



**WORLD TRADE CENTERS  
ASSOCIATION**

# CONNECTING THE WTC NETWORK

**WE FACILITATE  
WE GROW TRADE®**

[WWW.WTCA.ORG](http://WWW.WTCA.ORG)

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# ABOUT THE **World Trade Centers Association**





# OVERVIEW

## WORLD TRADE CENTERS ASSOCIATION

The World Trade Centers Association (WTCA), founded in 1969, is a not-for-profit, non-political membership organization dedicated to the establishment and effective governance of World Trade Centers' (WTC) operations. The WTCA drives connectivity to stimulate trade and investment opportunities for commercial property developers, economic development agencies, and international businesses looking to connect globally and prosper locally.

**The WTCA is the only organization with exclusive rights to license its 'World Trade Center' and 'WTC' brands to real estate developers, businesses, and communities around the world.** With more than 320 members, the Association serves as an 'international ecosystem' of global connections, iconic properties, and integrated trade services under the umbrella of a prestigious brand.

The exclusive 'World Trade Center' and 'WTC' branded properties and trade service organizations are located in more than 90 countries and are supported by over 15,000 WTC professionals who deliver reciprocal resources to serve their local business communities.



World Trade Center New York site rendering



# SERVICE STRUCTURE

Under the umbrella of the prestigious ‘World Trade Center’ brand, the World Trade Centers Association has created a network of WTC Licensees around the world. WTC operations help create a thriving center of world commerce for their region by attracting local business members and/or tenants, and connecting them with leading international counterparts.

The WTCA’s role serves to maintain the WTC Network, and to create an environment of collaboration to help increase trade and investment around the world.



## WORLD TRADE CENTERS ASSOCIATION

### WTCA BOARD OF DIRECTORS

The WTCA Board is the governing body of the World Trade Centers Association. Board Members contribute global trade and industry expertise that supports the WTC global brand. Board Members are elected by the World Trade Center Members (Licensees).

### WTCA HEADQUARTERS

Headquartered in New York, the management team is responsible for the daily operations of the Association, member services, brand protection, and global network development.

### WTCA REGIONAL SUPPORT

Located in the Asia Pacific, Latin America, Europe, and North America, regional representatives provide localized member service and support, and help foster collaboration between WTC Members.

## WORLD TRADE CENTER MEMBERS

WTC operations help their local members, tenants, and business clients meet their international business needs by giving direct access to businesses located within another World Trade Center region. Even in this Internet era, personal and vetted introductions stimulate cooperation and accelerate business growth.

## BUSINESS MEMBER COMPANIES

Local businesses and tenants benefit from their local WTC operation through its premium address, international trade expertise, and access to the global WTC Network.

## LOCAL BUSINESS COMMUNITY


World Trade Center operations help local communities achieve a better competitive position for their city, which in return helps attract foreign direct investment, create and retain jobs, and increase the local tax base.

## GLOBAL TRADE DEVELOPMENT

World Trade Center operations from different cities and regions link together to form the WTCA Network. On a macro level, this shines light on the economic opportunities between regions, thereby stimulating inbound and outbound global investment and trade.




# BRAND HISTORY




**A BRAND IS BORN** 1939

The World's Fair in Queens, NY names its grounds 'World Trade Center'




**CONCEPT FORMED** 1959

David Rockefeller envisions the construction of a permanent building in New York that would be a gathering place for international trade




**PROJECT APPROVED** 1961

The Port Authority of New York and New Jersey approves the World Trade Center project




**AN ICONIC LANDMARK** 1962

Guy Tozzoli is assigned to oversee the building of the Twin Towers, to be called 'World Trade Center'




**THE WTCA IS ESTABLISHED** 1969

The World Trade Centers Association is officially registered as a non-profit organization in Delaware




**TOKYO MEETING** 1970

The first 15 Members of the World Trade Centers Association meet in Tokyo. They included: *Amsterdam, Antwerp, Baltimore, Boston, Brussels, Houston, Le Havre, New Orleans, New York, Paris, Philadelphia, Rotterdam, San Diego, Tokyo, Toronto*




**TWIN TOWERS OPEN** 1973

The World Trade Centers Association moves to the 77th floor of the New York-based Twin Towers




