

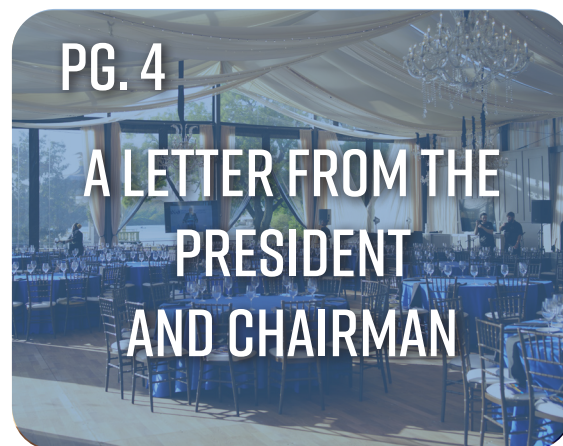
# 2023 ANNUAL REVIEW



WORLD TRADE CENTER®  
GREATER PHILADELPHIA







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## CONNECT WITH US



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# A LETTER FROM OUR PRESIDENT AND BOARD CHAIRMAN

As we reflect on the past year, we want to extend our deepest gratitude to our former President/CEO, Linda Conlin, for her invaluable contributions to our organization over the last 13 years. We would also like to thank Anthony Simonetta for stepping in as interim President & CEO, upon Linda's departure. Their expertise and insights have been pivotal in shaping our understanding of our accomplishments and areas for growth. Lastly, we want to thank our amazing team, members, Board and Advisory Council, sponsors, and partners for supporting our mission and continuing to bring global recognition to the city of Philadelphia.

This past year has been one of both challenges and triumphs for us. Despite the obstacles posed by the global economic climate, we have made significant strides in enhancing trade opportunities, fostering business growth, and supporting the economic development of the Greater Philadelphia region. Our efforts have not only contributed to the local economy but have also positioned us as key players in the international trade community.

As we look ahead, we are committed to building on this momentum. We understand the importance of adapting to the changing global landscape and are poised to implement strategies that will enable us to continue our mission with even greater impact.

We invite you to continue this journey as we strive to make Greater Philly the International Gateway to the Mid-Atlantic Region and the World Trade Center of Greater Philadelphia a beacon of trade and economic development.



Thomas Young,  
President and CEO



Joseph J. Scalio,  
Board Chairman





# WHO WE ARE





WORLD TRADE CENTER®  
GREATER PHILADELPHIA

We Counsel. We Connect. WE GROW TRADE.

## OUR MISSION

TO BRING GROWTH AND PROSPERITY TO  
BUSINESSES, COMMUNITIES, AND NEIGHBORHOODS  
IN GREATER PHILADELPHIA AND WORLDWIDE  
THROUGH GLOBAL TRADE AND INVESTMENT.

## OUR VISION

TO CONTRIBUTE TO GLOBAL PROSPERITY  
AND PEACE THROUGH TRADE.

**The World Trade Center of Greater Philadelphia (WTCGP) is the region's leading non-profit international trade-services organization.**

We assist companies in the five counties of Southeastern Pennsylvania and eight counties of Southern New Jersey.

WTCGP is one of over 320 World Trade Centers in over 90 countries around the globe and a member of the World Trade Centers Association (WTCA).

We are the Commonwealth of Pennsylvania's Regional Export Network (REN) partner for Southeastern Pennsylvania. Our role is to provide resources for local companies seeking to expand globally and facilitate outreach for international businesses to the Greater Philadelphia region.

By providing services such as individual trade counseling, market research, trade mission support, educational conferences and programs, business networking events, and powerful worldwide connections, we advance the success of local and international businesses. We are a critical catalyst for economic growth and job creation for Greater Philadelphia, serving as a trusted

advisor with the international expertise and worldwide connections to inspire and empower companies to think and succeed globally.

In 2024, it is projected that the WTCGP will provide counseling services to more than 180 companies, with Pennsylvania and New Jersey companies reporting over \$98M in incremental sales of goods and services directly related to WTCGP trade assistance.

Our highly trained staff is here to help develop and manage all aspects of your international business.

## WTCGP AT A GLANCE

We are the hub of international commerce for the Greater Philadelphia Area, striving to transform our region into the global gateway of the Mid-Atlantic. Our mission is to bring growth and prosperity to businesses, communities, and neighborhoods in greater Philadelphia and worldwide through global trade and investments. We do this by providing one-on-one trade counseling, market research, global trade missions, peer group networking, and connections to over 320 World Trade Centers in over 90 countries. Since 2002, we have assisted companies in generating more than \$2.4 billion in increased export sales, creating and sustaining more than 26,000 jobs.

## WE COUNSEL. WE CONNECT. WE GROW TRADE.

We provide the opportunity for Southeastern Pennsylvania and Southern New Jersey companies and organizations to become members of an exclusive network of global businesses and entrepreneurs.

### We offer:

- International trade counseling
- Market entry strategies
- Access to grants and financing programs
- Educational seminars and networking events
- Trade missions and trade shows
- Market intelligence and research
- Export finance assistance
- Access to the World Trade Centers' network
- Import assistance and global procurement
- Inbound delegation support





**“ENGAGING AND GUIDING MANUFACTURING AND SERVICE COMPANIES TO GROW THEIR EXPORTS AROUND THE WORLD IS THE HEART OF WHAT WE DO AT THE WTCGP. FROM MY START IN 2002, WHEN WE ESTABLISHED THE WTCGP, IT HAS BEEN FULFILLING TO KNOW THAT OUR WORK WITH CLIENTS, MEMBERS, AND PARTNERS HAS MADE GREATER PHILADELPHIA A MORE VIBRANT AND PROSPEROUS REGION, WITH EVEN MORE GLOBAL OPPORTUNITIES COMING IN TWO YEARS WHEN WE’LL CELEBRATE THE 250TH ANNIVERSARY OF THE FOUNDING OF OUR UNITED STATES!”**

**RON DROZD, CHIEF OPERATING OFFICER, WTCGP**

## OUR TEAM

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**THOMAS YOUNG**  
PRESIDENT & CEO



**RON DROZD**  
CHIEF OPERATING OFFICER



**SUSAN MILLS MACDONALD**  
CHIEF ADMINISTRATIVE OFFICER



**DINO RAMOS**  
SENIOR ADVISOR FOR  
STRATEGIC INITIATIVES



**DENZELL WALLACE**  
DIRECTOR OF COMMUNICATIONS  
& MARKETING



**DALE FOOTE**  
INTERNATIONAL TRADE  
SPECIALIST





# INTERNATIONAL TRADE DOESN'T STOP – AND NEITHER DO WE!

Since 2022, the WTCGP has operated on a hybrid schedule that fulfills the WTCGP program and operational needs.

