



**MARCH 2026**  
**INTERNATIONAL**  
**WOMEN'S ISSUE**

Dear Readers,

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

This month's issue focuses on International Women's Day (March 8), with a feature article on what is driving the rise of women-owned businesses around the world, an article on the new Women@WTCA community, and a Q&A with our newest Member in North America — WTC Okanagan. 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 promoting a more sustainable environment in global trade and investment.** Respond by **Friday, April 3** 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.

### Europe and Latin America Regional Advisory Council (RAC) Meetings

 Dates/Times: March 12 and March 19, 2026 (times vary)

 Location: Zoom (*by invite only*)

### 2026 WTCA GBF: A Global Call Series #3

 Date/Time: March 19, 2026 (11:00-12:00 EDT)

 Topics: B2B experience, Global Café, local business tours, final countdown to the GBF and more

 Location: Zoom

 [Register Here](#) (*Pre-registration required. Open to WTCA Members and their business networks; free to attend*)

### WTCA European Conference (Virtual)

 Date/Time: March 24, 2026 (09:30-11:00 EDT)

 Location: Zoom

[🔗 Email for Zoom Details](#) (Pre-registration required. Open to WTCA Members and their business networks; free to attend)

### APAC Best Practices Sharing

 Date/Time: March 31, 2026 (09:00-10:00 EDT)

 Topic: WTC Haikou's Corporate Global Expansion Services

 Location: Zoom Webinar

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

### 2026 WTCA Global Business Forum & Real Estate Summit

 Dates: April 19-22, 2026  Location: Philadelphia Marriott Downtown | Philadelphia, USA

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

[🔗 Register Here](#)

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

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## WHAT IS DRIVING THE RISE OF WOMEN-OWNED BUSINESSES AROUND THE WORLD?

(4-minute read)



The last few years have been transformative for the economy, but one of the most notable and exciting new developments is the significant increase in women-owned businesses around the world. Half of all the new businesses started in the United States in the last year were founded by women, while nations in Southeast Asia, South America, and Europe saw significant gains in women's entrepreneurial activity.

Find out what has been driving the rise of women-owned businesses around the world.

[Read more >](#)



# INTRODUCING WOMEN@WTCA: A NEW WTCA COMMUNITY

(3-minute read)

Across the WTCA network, women are leading businesses, driving trade, shaping policy and building the relationships that power our global community. This spirit is what inspired the launch of Women@WTCA.



Learn more about Women@WTCA — a new community within the WTCA network that was created to bring women (and allies) together in a more intentional way — providing a platform for increased visibility, access, education and support across our global Membership.

[Read more >](#)

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## HOW WTCA MEMBERS ARE CELEBRATING INTERNATIONAL WOMEN'S DAY AROUND THE NETWORK

(2-minute read)

Last month, we sent a **call to action** to highlight what WTCA Members are doing to celebrate International Women's Day (March 8).

**Learn more about these initiatives from around the network:**

- **WTC Delaware - "Global Trade Initiative for Women" (deadline for nominations March 27):** WTC Delaware launched the Women Exporter Pipeline — a targeted pipeline of women-led companies ready to export or scale internationally, with a clear next-step plan for each participant (market targeting, go-to-market pathway, and support needs). In addition to hosting export acceleration office hours and a "Women in Trade Connector Roundtable," WTC Delaware launched a call for nominations to highlight up to three Delaware women-led companies in global trade via a feature story as part of a formal news release, dedicated social media recognition, and inclusion in a press release issued in April.
- **WTC Goa - EnterprisingWomen@WTC Goa and BusinessStudio@WTC Goa (March 6):** An exclusive women-led team at WTC Goa launched two important initiatives. The first seeks to support women-led enterprises by addressing their skilling needs, providing capacity-building programs, and training their personnel in improved management practices. The second serves as a

platform to guide enterprises on trade readiness, market access and international business linkages, thereby strengthening their participation in global trade networks.

**WTC Greater Philadelphia - "International Women's Day Brunch" (March 9):** WTC Greater Philadelphia and the British American Business Council of Greater Philadelphia hosted an intimate, high-level breakfast roundtable at the Chamber of Commerce for Greater Philadelphia that convened senior women leaders in international business for a candid discussion on leadership, global growth and cross-border opportunity.

**WTC Miami - "2026 International Women's Day Achievement Awards" (March 13):** WTC Miami and South Florida's international business community will be celebrating the 22nd Annual International Women's Achievement Awards to honor extraordinary women who understand the importance of trade for their community.

**WTC Mumbai - "Women Entrepreneurs Workshops & Exhibition" (March 25):** Hosted by WTC Mumbai (in association with the Government e-Marketplace (GeM), Ministry of Commerce and Industry, Department of Commerce, and Government of India), the program will feature multiple capacity-building workshops focused on public procurement, market access, export readiness and business formalization. In addition, the event will host an exhibition platform for women-led enterprises across sectors.

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## Q&A WITH WTCA'S NEWEST MEMBER

(2-minute read)

Check out this Q&A featuring our newest Member to learn more about their plans for their new WTC business. Read on for our conversation with **WTC Okanagan**.

[Read more >](#)



## AROUND THE WTCA NETWORK

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

From **observations of National Safety Week**, to a recap of a **virtual session on U.S. tariffs and India's trade**, to the **foundation stone laying ceremony at a WTC business**, and to **financing strategies for MSMEs and start-ups**... Read what's happening around the WTCA network.

Read WTCA Member News

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### CELEBRATING MARCH ANNIVERSARIES

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

World Trade Center Valencia, Venezuela — 20 years

World Trade Center Balneário Camboriú — 1 year

World Trade Center Campinas — 1 year

World Trade Center Nashik — 1 year

World Trade Center Ribeirão Preto — 1 year

World Trade Center Santiago Free Trade Zone — 1 year

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### NEXT SUBMISSION DEADLINE: **Friday, April 3**

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](mailto:newsletter@wtca.org).

April 2026  
Issue Theme

**"Sustainability"**

- 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

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/December Issue - Friday, November 20



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