**THE WTCA LEADS THE WAY** 1974

The WTCA encourages the expansion of global trade; promotes international business relations; fosters mutual assistance and cooperation amongst members




**TRADE CONTINUES POST 9/11** 2001

The WTCA reaffirms its message of peace and prosperity through trade and investment



**CHANGE OF AN ERA** 2013

New executive leadership is appointed for the WTCA. Shortly thereafter, Guy Tozzoli, former President of the World Trade Centers Association, dies at age 90



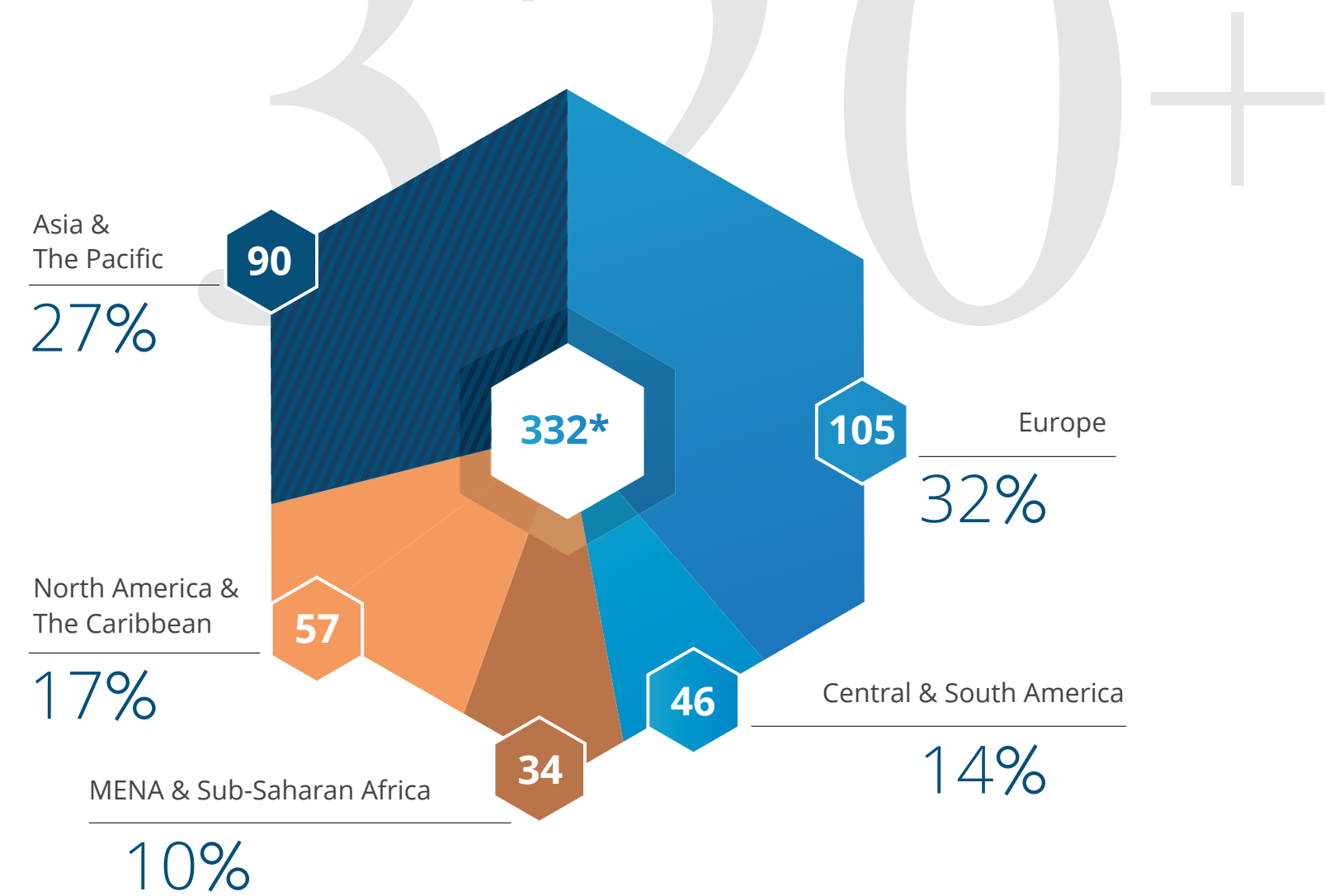
**DIGITAL AGE** 2014

Under new leadership, the WTCA re-launches its membership website, including digital tools that help WTC Members connect and collaborate for an even stronger network