The staff supports the execution of the WTCGP’s mission and meets the needs of our members, clients, and partners.



“WHEN I FIRST MOVED TO PHILADELPHIA FROM NEW YORK OVER 30 YEARS AGO, I WAS LOOKING FOR A WAY TO FEEL THAT I WAS A “PHILADELPHIAN.” **WORKING AT THE WTCGP FOR THE LAST 10 YEARS HAS MADE ME VALUE THE CREATIVITY, ENERGY, AND RESILIENCY OF THE PEOPLE AND BUSINESS COMMUNITY IN THE GREATER PHILADELPHIA REGION.** THE WTCGP IS AT A CRITICAL JUNCTURE TO ADVANCE THE STRENGTH OF GLOBAL TRADE AS WE CONSTANTLY EXPAND OUR PARTNERSHIPS HERE AND ABROAD.

**SUSAN MILLS MACDONALD, CHIEF ADMINISTRATIVE OFFICER, WTCGP**



# OUR IMPACT

SINCE 2002, WE HAVE HELPED COMPANIES GENERATE **\$2,420,261,052** IN EXPORT SALES WHICH CONTRIBUTED TO SUSTAINING **26,223** JOBS IN THE GREATER PHILADELPHIA REGION.

194

Projects Completed

806

Jobs Created and Supported

425

Event Attendees

\$90.7M

Increase in Export Sales





# BOARD OF DIRECTORS

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- Norman Bristol Colón**  
Pennsylvania Department of Community & Economic Development
- Beth Pomper**  
State of Delaware, Department of State



# PARTNER ORGANIZATIONS

- African-American Chamber of Commerce

Asian-American Chamber of Commerce of Greater Philadelphia

Ben Franklin Technology Partners of Southeastern Pennsylvania

British American Business Council of Greater Philadelphia

Bucks County Economic Development Corporation

Bucks County International Trade Council

Center City Proprietors Association

Central Bucks Chamber of Commerce

Chamber of Commerce Southern New Jersey

Chester County Economic Development Council

Chilean & American Chamber of Commerce of Greater Philadelphia

Consular Corps Association Philadelphia

Consulate General of Canada

Consulate General of Italy

Consulate General of Panama

Consulate of Mexico in Philadelphia

Delaware County Commerce Center

Delaware River Port Authority

Delaware Valley Regional Planning Commission

Delaware Valley Industrial Resource Center

Economy League of Greater Philadelphia

Foreign Policy Research Institute
- French-American Chamber of Commerce

German-American Chamber of Commerce Philadelphia

Global Interdependence Center

Global Philadelphia Association

Greater Philadelphia Hispanic Chamber of Commerce

Initiative for Global Environmental Leadership

International House Philadelphia

Irish-American Business Chamber & Network

Japan America Society of Greater Philadelphia

Main Line Chamber of Commerce

Maritime Exchange for the Delaware River and Bay

Montgomery County Commerce Department

National Association of Manufacturers - New Jersey

New Jersey Business Action Center

New Jersey Chamber of Commerce

Pennsylvania Biotechnology Center of Bucks County

Philadelphia Convention and Visitors Bureau

Philadelphia Industrial Development Corp.

Philadelphia – Israel Chamber of Commerce

PhilaPort

S.M.A.R.T. Strengthening the Mid-Atlantic Region for Tomorrow

South Jersey Port Corporation

- Southern Chester County Chamber of Commerce
- Swedish-American Chamber of Commerce
- Team PA Foundation
- Temple University Center for International Business Education and Research
- Temple University Fox School of Business
- Temple University Small Business Development Center
- The Chamber of Commerce for Greater Philadelphia
- The Enterprise Center
- The Welcoming Center for New Pennsylvanians
- University City Science Center
- Upper Bucks Chamber of Commerce
- Villanova University
- Visit Philadelphia
- Widener University Small Business Development Center
- World Affairs Council of Philadelphia
- World Trade Association of Philadelphia
- World Trade Center Delaware
- World Trade Center Harrisburg



View of the Port of Philadelphia



An Annual Global Business Conference held at Temple University





## THE WORLD TRADE CENTERS ASSOCIATION

WTGCP IS A MEMBER OF THE WORLD TRADE CENTERS ASSOCIATION (WTCA) NETWORK OF OVER 320 WORLD TRADE CENTERS LOCATED IN NORTH AMERICA, CENTRAL & SOUTH AMERICA, EUROPE, AFRICA & THE MIDDLE EAST, AND ASIA & THE PACIFIC. THESE EXCLUSIVE WTCA BRANDED PROPERTIES AND TRADE SERVICE ORGANIZATIONS ARE LOCATED IN OVER 90 COUNTRIES, CONNECT 15,000 PROFESSIONAL STAFF MEMBERS, AND REPRESENT MORE THAN 750,000 BUSINESS MEMBERS WORLDWIDE.

THE WTCA STIMULATES TRADE AND INVESTMENT OPPORTUNITIES FOR COMMERCIAL PROPERTY DEVELOPERS, ECONOMIC DEVELOPMENT AGENCIES, AND INTERNATIONAL BUSINESSES LOOKING TO CONNECT GLOBALLY AND PROSPER LOCALLY. THE WTCA IS DEDICATED TO ENCOURAGING THE EXPANSION OF WORLD TRADE, PROMOTING STRONG INTERNATIONAL BUSINESS RELATIONSHIPS AND FOSTERING MUTUAL ASSISTANCE AND COOPERATION AMONG MEMBERS.

