Portuguese.*

[Read more >](#)

AROUND THE WTCA NETWORK

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

From [India-U.S. trade relations](#), to **WTC businesses that have recently won at the 2026 ASEAN Tourism Standards Awards**, to a **New WTC President climbing Mount Kilimanjaro**, to recaps of **conversations with the Ambassador of the Republic of Chile to the United States and Ambassador of the Republic of Burundi**, and how a **chef-crafted finishing sauce brand from Ireland expanded globally** through the WTCA network... Read what's happening around the WTCA network.

[Read WTCA Member News](#)

CELEBRATING FEBRUARY ANNIVERSARIES

Join us in recognizing these milestone anniversaries across the network.

World Trade Center Gibraltar — 15 years

World Trade Center Merida — 10 years

NEXT SUBMISSION DEADLINE: [Friday, March 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.



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.

2026 WTCA Meridian Deadlines

- 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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