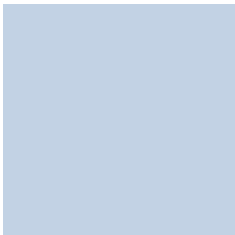


# GLOBAL NETWORK

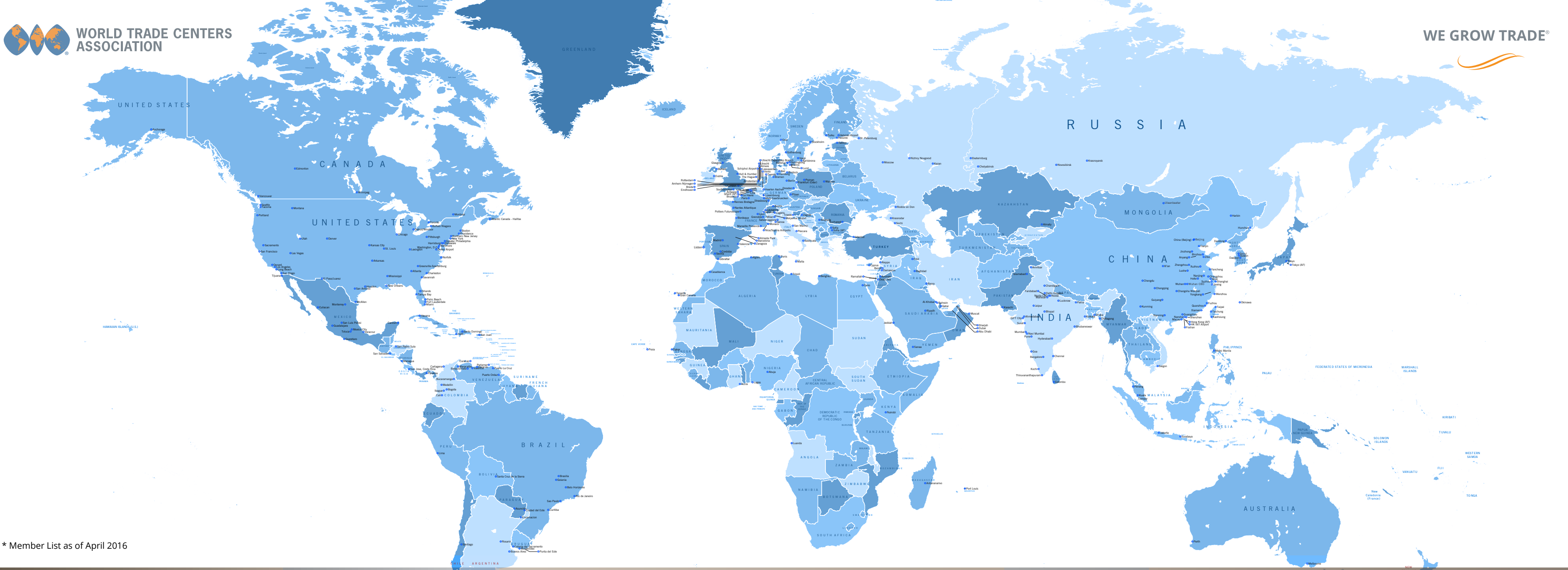
Since its inception in 1969, the World Trade Centers Association has grown to more than 320 World Trade Center Members in over 90 countries around the globe. WTC Licensees form a cohesive network of facilities and trade services connections.