**WTGCP MEMBERSHIP GAINS YOU ACCESS TO THIS EXCLUSIVE NETWORK**

**THERE ARE OVER 320 WTCA MEMBERS  
CONNECTING OVER 15,000 WORLD TRADE  
CENTER PROFESSIONALS IN OVER 90  
COUNTRIES.**





## SERVICES, PROGRAMS, EVENTS AND CLUBS





# INTERNATIONAL TRADE COUNSELING



PENNSYLVANIA AUTHORIZED TRADE REPRESENTATIVES  
FROM  
“BRINGING THE WORLD TO PENNSYLVANIA.”

Companies rely on our International Trade Specialists for their expertise and connection to services that help them grow their global business. The Commonwealth of Pennsylvania has one of the most comprehensive international trade development programs in the U.S., resulting in more jobs for Pennsylvanians.

The Pennsylvania Export Assistance Program, managed by the Office of International Business Development, provides companies with the infrastructure needed to research new markets, locate qualified buyers and provide on-going export support.

We serve as one of ten Regional Export Network (REN) Partners providing trade services to companies in Southeastern Pennsylvania. Some of the services that we administer on behalf of the program include one-on-one counseling and technical support, developing market entry strategies, and improving access to grants and financing programs.

The WTCGP works with 13 State Authorized Trade Representatives (ATRs) covering 44 countries who are contracted by the Commonwealth of Pennsylvania. ATRs are on-the-ground business professionals who are deeply knowledgeable about the business, social and political environments for their countries and regions.

Our Trade Specialists connect qualifying Southeastern Pennsylvania companies with the ATRs who provide a range of services to facilitate export market development, including foreign company background checks and market intelligence, customized searches for qualified buyers, agents, distributors, partners, tailored appointment schedules, and in-country logistical support.

Since its inception in 2002 at the Delaware River Port Authority in Camden, the WTCGP has played an increasingly important role in assisting Southern New Jersey companies compete in global markets. A WTCGP International Trade Specialist is dedicated to counseling and assisting these companies, helping them access advice and expertise specific to their businesses.

Our International Trade Specialists also partner with the State of New Jersey’s Business Action Center’s Office of Export Promotion and the U.S. Commercial Service Export Assistance Centers in Philadelphia and Trenton to connect companies with international business opportunities.

With a history of support from the U.S. Economic Development Administration, the WTCGP continues to focus on industry sectors that have the greatest potential for regional economic growth and future job creation. The program provides an opportunity for companies to be mentored by experienced exporters and legal, banking, insurance, and accounting professionals.





SELLING TO THE WORLD: GROWING A VIBRANT, INCLUSIVE, AND CONNECTED ECONOMY FOR GREATER PHILADELPHIA

In 2023, we kicked off our Selling to the World: Growing a Vibrant, Inclusive, and Connected Economy for Greater Philadelphia.” Selling to the World (STTW) is designed to restore and expand the growth of small and medium-sized enterprises (SMEs) for both new-to-exporting companies and established exporters.

This program is also designed to increase global access and opportunities for minority and women-owned businesses (MWBs) and includes global supplier diversity training to enable these companies to export into the global supply chains of multinational corporations abroad. The program supports companies in Southeastern Pennsylvania, Southern New Jersey, and the State of Delaware.

The 2023 highlights include creating the WTCGP Global Diversity Advisory Council (GDAC), comprised of distinguished leaders in the Greater Philadelphia business community and trailblazers in supplier diversity dedicated to advancing economic growth opportunities for MWBs.

The initial cohort of eighteen companies in various industries in Southeastern Pennsylvania, Southern New Jersey, and the State of Delaware participated in three full-day classes that prepared them on various trade “how to export” topics.

**April Session:** Basics of Exporting Overview; Developing an Export Strategy; Developing an Export Plan; International Contracts and Agreements; Cultural Considerations

**May Session:** Export Documentation; Methods of Payment; Export Finance and Credit Insurance; Finance Programs

**June Session:** Export Shipping and Logistics; Intellectual Property; Global Supplier Diversity; Additional Resources

The STTW cohort also gained significant value from the peer networking and sharing experiences. The program continues to support the companies after class completion as they receive continued counseling and mentoring.

*Companies wishing to start exporting or increase their current levels of exports are encouraged to contact the WTCGP International Trade Specialists.*



GROWING A VIBRANT, INCLUSIVE, AND CONNECTED ECONOMY FOR GREATER PHILADELPHIA

“I CANNOT SAY ENOUGH ABOUT THE STRENGTH AND VALUE OF THE PROGRAM. IF YOU ARE A COMPANY LOOKING TO EXPAND INTERNATIONALLY, THERE IS NO BETTER WAY TO SPEND THREE DAYS. THE BREADTH AND DEPTH OF TOPICS COVERED IS UNRIVALED, AS IS THE QUALITY AND EXPERIENCE OF THE PRESENTERS AND MENTORS. A FIVE-STAR PROGRAM LED BY FIVE STAR PEOPLE.”

BRYAN HURTADO  
OLEUM ENTERPRISES [OES LOGISTICS]

SPONSORS  
SELLING TO THE WORLD | BRINGING THE WORLD TO PENNSYLVANIA  
| WORLD TRADE CENTERS DAY AWARDS CELEBRATION

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Bittenbender Construction	Munley Law
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Kibow Biotech, Inc.	Your Part-Time Controller, LLC

“Selling to the World” export training is made possible through the support of the U.S. Economic Development Administration, the PA Office of International Business Development, the members of the GDAC, and the many corporate sponsors of the WTCGP that support this program. Special thanks to GDAC Chairs, Brian Oglesby of Eastern Minority Supplier Development Council and Elizabeth Walsh, of the Women’s Business Enterprise Center – East; Beth Pomper, Director, International Business Development, State of Delaware; and Board Member Martin G. Belisario, Esq. of Panitch Schwarze Belisario & Nadel, LLP as venue host.





