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WORLD TRADE CENTER OF GREATER PHILADELPHIA Opens Doors Around the World AND in Philadelphia

October 23, 2006 - The World Trade Center of Greater Philadelphia (WTCGP), licensed in 2002 by the 280 member World Trade Center Association in New York, is moving its offices to *Two Penn Center, 1500 John F. Kennedy Boulevard, Suite 305* in center city Philadelphia before year end.

“We are delighted to have found a site at the center of our client base, near our sponsors, and in close proximity to our community of academic and international organizations with whom we work closely. For the last four years the WTCGP has been hosted within the offices of our progenitor, the Delaware River Port Authority in Camden, New Jersey. We are very grateful for their support,” said Joanna Savvides, President of the WTCGP.

The WTCGP’s success is not simply a question of its location – its international trade specialists call on approximately 400 companies throughout southeastern Pennsylvania and southern New Jersey every year. It is, more importantly, the one-on-one consulting, market research, market entry strategies, international partner searches, trade missions and trade shows that the WTCGP organizes in order to open doors worldwide for those companies interested in international business. This has led local small and medium sized companies to international success with over \$150 million in reported export sales over the past four years. It has created increased profitability and employment for the companies, and increased economic growth for the region.

The WTCGP is seeking to build greater awareness of its international business support services through its move to center city. Among its many programs, it acts as the Regional Export Network representative for the Pennsylvania Department of Community and Economic Development’s (DCED) Center for Trade Development offering access to 18 offices in major markets around the world.

“I commend the WTCGP on its decision to position itself in a location downtown where it will have a greater opportunity to succeed in its commitment to providing resources for businesses to compete internationally,” said Joseph Hoeffel, Deputy Secretary, Pennsylvania DCED. “Governor Rendell is working hard to advance Pennsylvania’s global competitiveness through programs like the World Trade PA initiative and with the assistance of our partners, like the WTCGP, the state will help Pennsylvania’s businesses thrive in today’s global market and become a driving and competitive force in international trade and investment.”

The WTCGP also has programs designed to develop business opportunities in Latin America and the Eastern European Emerging Markets. Working with the US Economic

Development Administration it offers international collaboration for specialized industry sectors. The World Trade Center of Greater Philadelphia's CEO China Operations Club won the 2006 NASBITE Program Excellence Award. The NASBITE International award recognizes outstanding and innovative developments in the area of international trade education, counseling, training, and research. The Club is designed to allow local companies a forum to exchange information and ideas to improve their understanding of and efficiency in successfully operating in China. The Club's activity assists companies in integrating their China operations and strategy into a more integral and sophisticated component of their global business.

Additionally, WTCGP offers a series of educational seminars and conferences to aid business professionals in understanding the innumerable issues in "going global". Among their upcoming 2007 programs is a briefing in January on business travel safety and security. Their February 15, 2007 *Global Business Outlook* conference entitled "Global Realities of Sourcing, Outsourcing and Offshoring" will be held in cooperation with Drexel University's LeBow College of Business.

According to the First Deputy Director of Commerce in the City of Philadelphia's Department of Commerce, Mjenzi Traylor, "The City is delighted that the WTCGP will open its doors downtown. We are well aware of the advantage to the region's businesses of having an organization with such an extensive international network located here. We look forward to increased collaboration and activity on programs that will promote the Greater Philadelphia Region as a significant player in the international marketplace."

WTCGP president Savvides was recently named one of the **Philadelphia Business Journal's 2006 Women of Distinction** and the Consular Corps of Philadelphia's *2006 Global Leadership in Business Award*.

About the World Trade Center of Greater Philadelphia

A non-profit organization 501c(3), the World Trade Center of Greater Philadelphia is a licensed and certified member of the World Trade Centers Association and provides international trade support to businesses in Southeastern Pennsylvania and Southern New Jersey. This relationship provides WTCGP members access to innovative WTCA networking programs and World Trade Centers around the globe. Since its inception in October 2002, the WTCGP annually provides approximately 400 companies in the Greater Philadelphia region with international trade assistance. For more information, please visit www.wtcphila.org.

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