\* As of April 2016







\* Member List as of April 2016

NORTH AMERICA /				CENTRAL & SOUTH AMERICA /			EUROPE /				AFRICA & THE MIDDLE EAST /				ASIA & THE PACIFIC /					
Anchorage	Fort Lauderdale	New York	St. Louis	Asunción	Guadalajara	San José	Almaty	Chelyabinsk	Heerlen Aachen	London	Novosibirsk	Sofia (AF)	Warsaw	Abu Dhabi	Ahmedabad	Daejeon	Hyderabad	Metro Manila	Shenzhen	Xian
Arkansas	Greenville-Spartanburg	Norfolk	Tacoma	Barquisimeto	Ibague	San Luis Potosí	Almeda Park	Cordoba	Helsingborg	Lugano	Oslo	Southampton	Zagreb	Accra	Amritsar	Dhaka	Islamabad	Mumbai	Surabaya	Xuzhou
Atlanta	Haiti	Northern New Jersey	Tampa Bay	Belo Horizonte	Lima	San Pedro Sula	Almere	Cyprus	Helsinki	Lund	Paris	St. Petersburg	Zaragoza, Spain	Algiers	Anyang	Dandong	Jaipur	Nanjing	Surat	Yancheng
Atlantic Canada - Halifax	Harrisburg	Oxnard	Utah	Bogota	Managua	San Salvador	Amsterdam	Dresden	Helsinki Airport	Luxembourg	Pescara	Stockholm		Aleppo	Bangalore	Delhi-Gurgaon	Jakarta	Nanning	Suwon	Yongkang
Baltimore	Houston	Palm Beach	Utrecht	Brasilia	Maracaibo	Santa Cruz de la Sierra	Antwerp	Dublin	Hull and Humber	Lyon	Pilsen	Strasbourg	Zurich	Algiers	Beijing	Faridabad	Jiaxing	Nansha	Suzhou	Zhengzhou
Boston	Kansas City	San Antonio	Vancouver	Bucaramanga	Medellin	Santo Domingo	Arnhem Nijmegen	Eindhoven	Istanbul	Madrid	Poitiers Futuroscope	Tallinn		Amman	Bhopal	Foshan	Jinzhong	Navi Mumbai	Taichung	Zibo
Buffalo Niagara	Las Vegas	San Diego	Washington, D.C.	Buenos Aires	Mexico City	Santiago	Ballerup	Ekaterinburg	Karlskrona	Malmo	Poznan	Tenerif		Antananarivo	Bhubaneswar	Fuzhou	Kaohsiung	Noida	Taipei	
Charleston	Long Beach	Pittsburgh	Winnipeg	Cali	Monterrey	Sao Paulo	Barcelona	Frankfurt (Oder)	Kazan	Malpensa Airport	Rennes Bretagne	The Hague		Baghdad	Binzhou	GIFT City	Karachi	Noida CBD	Thiruvananthapuram	
Chicago	Portland	Providence		Cancun	Montevideo	Toluca	Basilicata	Geneva	Kiel	Rostock	Rostov on Don	Trieste		Bahrain	Chandigarh	Goa	Okinawa	Tianjin		
Curacao	Los Angeles	Sacramento		Caracas	Panama	Valencia	Belfast	Genoa	Krasnodar	Marseille Provence	Rotterdam	Turku		Basra	Changsha Wanjiali	Guangzhou	Kolkata	Patna	Tokyo	
Delaware	McAllen	San Antonio		Cartagena	Porlamar	Veracruz	Belgrade	Ghent (AF)	Krasnoyarsk	Metz-Saarbruecken	Salsomaggiore	Twente		Beirut	Changzhou	Guiyang	Kuala Lumpur	Penang	Tokyo (AF)	
Denver	Miami	San Diego		Ciudad del Este	Puerto La Cruz		Berlin	Gibraltar	Lausanne	Milan	San Marino	Utrecht		Benghazi	Chengdu	Harbin	Kunming	Perth	Ulaanbaatar	
Detroit/Windsor	Mississippi	San Francisco		Colonia del Sacramento	Puerto Ordaz		Bordeaux	Glasgow	Le Havre	Monaco	Utrecht-Papendorp	Valencia		Cairo	Chennai	Hefei	Lucknow	Pune	Wenzhou	
Dulles Airport	Montana	San Francisco		Culiacan	Punta del Este		Breda	Gothenburg	Leeuwarden	Moscow	Schiphol Airport	Branch		Casablanca	China (Beijing)	Hong Kong (AF)	Luohe	Quanzhou	Wuhan	
Edmonton	Montreal	Savannah		Ciudad del Este	Queretaro		Bremen	Gran Canaria	Lille	Nantes Atlantique	Sevilla	Valencia		Dakar	Chittagong	Hong Kong	Macau	Saigon	Wuhan - CBD	
El Paso/Juarez	New Orleans	Seattle		Encarnación	Rio de Janeiro		Brussels	Grenoble	Lille-Arras	Nice/Sophia Antipolis	Sochi	Vaxjo		Damascus	Chongqing	International Airport	Manesar	Seoul	WuXi	
				Goiania	Rosario		Bucharest	Hamburg	Lisbon	Nizhny Novgorod	Sofia	Venlo			Colombo	Hunchun	Melbourne	Shanghai	Xiamen	