## EDUCATIONAL SEMINARS & CONFERENCES

The WTCGP's educational seminars and conferences are designed to provide the tools and business market intelligence needed to make informed business decisions. Our events feature international business and global trade experts, overviews of market opportunities, introductions to trade service providers and more.

As businesses grow, they often need assistance and subject advice from professional service providers, including financial, legal, accounting, shipping, and language services. Through these interactions, companies save time and avoid costly mistakes.

Through the WTCGP's educational seminars and conferences, attendees gain access to exclusive opportunities of:

- Learning from experts who provide the latest information on international and national trade trends and policies affecting the global economy.
- Networking with globally-focused senior business leaders.
- Learning from one another by discussing shared experiences in doing business in global markets.
- Hearing from local companies that have demonstrated success in international markets and how they came to thrive in international markets.
- Receiving an in-depth look at the latest market opportunities and gain insight into the latest economic trends.
- Networking with trade service providers at WTCGP events, seminars and meetings.

## 19TH ANNUAL GLOBAL BUSINESS CONFERENCE MAY 22, 2023 | NAVIGATING GLOBAL BUSINESS: LEADERSHIP, AI AND MARKETS TO WATCH

The 19th Annual Global Business Conference was held at the Sonesta Philadelphia Rittenhouse Square Hotel in partnership with Temple University. In addition to the traditional global economic forecast and market updates, the program featured a keynote interview of Stephen S. Tang, Thought Leader and author of *A Test for Our Time: Crisis Leadership in the Next Normal*.

### SPEAKERS

#### Keynote Address

- Stephen S. Tang, Ph. D., MBA, Author
- Interviewed by Maiken Scott, Host, Creative Director of The Pulse, WHYY

#### 2023 Global Economic and Market Outlook: Recalibrate and Rebuild

- Kei A. Sasaki, CFA, Senior Vice President, Senior Portfolio Advisor, Wealth Management, Northern Trust

#### ASEAN: Asia's Premier Regional Economic Hub

- Marc Mealy, Senior Vice President – Policy, US ASEAN Business Council

#### Member Company Panel

- Dr. John A. Bennett, President and Chief Executive Officer, Devon International Group
- Jeffrey Ji, President, U-Combination Technology
- David P. Whitman, President and Chief Executive Officer, Sunhillo Corporation
- Moderated by Beth Pomper, Director, International Business Development, State of Delaware

#### The Future of AI and Emerging Technologies: Implications for Global Trade

- Michael Beck, Principal Cinematic Venture Partners
- Robert Murray, Chief Executive Officer, TerraNetVentures and Adjunct Professor, Fox School of Business, Temple University
- Moderated by David Briel, Deputy Secretary, Office of International Business Development, Pennsylvania Department of Community and Economic Development





# PARTNERING WITH EDUCATIONAL INSTITUTIONS

The Greater Philadelphia Region is home to more than 150 colleges, universities, and community colleges, making higher education a leading sector and key economic driver for the region.

The thriving academic hub of Southeastern Pennsylvania and Southern New Jersey attracts start-up businesses, particularly in the high-tech, life sciences, biotech, and medical device sectors. Our well-educated workforce offers employers a valuable resource.

We are proud of our current educational partnerships with Bucks County Community College, the Community College of Philadelphia, Drexel University, Montgomery County Community College, Penn State Great Valley, Temple University’s Fox School of Business and Center for International Business Education and Research (CIBER), West Chester University, Widener University, and Villanova University, as well as the many other higher learning educational institutions, (tech/trade schools, community colleges, colleges, universities, etc.) with whom the WTCGP has partnered, cooperated and/or

worked closely in the Greater Philadelphia region during the past 20 plus years.

The WTCGP and regional educational institutions partner to leverage the international expertise and connections of the WTCGP to broaden students’ exposure to global markets.

We also assist university partners with international student recruitment. Such programs are customized for each specific institution and student population.



Temple University students and staff attending the 19th Annual Global Business Conference.



The Annual Global Business Conference held in partnership with Temple University



Local businesses meet with Authorized Trade Representatives at Bringing the World to Pennsylvania, held at Penn State Great Valley campus and Temple University Center City campus.

## CIBER at Temple University’s Fox School of Business

The Center for International Business Education and Research (CIBER) is a center housed within Temple University’s Fox School of Business that is funded by the U.S. Department of Education. CIBER provides area businesses with programming such as conferences, seminars, and workshops as well as research collaboration in order to increase and promote competitiveness in the international marketplace.

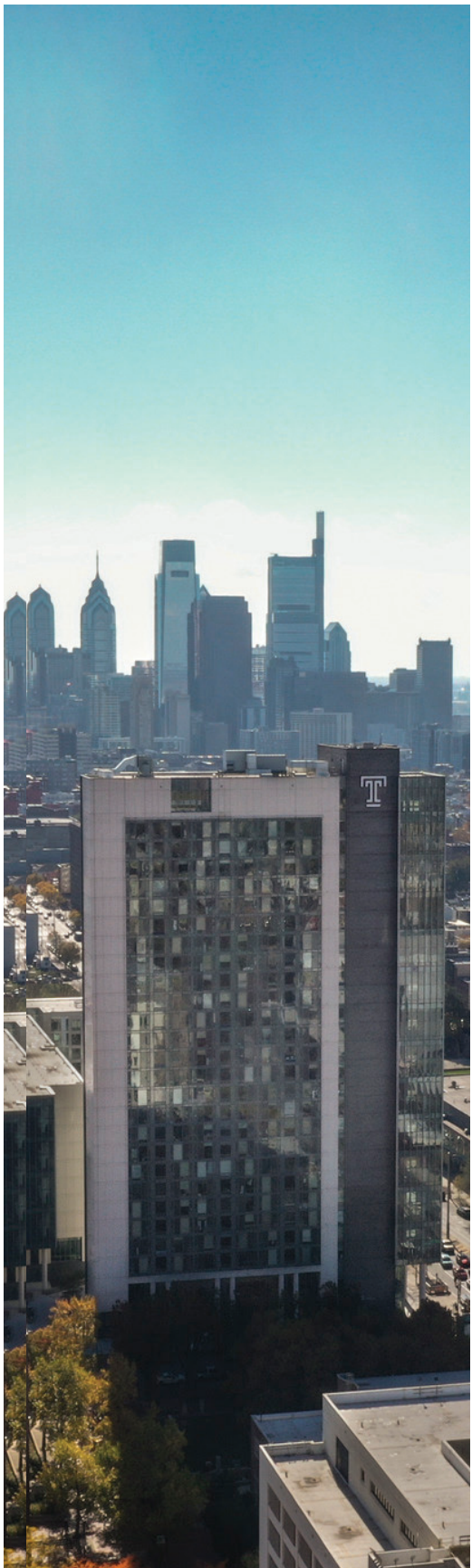
### ABOUT TEMPLE UNIVERSITY’S FOX SCHOOL OF BUSINESS

