



**WORLD TRADE CENTER®  
GREATER PHILADELPHIA**

YOUR GATEWAY TO GLOBAL SUCCESS

# 2024 Annual Review

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WSFS bank





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 To accelerate growth in Greater Philadelphia by connecting businesses to global trade opportunities and cultivating partnerships that drive prosperity.

Our VISION To establish Greater Philadelphia as a leading global trade and commerce hub, fostering innovation and collaboration to drive prosperity for businesses and communities alike

WTCGP AT A GLANCE

We promote

COMMERCE

Driving international trade through export education

Enhancing regional economic growth by opening doors to new markets.

CULTURE

A globally-minded local community celebrating diversity

Showcasing Philadelphia as a cultural and economic crossroad.

COMMUNITY

Building a strong network of businesses, leaders, and international partners.

Supporting regional development with a focus on global impact.

A Letter from Our President & Board Chairman

This year, we extend our heartfelt thanks to everyone who has supported our mission. Your contributions have been instrumental in helping us continue our work. As you know, Philadelphia has been selected to host the **World Trade Centers Association’s 56th Annual Global Business Forum in April 2026**. This is a major milestone for our region and a testament to the hard work of our team this year.

This year has been full of meaningful accomplishments. We traveled to India for the 54th Annual Global Business Forum, where we strengthened international connections and exchanged valuable ideas. We also marked key milestones, such as helping to reestablish the World Trade Center in Pittsburgh. Our network has grown, becoming even more diverse and dynamic, thanks to the support and collaboration of so many partners.

While there has been great success with our signature events and programs, we’re excited to expand even further. Notably, we’ve launched our **Member Connections Series**, along with several other new initiatives. The momentum we’ve built this year positions us to head into 2025 with renewed focus and energy, particularly in enhancing our member services.

We also want to honor two pillars of our organization, Dino Ramos and Susan Mills MacDonald, who both retired this year. Their dedication and commitment to the World Trade Center Greater Philadelphia have left an enduring impact, and we are forever grateful for their years of service.

In closing, we recognize 2024 as a pivotal year that will pave the way for our success and that of our region. With 2026 on the horizon, we remain steadfast in our commitment to

establishing Philadelphia as a global business hub while promoting commerce, culture, and community. We want to express our gratitude to the dedicated staff of the World Trade Center Greater Philadelphia for their tireless efforts; without them, our mission would not be possible. As we move forward, we are excited to continue growing our impact and showcasing to the world why Philadelphia is the best destination to live, work, play, and—most importantly—do business.



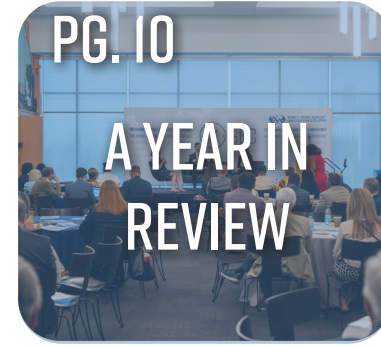
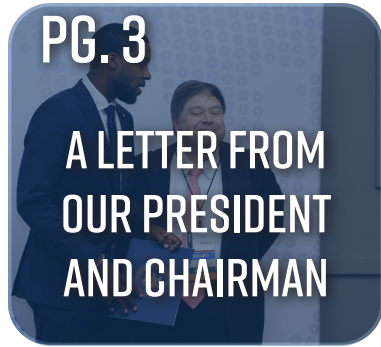
Thomas Young,  
President and CEO



Joseph J. Scalio,  
Board Chairman







## OUR IMPACT

SINCE 2002, WE HAVE HELPED COMPANIES GENERATE **\$2,554,611,066** IN EXPORT SALES WHICH CONTRIBUTED TO SUSTAINING **27,418** JOBS IN THE GREATER PHILADELPHIA REGION.