# WHAT IS A 'WORLD TRADE CENTER'?



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ASSOCIATION

# WHAT IS A 'WTC'?

A WTCA Member is licensed to develop and to operate a 'WTC' exclusively in their region, to support its local business community. A WTC operation provides high-end business facilities and integrated trade services for corporate members, tenants, and the local business community in order to promote local economic development and grow international trade and investment.

Though each WTC concept may vary due to the development and economic needs of its region, the two most common components of successful WTC operations are:

- **A physical, iconic, multi-use property, branded 'World Trade Center' that visually marks its city/region as open for international business**
- **An international business/trade services provider for tenants and the local business community. Services include: trade information; trade missions; trade education; B2B matchmaking; business services; dining/membership club services; exhibition services; tenant services; etc.**

Through its physical presence, and its international trade services arm, a 'World Trade Center' connects its local businesses and tenants to those of other World Trade Center operations and communities around the world. Despite their differences, successful World Trade Centers share the following core features:

- ★ **PRESTIGIOUS 'WORLD TRADE CENTER' BRAND**
- 🌐 **GLOBAL NETWORK**
- 🏢 **ICONIC PROPERTIES**
- 🔧 **INTEGRATED SERVICES**







## PRESTIGIOUS BRAND

Over the past 45 years, 'World Trade Center' has become the premier brand for iconic properties and international trade services.



## GLOBAL NETWORK

The 320+ World Trade Center Members around the world link to form an active global network that serves to connect local business communities with international trade and investment opportunities.



## ICONIC PROPERTIES

Successful World Trade Center operations are multi-use real estate properties that may include office towers, hotels, shopping malls, convention centers, etc. These iconic properties, when branded 'World Trade Center', become the landmarks of their communities.



## INTEGRATED SERVICES

World Trade Center operations provide local enterprises and business communities with a series of integrated trade and business services.



# WHY BECOME A **'WORLD TRADE CENTER'?**



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# WHO LICENSES THE 'WTC' BRAND?