- One of only 15 universities to currently receive this prestigious U.S. Department of Education grant
- Only university in the northeast region to receive funding for 2018 – 2022
- Largest business school in the Greater Philadelphia region and AACSB-accredited since 1934



**Temple  
University**  
Fox School of Business

**Center for International  
Business Education  
and Research**





# TRADE MISSIONS AND SHOWS

Meeting in-person plays a pivotal role in negotiating deals, selling products, and building long-term relationships. Trade missions can “fast-track” market development, often resulting in immediate sales orders.

Participating in a trade mission is a cost-effective way to meet potential customers, agents, distributors, and joint venture partners while traveling with like-minded professionals.

The WTCGP supports, recruits for, and actively promotes the trade missions and shows organized through the Commonwealth of Pennsylvania’s Regional Export Network (REN) Grant Program, Great Lakes and St. Lawrence Governors and Premiers, and the U.S. Department of Commerce Commercial Service.

Through trade missions, the WTCGP provides:

- Pre-mission seminars on business opportunities and cultural considerations
- A consultation to determine a company’s objectives and strategy for pre-arranged meetings with potential buyers, distributors, and partners based on their objectives
- Opportunities to meet key government and industry officials to get their perspective on in-country opportunities and economic trends
- Networking events to discuss opportunities with fellow trade mission attendees and local professionals



# INBOUND DELEGATION SUPPORT

The Greater Philadelphia region enjoys a highly diversified economic base with pronounced strengths in energy, life sciences, information and communications technology, nanotechnology, advanced manufacturing, and higher education. Whether seeking to distribute, identify joint venture partners, or establish facilities in the United States, WTCGP is a foreign company’s first point of contact when visiting Southeastern Pennsylvania and Southern New Jersey.

The WTCGP creates a custom program for delegations based on each company’s particular industry and needs.

We conduct market research, organize business matchmaking meetings, and assist with logistics and coordinating meetings with local, state, and private sector organizations that specialize in facilitating inward investment.

The WTCGP has hosted inbound trade delegations from Canada, Greece, France, Wales, China, Japan, Ukraine, Colombia, Panama, and Uruguay.



# WTCA 54TH GLOBAL BUSINESS FORUM BENGALURU, INDIA

The World Trade Center, Bengaluru, is hosting the 2024 World Trade Center Association 54th Global Business Forum, the annual gathering of World Trade Centers and international businesses, in March 2024.

The World Trade Center Association (WTCA), with more than 320 World Trade Centers in cities across the globe, the WTCA is a global membership network and ecosystem of conference and exhibition venues, economic development agencies, real estate developers, universities, logistical hubs, airports, free trade zones and more. Collaboration is encouraged between World Trade Centers to help educate and increase global trade and investment opportunities, with members in over 90 countries/territories worldwide.

World Trade Center Bengaluru was established in 2010 to help develop an international business platform specific to the region of Bengaluru and Karnataka as a whole. In the current global environment, doing business internationally is imperative for continued growth and expansion of global organization.

WTC Bengaluru’s office is spread across 2,000 square meters with board rooms, meeting rooms, conference/seminar halls, available on rent and ready to use ‘plug and play’ Incubation Rooms. World Trade Center Bengaluru leverages the combined networks of international trade and business development experts, it meets the specific needs of its clients and partners organizations by providing international market research, business matchmaking and connections to valuable public and private resources, as well as through the planning of strategic trade missions, trade educational programs, and networking events.

WTCGP is going to Bengaluru, India, to showcase the spirit of the Greater Philadelphian region. We aim to bring the Indian Market to Philadelphia by connecting global associates to local businesses and stakeholders.

We will bring awareness to the Greater Philadelphia region by networking with our fellow World Trade Centers, advocating WTCGP’s global presence, and generating excitement around the international recognition Philadelphia will receive during 2026 when Philadelphia will host the Major League Baseball All-Star Game, the 23rd FIFA World Cup, and celebrate the 250th birthday of the United States of America (Semiquincentennial).





# DRIVING LOCAL ECONOMIC GROWTH AND JOBS THROUGH EXPORTS

The WTCGP’s expertise and success in providing comprehensive trade counseling services, mentoring, educational programs, and business networking events positions the organization well to:

- Build export awareness and capacity among the region’s small- and medium-sized enterprises (SMEs)
- Conduct export workshops with international service providers and their clients to increase the number of SMEs considering exporting as a viable option, with particular attention to women- and minority-owned businesses (MWBEs)
- Expand awareness of export services and access to mentoring programs within targeted industry and services sectors
- Increase coverage of exports and export success stories to build awareness of exports
- Advance development in the Greater Philadelphia region’s high-growth sectors, including life sciences and biotech, healthcare, architecture, design, engineering and construction management



PhilaPort employees at work. (Photo courtesy of PhilaPort)

# IMPORT & GLOBAL PROCUREMENT ASSISTANCE

Suppliers worldwide have the potential to increase a product’s value by lowering input costs. U.S. companies, for example, may be able to find a competitive edge or new products that complement an existing product line. Just as when sourcing within the U.S. domestic market, it is important to find reliable and credible suppliers in foreign markets.