**406**

Projects Completed

**806**

Jobs Created and Supported

**596**

Event Attendees

**\$134M**

Increase in Export Sales

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## CONNECT WITH US



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WORLD TRADE CENTER GREATER PHILADELPHIA



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## A NETWORK THAT CONNECTS THE WORLD

WTCCP is proud to be a member of the World Trade Centers Association (WTCA), an exclusive network of over 300 World Trade Centers located in more than 90 countries. Together, these centers bring together 15,000 professionals and represent over 750,000 businesses worldwide, fostering connections that drive global trade and investment.

The WTCA provides a platform for businesses, economic development agencies, and commercial property developers to collaborate and grow. It is dedicated to expanding international trade, promoting strong business relationships, and encouraging mutual assistance among its members.

Through WTCCP’s affiliation with this influential network, our members gain access to a wealth of resources, expertise, and opportunities to connect with partners around the world, while strengthening their local impact.

**THIS GLOBAL REACH AND COMMITMENT TO COLLABORATION REMAIN AT THE CORE OF EVERYTHING WE DO.**



**EXPERIENCE THE POWER OF  
THE LARGEST INTERNATIONAL  
TRADE ASSOCIATION**



# A Year in Review

We hosted the annual Bringing the World to Pennsylvania event, connecting member companies and clients with Pennsylvania's 13 Authorized Trade Representatives (ATRs). The event facilitated productive meetings, with over 33 companies engaging directly with ATRs to explore overseas markets.

March

BTW2PA



54th Annual Global Business Forum



We participated in the WTCA's 54th Annual Global Business Forum, hosted by WTC Bengaluru, with a delegation of 10 local leaders. Our goal was to showcase Philadelphia's potential as a global business hub and explore new opportunities for collaboration within the WTCA network. The forum was a pivotal step in reestablishing strong ties and positioning our region on the global stage.

March

BTW2PA concluded with Global Connections, the region's premier international business networking event. The reception brought together leaders from business, diplomacy, and academia to celebrate Greater Philadelphia as a global business hub. Featured speakers included Alba Martinez, Commerce Director for Philadelphia's Department of Commerce, and David Briel, Deputy Secretary of the Office of International Business Development (OIBD).



Global Connections

March

We strengthened the 45-year sister-city relationship between Philadelphia and Tianjin, China, through a series of impactful events, including a fireside chat with CCPIT Tianjin Chairman Dezhi Jiang and meetings with Tianjin's Executive Vice Mayor and trade delegations.

April

40th Anniversary of Philly-Tianjin Sister City Relationship



Global Connections

The US-ASEAN Business Council, led by President & CEO Ted Osius, visited Philadelphia to meet with WTCGP members. The meeting focused on fostering stronger ties and exploring opportunities in Southeast Asia. The delegation also toured PA Life Sciences, showcasing the region's innovation and potential for collaboration with ASEAN nations in the life sciences sector.

July

ASEAN Ambassadors Tour



Global Business Conference

June

The 2024 Global Business Conference, hosted by Temple University, featured a keynote by **Margaret Nyamumbo**, founder of **Kahawa 1893**, highlighting equitable business practices and opportunities in Africa. The event also explored Philadelphia's role as a future global business hub ahead of the U.S.'s 250th anniversary.



22nd Annual World Trade Centers Day Awards Ceremony



September

The World Trade Centers Day Awards Celebration highlighted the exceptional achievements of individuals and organizations advancing international trade and global vision. **Congressman Dwight Evans** received the **Global Business Leadership Award** for his enduring commitment to Philadelphia's small and mid-sized businesses and his legislative efforts to empower small businesses through enhanced resources and export assistance. **Sheila Hess**, former Representative for the City of Philadelphia, was honored with the **Global Equity Award** for her tireless advocacy in promoting inclusivity and fostering equitable economic opportunities across the region. **Joanna Savvides**, the Founding President of WTCGP, was recognized with the **Walt D'Alessio Legacy Award** for her instrumental role in establishing and growing the organization's impact. The evening also celebrated U-Combination Technology, led by **Jeffrey Ji**, as **Member Company of the Year** for its outstanding contributions to trade delegations and international collaboration. This event underscored the shared mission of advancing global business and fostering economic growth.