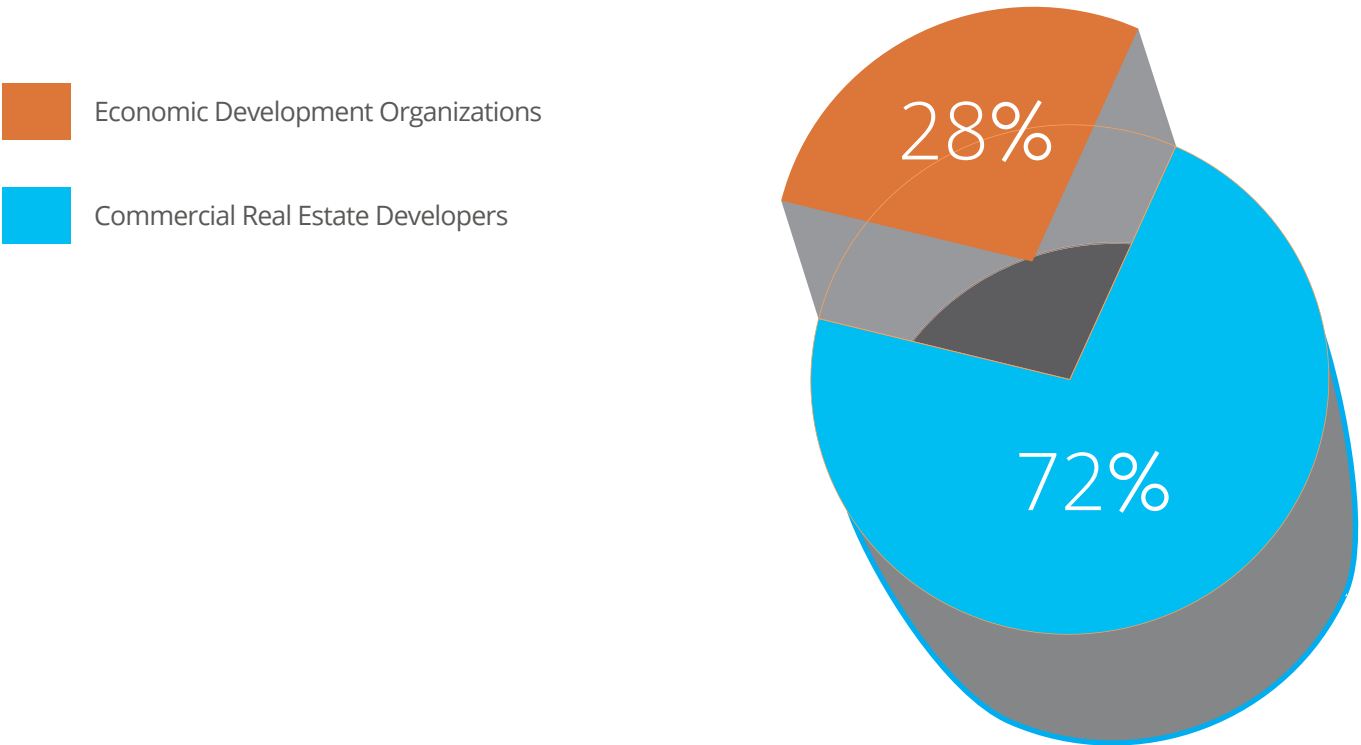
— **Economic Development Organizations** —

Organizations that promote international trade and foreign direct investment such as economic development agencies, ports, airports, trade associations/chambers of commerce, universities, etc.

— **Commercial Real Estate Developers** —

CRE developers and investors looking to create an iconic multi-use property to house premier tenants active in the international marketplace.

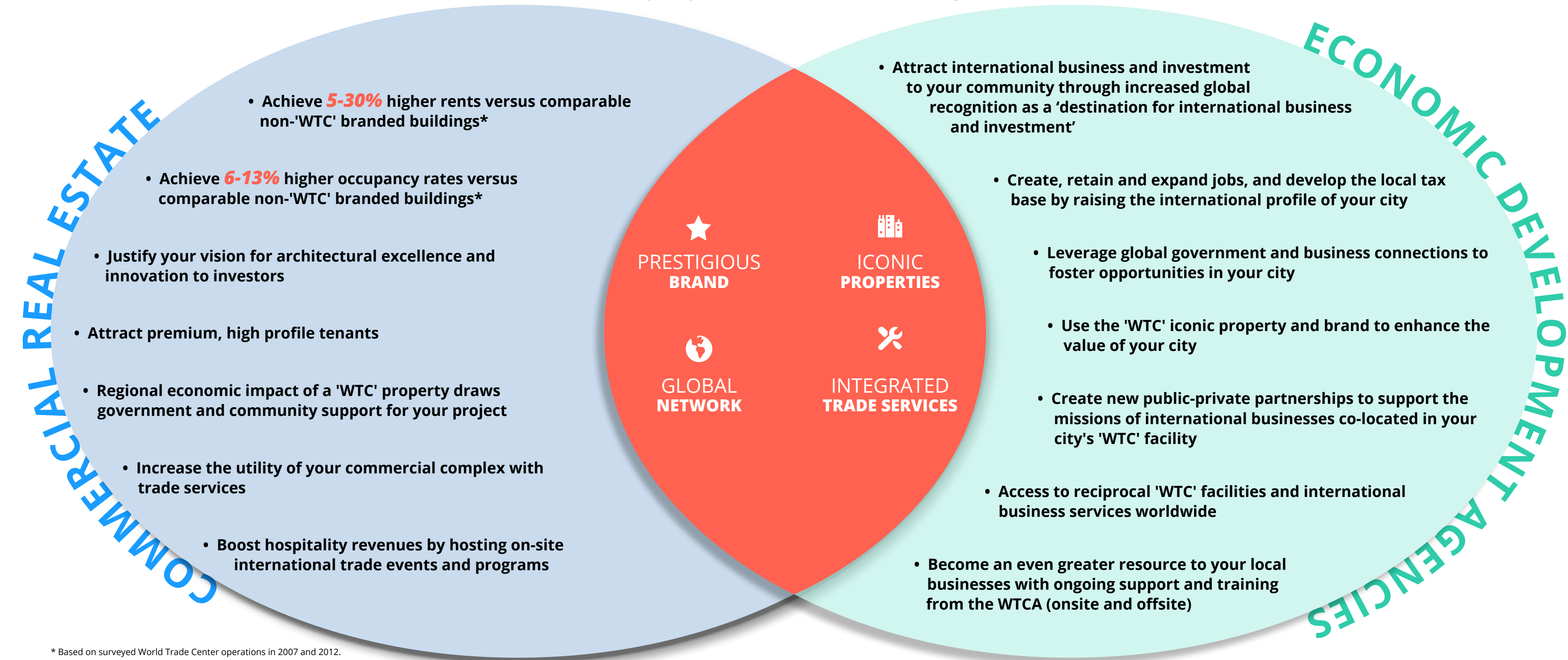
Who Licenses The 'WTC' Brand?