Importing has its challenges, particularly in today’s global environment including managing time constraints, cultural differences and arranging trade financing, transportation, and customs clearance. The WTCGP can assist in developing your import strategy, identifying reliable suppliers, and helping implement systems to ensure a total supply chain solution.

Our global network and professional expertise help companies navigate different business and legal systems,

U.S. regulatory and customs issues as well as logistical obstacles.

The team at the WTCGP:

- Researches overseas markets
- Identifies and manages overseas suppliers
- Navigates international transport and establishes relationships with logistics companies
- Understands import compliance and acquisition procedures
- Mitigates risk by facilitating trade finance and foreign currency tools
- Determines precise import duties, tariffs, and quotas







## ASIA AND CHINA CLUB

### World Trade Center of Greater Philadelphia

Since 2004, the China Club has familiarized companies with the nuances of the Chinese market and provided a forum for peer-to-peer sharing of experiences gained from conducting business in China. With the growing importance of Greater Asia, the club is expanding to include additional Asian countries.

This distinctive, award-winning program allows participants to share best practices and identify business opportunities in some of the world's fastest growing economies.

The program focuses on the key issues surrounding Greater Asia commercial opportunities and trade.

Past round table meetings have focused on U.S.- Asia/China, protecting intellectual property, sourcing products and selecting vendors, developing a risk management strategy, overcoming banking and financing challenges, impacts of environmental policy on foreign businesses and more.

Key to the success of this popular program is its dedicated members and sponsors. We would like to thank the principal sponsor of this program, White and Williams LLP, as its expertise in China provides a continuing resource for our members.

We also thank all the members for their engagement in the programs, including those who shared their business experiences in Asia and China.

For more information on China Club, please contact **Ron Drozd** at [rdrozd@wtcphila.org](mailto:rdrozd@wtcphila.org).



Asia and China Club Members at a luncheon with ASEAN Business Council



Gift exchange between Thomas Young, President & CEO, WTCGP, and Mr. Dai Shen-guo, Vice Chairman, CCPIT Tianjin

## ASIA AND CHINA CLUB EVENTS

WTCGP continues to support member companies through the Asia and China Club with programs, partner development, and individually working with companies as they focus on the greater Asia and China markets. Building on the Philadelphia and Tianjin, China's sister city, and also WTC relationships, our events are designed to enhance the relationship with WTC-Tianjin/China Council for the Promotion of International Trade (CCPIT). A signature moment of this relationship was the signing of a renewed MOU. This strengthening of the network with WTCs in China and CCPIT will increase in-country Chinese connections and resources so Greater Philadelphia companies can advance their business in China.

**May 22, 2023** | Private luncheon and roundtable for Club members with Marc Mealy, Senior Vice President - Policy, US ASEAN Business Council, sponsored by Pennoni and Associates.

**September 21, 2023** | WTCGP hosted a delegation from WTC-Tianjin/CCPIT with the CCPIT Vice Chairman and Tianjin representatives including commerce, sister cities, and ports exchanging presentations with respective Philadelphia respective partner organizations. The delegation highlight included the WTCGP and WTC-Tianjin/CCPIT MOU signing ceremony.

**October 17, 2023** | WTCGP meetings with China's Consul General (New York) to discuss business and cultural events and relationship building.

**November 11, 2023** | WTCGP, through cooperative sponsorship with member White and Williams, hosted the September Tianjin Delegation for a pre-concert event and ensemble performances by the Philadelphia Orchestra on the 50th anniversary of the historic 1973 Tour of China, the first by an American orchestra.

**December 15, 2023** | Meeting with the Consulate General of the People's Republic of China in New York's Economic and Commercial Office in conjunction with the City of Philadelphia Commerce Department.

**December 31, 2023** | Consulate General of the People's Republic of China in New York's New Year's Open Day cultural and commerce program.

We are looking forward to 2024 with programs supporting our companies, partners, and the Greater Philadelphia region.

We will celebrate the 45th Anniversary of the Philadelphia — Tianjin sister city relationship with commerce and cultural delegations being planned for 2024.



Signing of MOU between WTCGP and World Trade Center Tianjin/ CCPIT





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The International Group counsels U.S. and foreign-based clients in complex international matters, providing the strategic guidance necessary to pursue global expansion and resolve international disputes.

We share your dedication to the global market and are a proud supporter of the World Trade Center of Greater Philadelphia.

**Gary Biehn, Senior Counsel, International Group**  
215.864.7007 | [biehng@whiteandwilliams.com](mailto:biehng@whiteandwilliams.com)



## GLOBAL FINANCIAL SERVICES

The WTCGP's Global Finance Program provides a roadmap for export finance products and global banking services, accessible through the region's leading international lenders with the backing of government agencies like Export-Import Bank of the U.S. (EXIM Bank) and the U.S. Small Business Administration (SBA).

Since the signing of a City/State Partnership Agreement between the WTCGP and EXIM Bank, this partnership has expanded to include a variety of services. This program is comprised of SBA, the area's leading trade finance lenders and insurance brokers, the City of Philadelphia, the Commonwealth of Pennsylvania, and the State of New Jersey. This program provides information on accessing capital to fill export orders, minimizing risk by obtaining export credit insurance, developing a competitive advantage by offering financing or credit terms to prospective

international buyers and accessing global banking services to facilitate and ease cross-border trade.

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**REGINA GORDIN**  
REGIONAL DIRECTOR,  
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Governor, Commonwealth of Pennsylvania  
Global Business Leadership Award

**Michael Forman**  
Chairman and CEO, FS Investments  
Global Equity Award

**Linda Mysliwy Conlin**  
Former President, World Trade Center of Greater Philadelphia  
Legacy Award for Lifetime Achievement

We salute all those working to grow a vibrant, inclusive,  
and connected economy for greater Philadelphia.



