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2006 Woman of Distinction Works In World Arena

November 1, 2006 (PHILADELPHIA, PA) -- Why international? Joanna Savvides, President of the World Trade Center of Greater Philadelphia (WTCGP), does business in the world arena. She is a pioneer among women in the field of global business. With experience at major multinational corporations including IBM, Heinz and the Campbell Soup Company, she was the logical choice to serve as President of the World Trade Center of Greater Philadelphia (October 2002) when its license was acquired. She speaks six languages and has conducted business in over 100 countries around the world. Her many years of experience in international business have been critical to her role in helping and inspiring area companies to penetrate international markets and improve their bottom lines.

In just four short years since the WTCGP's inception, Savvides has developed this non-profit organization into a regional economic development powerhouse. Under her leadership the organization has assisted approximately 400 small and medium-sized companies annually to expand their international business. Over 150 million dollars of incremental export sales have been reported as a result, which translate into increased profitability for the assisted companies and the creation of the equivalent of approximately 2,000 new jobs for the region. This work has been instrumental in bringing Philadelphia into the global arena. As a result, Savvides has been recognized as a "**2006 Woman of Distinction**" by the *Philadelphia Business Journal* for her unique leadership role in international economic development for the Greater Philadelphia region.

"The diversity of doing business internationally is what drives me," says Savvides, "People in business cannot be bound by borders or cultural differences. I find something interesting in every part of the world." Having been born in Cyprus, educated in Yugoslavia and worked in Eastern Europe, her background is indeed rich and multi-faceted. She immigrated to the United States in 1980 where she quickly embraced the ideals of freedom and liberty and adopted the culture of her newfound homeland with ease. Her story is a true American success story. In fact, for eight years in the 1990's she served her adoptive country as a member of the Agricultural Technical Advisory Committee to the U.S. Secretary of Agriculture and the U.S. Trade Representative.

Savvides holds numerous board and committee positions including: the World Trade Centers Association, Committee for Tourism, Hospitality and Heritage; Board member of the World Trade Center Cyprus, United Nations Association of Greater Philadelphia, Hellenic University Club of Philadelphia, Hellenic American Chamber of Commerce, Welcoming Center for New Pennsylvanians, Women's Regional Business Council, the District Export Council of the US Department of Commerce and others. Joanna is a 2003 graduate of LEADERSHIP Philadelphia's CORE program. She has also received

recognition from the United Nations Association of Greater Philadelphia's "Regional Business Honor" in November 2005; the Consular Corps of Philadelphia's "2006 Global Leadership in Business Award" in May 2006; and the Euro - American Women's Business Council, Athens, Greece "Artemis Award" in May 2006.

About the World Trade Center of Greater Philadelphia

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

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