CREATE INTERNATIONAL  
CONNECTIVITY & SYNERGY



# — BENEFITS OF THE 'WTC' BRAND —






# Upon Approval Of Your WTC License, You Will Receive:


- ▶ Use of WTCA's proprietary WTC “City Name” logos
- ▶ Support of WTCA's global trademark attorneys to help protect your "WTC" logo
- ▶ Comprehensive set of brand management guidelines, training manuals and other tools
- ▶ Ability to obtain premium certification of your facilities and services by the WTCA to better market yourself within the network
- ▶ Global reciprocity from other WTC Members (when available)
- ▶ Increased marketing and networking opportunities through the WTCA digital platform, reserved for WTC Members only
- ▶ Access to Member-only discussion forums, reciprocity tools, WTCA Resource Center, and strategic partner discounts
- ▶ Opportunities to participate in global networking and training conferences organized by the WTCA
- ▶ Opportunities to participate in regional conferences to exchange best practices and address regional opportunities
- ▶ Support of the WTCA Headquarters in New York as well as from the WTCA regional representatives in Asia Pacific, Latin America, North America and Europe

# HOW TO JOIN

At the WTCA, we believe our success is tied directly to the caliber of each WTCA Member who is licensed to operate a local World Trade Center Facility and its Services. Therefore, our membership selection process is rigorous. You choose us to gain competitive differentiation and advantage, and to attract investment. We choose you, as our Licensed Member and Strategic Partner, to grow the footprint and quality of the WTCA Network.

 *The WTCA Application process is designed to identify the best candidates for a strong WTC Network:*

1. **WTC Licenses are granted solely by the WTCA Board's Executive Committee, and are based on goals for the system-wide expansion in targeted markets.**
2. **We do not offer Licenses to all candidates. Rather, we select the best of qualified candidates for a limited number of License opportunities.**

 *We look for the following attributes in our Licensed Members:*

1. **Experience and financial ability to implement the proposed WTC Business Plan.**
2. **Proven expertise in commercial real estate development and management.**
3. **Market demand for premier commercial properties and trade services in the proposed city.**
4. **Commitment to boost regional economic growth.**
5. **Strong support from local government and the business community.**
6. **Dedication to the proper use of the renowned World Trade Center Brand and Trademarks.**
7. **Full commitment to the principles of the WTCA as a Member and strict adherence to the WTCA's Bylaws.**

To begin the application process, please complete and submit the **Expression of Interest Form** located at [join.wtca.org](https://join.wtca.org).  
To learn more, contact us at [info@wtca.org](mailto:info@wtca.org)

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around the world  
have reported an  
incremental increase  
of up to 30% in lease  
rates and 13% in  
occupancy rates.



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