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# WORLD TRADE CENTERS DAY 2023



Governor Josh Shapiro, Recipient of Global Business Leadership Award



Michael Forman, Chairman & CEO, FS Investments, Recipient of Global Equity Award



Barry Fisher, President & CEO, Van Horn, Metz & Co., Inc., Recipient of Member Company of the Year Award



Linda M Conlin, Former President & CEO, World Trade Center of Greater Philadelphia, Recipient of Legacy Award for Lifetime Achievement

# AT THE FAIRMOUNT WATER WORKS

The 21st Annual World Trade Centers Day Awards and Celebration was held on September 27th at the Fairmount Water Works honoring:

- Global Business Leadership Award - Josh Shapiro, Governor of Pennsylvania
- Legacy Award for Lifetime Achievement - Linda Conlin, Former President, World Trade Center of Greater Philadelphia
- Global Equity Award - Michael Forman, Chairman & CEO, FS Investments
- Member Company of the Year Award - Van Horn, Metz & Co., & Inc,

World Trade Centers Day is a day when all World Trade Centers around the world demonstrate their commitment to global trade by honoring individuals and organizations who work tirelessly to generate economic prosperity...and peace through global trade. It is also a day to remember the tragedy of 9/11 and why free trade must always continue.

The event set a twenty one-year record in fundraising, generating over \$343k







Brandywine Realty Trust congratulates the **World Trade Center of Greater Philadelphia** on its outstanding efforts to improve our region.



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## BRINGING THE WORLD TO PA (BTW2PA)

**March 20 & 22, 2024** | As we begin 2024, we are excited to resume BTW2PA. This signature event is hosted in partnership with Pennsylvania's Office of International Business Development (OIBD). Export-ready Pennsylvania companies have the opportunity to schedule meetings from a roster of 13 Pennsylvania Authorized Trade Representatives (ATRs) who cover more than 40 global markets. The ATRs will be in the Greater Philadelphia region on March 20 and 22, 2024, as part of the BTW2PA statewide tour. World Trade Center of Greater Philadelphia organizes one-on-one meetings between ATRs and Southeastern Pennsylvania companies seeking foreign market intelligence, agents and distributor candidates, industry and government contacts, and on-the-ground assistance when companies visit these foreign markets.



PA Authorized Trade Representatives and World Trade Center staff at Bringing the World to Pennsylvania at Penn State Great Valley.



# Powering partnerships.

At PECO, we're powering the future of the Philadelphia region. We invest nearly one billion dollars in our infrastructure and in new technology every year to ensure reliable service today and prepare for our community's future energy needs.

PECO is proud to partner with the World Trade Center of Greater Philadelphia in driving the growth of our region.

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## The World Trade Center of Greater Philadelphia

Independence Blue Cross is proud to support the World Trade Center of Greater Philadelphia, and recognizes their efforts to drive growth and economic prosperity in our communities.

Now more than ever, Independence remains steadfast in its support of community organizations dedicated to improving the lives and health of the people in our region.

We're all in this together.



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Independence 





MEMBERSHIP





## OUR MEMBERS COME FIRST

The WTCGP is the region's premier membership organization for globally-minded companies. Our members receive one-on-one trade counseling, exclusive opportunities to take part in international programs, branding opportunities, and gain access to our extensive network of companies with global expertise.

WTCGP is a member of the World Trade Centers Association and our own members receive reciprocal benefits offered by numerous world trade centers in high growth markets across the globe. These include but are not limited to introductions to local partner companies and organizations, conference space for meetings, free parking, Wi-Fi and printer access.

In addition, membership includes a weekly ISA report, a complimentary subscription to "Global Traveler Magazine", and various affinity discounts.

From small, family owned businesses looking to export for the first time to internationally recognized corporations looking to increase their impact on the prosperity of our region, we offer a variety of membership levels to accommodate companies of all sizes.

**INTERESTED IN BECOMING A MEMBER? CONTACT SUSAN MILLS  
MACDONALD AT [SMACDONALD@WTCPHILA.ORG](mailto:SMACDONALD@WTCPHILA.ORG) OR (215) 586-4249.**

## OPPORTUNITIES FOR BUSINESSES OF EVERY SIZE



**Sustaining Members** are industry leaders looking to build brand awareness, develop strategic international connections, share best practices and insights with fellow members, and are invested in playing an integral role in the growth and prosperity of our region.



**Leadership Council** is ideal for companies with a global presence looking to elevate their company's brand, collaborate with WTCGP staff and increase their impact in the Greater Philadelphia international business community.



**Premier Members** receive customized business mentoring sessions with peer business leaders, industry advisors, introductions to regional business leaders, government officials, and invitations to educational and networking events.





**Club Members** have access to our region-specific clubs, China and Asia Club. This option is best for exporters looking to enter or further expand their operations in these ever changing trade hubs.



**Corporate Members** are established exporters looking to learn from WTCGP trade experts, take advantage of WTCs with reciprocal services, network with peers, and meet global experts to help them navigate the complex global trade ecosystem successfully.

**BECOME A MEMBER OF  
THE WORLD TRADE CENTER OF  
GREATER PHILADELPHIA!**



**Scan to Learn More  
About Membership!**

# COMPETITIVE ADVANTAGE IN INTERNATIONAL BUSINESS

**Become a member of the World Trade Center of Greater Philadelphia today!**  
Member companies are part of an intricate and diverse global network, which includes 322 world trade centers in 91 countries. Members gain access to global leaders, and active participation in an exclusive club of like-minded international businesses to help accelerate global reach.



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# TAKE IT FROM OUR MEMBERS



“THE WORLD TRADE CENTER HAS BEEN A REAL BOON TO US TO HELP US GET OVER THOSE OBSTACLES IN FOREIGN MARKETS WHERE WE REALLY NEED PEOPLE THAT ARE EMPLOYEES RATHER THAN MANUFACTURER’S REPRESENTATIVES.”

“EVERYBODY THAT WE’VE MET THROUGH THE WORLD TRADE CENTER CONTACTS WAS A POTENTIAL CUSTOMER FOR US. I WAS SO IMPRESSED BY WHAT I WAS RECEIVING THAT I REALIZED THAT WE HAD TO ACTUALLY BECOME A PAYING MEMBER OF THE WORLD TRADE CENTER.”

**BOB KRITZER, DIRECTOR OF  
FINANCE & ADMINISTRATION;  
HAROLD BECK & SONS, INC.**



“WE HAVE AND WILL CONTINUE TO RECOMMEND THE VALUABLE SERVICES OF THE WORLD TRADE CENTER OF GREATER PHILADELPHIA FOR ALL COMPANIES IN SOUTHEASTERN PENNSYLVANIA AND NEW JERSEY LOOKING TO TAKE ADVANTAGE OF GLOBAL BUSINESS OPPORTUNITIES. THE MARKET INTELLIGENCE, CUSTOMIZED RESEARCH AND INTERNATIONAL NETWORKING EXPERTISE OPENS DOORS IN A WAY THAT NO SINGLE COMPANY COULD ACCOMPLISH ON ITS OWN.”

**BRUCE CARNEVALE, EXECUTIVE VICE  
PRESIDENT AND COO, BRADFORD WHITE**



“IT WAS SIX YEARS AGO THAT WE BEGAN EXPORTING AND WE ARE CURRENTLY DOING BUSINESS IN CANADA, GERMANY, BRAZIL, MEXICO, THE UK AND CHINA. DOING BUSINESS OUTSIDE THE U.S. HAS HELPED VHM GROW. WE THANK THE WTCGP FOR CONNECTING US WITH OUR GLOBAL SUPPLY PARTNERS AND IT WAS OUR INTRODUCTION TO WHITE AND WILLIAMS LAW FIRM THAT HAS HELPED US WITH CRITICAL LEGAL ADVICE WE NEED TO CONTINUE OUR WORK INTERNATIONALLY.”

**BARRY FISHER, PRESIDENT,  
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# MEMBER SUCCESS STORIES





## GELLIARTS: REINVENTED PRINT MAKING TO BRING HAPPINESS TO THE WORLD 12/14/2023 BY GRAZIELLA DINUZZO

Artist Joan Bess took a slab of Jello out of the refrigerator as her friend, Lou Ann Gleason watched. “She laid the jello slab on her kitchen counter and began to apply acrylic paint to the surface – rolling the paint out with a brayer. Then she took a comb and ran through acrylic paint on the jello slab making an interesting swirling design.

“Joan is a mixed media artist and I have watched her work with all kinds of materials to create beautiful work. We talked about how Jello was a great surface to print with but it’s perishable and you have to keep it in your refrigerator. Joan envisioned a durable reusable slab that would mimic the printing on Jello - the idea for GelliArts. We hoped we could reinvent printmaking and make it affordable for everyone.”

Lou Ann spent 15 years marketing brands at Proctor and Gamble and launching new products. Together with Joan, an

accomplished artist, the duo knew they would be able to turn this simple slab of Jello into a sustainable print surface. In 2011 they decided to launch their own business.

**“Within six months we had our own website and artists started to find us,”**  
says Lou Ann.

GelliArts manufactures Gelli® Printing Plates products in a facility in Exton, PA. “We are proudly made in the USA.” Printing plates vary in sizes and shapes and take about eight hours to manufacture. “We make our own environmentally safe gel and have perfected the process over the years to produce a very durable and reusable plate. Over half of our customers own over 5 plates of multiple sizes.”

In addition to gel printing plates, GelliArts sells rollers and stencils to build one-of-a-kind designs.

Ninety percent of GelliArts customers are women with an average age of 50 plus. “Our artist customers are either card makers, paper crafters or collage artists, fine artists and many teach art in some form.”

When the pandemic hit GelliArts found new customers organically. “We would receive orders and letters from women telling us how we saved their sanity.” Through social media and online forums women from zero experience to accomplished artists found each other. “It would take a novice about ten minutes to figure out the process. We have simple instructions in every package and many videos on how to get started. We also use acrylic paint because it is affordable.”

Lou Ann also knew that art teachers would love their products, so she started attending teacher conferences where she found a new customer base – art educators who were looking for an easy product to keep students engaged and away from their cell phones. Before discovering GelliArts, art teachers would use linoleum blocks to create plates which was dangerous and tedious.

“At the National Art Educators Association, we were able to sign up teachers across 40 states. We hire local art teachers who teach the teachers how to use the plates. One Texas teacher said it is so exciting for her high school students to receive instant gratification from their unique designs.

The GelliArts website provides free lesson plans for grades 1 to 12 as well as tutorials for home projects.





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# LOOKING FORWARD TO 2024

We are looking forward to a very exciting and foundational 2024. With the organizational restructure, we are poised to strengthen our capabilities to service our members and the Greater Philadelphia region.

Looking ahead to 2026, Philadelphia faces a crucial year of potential growth. Our objective is to garner international recognition for the city and leverage our extensive network to propel Philadelphia onto the global stage. With our robust resources and determination, we are poised to establish Philadelphia as the premier “International Gateway of the Mid-Atlantic region,” and we are enthusiastic about taking a leading role in this endeavor.

The World Trade Centers Association’s annual Global Business Forum in Bengaluru, India, presents a significant opportunity for us. There, we will announce our bid to host over 320 World Trade Centers from over 90 countries in Philadelphia in July 2026. In collaboration with various organizations, we aim to showcase the vibrancy of our region to the world.

Additionally, as we move into 2024, we are thrilled to reintroduce one of our flagship programs that was postponed to the spring of 2024, the Bringing the World to Pennsylvania (BTW2PA) initiative, which plays a pivotal role in connecting local businesses with global opportunities.

As we resume these impactful programs, we are committed to fostering a thriving ecosystem of international trade and investment in the region. By facilitating connections between local businesses and global markets, we create a hub of international commerce that will launch our region into the international gateway of the Mid-Atlantic.

We expect 2024 to be a very successful and productive year as our team continues its stellar work in line with our mission and vision.

# THANK YOU TO OUR MAJOR SUPPORTERS



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