# Acknowledging Dedication and Legacy

As we reflect on a year of growth and achievement, we must recognize the individuals whose dedication has laid the foundation for our success. Two of our long-serving leaders, Dino Ramos, our former Chief Operating Officer, and Susan Mills MacDonald, our former Chief Administrative Officer, retired this past year after decades of unwavering service to WTCGP.

Their historical knowledge, and deep understanding of the intricacies of this organization have been invaluable in shaping what WTCGP is today.

Their efforts have created a solid framework upon which we continue to build.

Coming into this role a year ago, I've had the privilege of leading WTCGP to new heights—but that progress would not have been possible without the groundwork that Dino, Susan, and so many others have set. Their contributions have been instrumental in making our mission a reality.

While looking ahead, we do so with immense gratitude for their leadership and commitment.

Thank you, Dino and Susan, for your years of service and the legacy you leave behind.



## A Tribute to Walter “Walt” D’Alessio



It is with deep gratitude and reverence that we remember Walter “Walt” D’Alessio, a true cornerstone of the World Trade Center Greater Philadelphia. Walt, who passed away on Monday, July 1, 2024, at his home in Society Hill, was a foundational member of our organization since its inception in 2002. As a founding member of our Board of Directors, his vision, leadership, and dedication were instrumental in shaping the growth and success of WTCGP.

Over the span of two decades, Walt’s contributions were immeasurable. He served on numerous committees, including the Planning and Finance, Executive, and Nominating

Committees, bringing his expertise and thoughtful guidance to each initiative.

His commitment ensured that our programs remained strategic, impactful, and aligned with our mission.

Walt’s impact was recognized in 2019 when he was honored with the Legacy Award for Lifetime Achievement at the 17th Annual World Trade Centers Day Awards Celebration. In honor of his enduring legacy, we have renamed this prestigious award the Walt D’Alessio Legacy Award for Lifetime Achievement, ensuring that his memory continues to inspire future generations.

Walt’s influence extended far beyond his role in the boardroom. He was a mentor, a leader, and a cherished friend to so many within our community. His passion for fostering international trade, economic development, and global collaboration left a lasting imprint on all who had the privilege of working with him.

We are deeply grateful for his profound contributions, and his indomitable spirit will forever inspire us. Walt’s memory will be cherished by all of us at WTCGP, and his legacy will continue to guide us as we carry forward his vision and commitment to global trade.

**-WTC Philly Team**



# Case By Case

## From Pennsylvania to the World: Innovating Global Healthcare

At MEDICA 2024, the world's premier medical trade fair, **Reliefband Technologies** proudly represented Pennsylvania on a global stage. Nestled within the State of Pennsylvania booth, this innovative small business showcased its cutting-edge wearable technology designed to combat nausea and vomiting, attracting widespread attention from healthcare professionals and distributors worldwide.

Reliefband's participation resulted in strong interest from potential distributors across Europe and the Middle East. A key highlight was securing a partnership with Qatar's Ryhnah Group, focusing on oncology applications in clinical and hospital settings.

WTCGP's trade advisors worked closely with the company to secure funding through the State of Pennsylvania's Global Access Program (GAP). This funding was pivotal in ensuring their successful participation in the event.

"As a small business, we are deeply grateful to have received GAP assistance from the State of Pennsylvania, which supported our successful participation at MEDICA," shared Reliefband Technologies.

## Building a Global Network

Reliefband leveraged MEDICA to connect with potential partners from around the world. These included:

- Kuwait: Pharma Intelligence Consultancy
- France: Bio Tek Pharma
- Netherlands: IDCP
- Poland: DiaMedica

The partnership with IDCP, a Netherlands-based company introduced through Pennsylvania's in-country Authorized Trade Representatives, has the potential to significantly expand Reliefband's European footprint. A follow-up meeting is already scheduled in Las Vegas for January 2025 to discuss further collaboration.

## Expanding Global Reach with WTCGP's Support

In 2024, Gelli Arts took another major step in its global expansion, leveraging the World Trade Center of Greater Philadelphia's (WTCGP) network and expertise to solidify new international partnerships.

After years of struggling with an unresponsive reseller in Australia, Gelli Arts worked with WTCGP and the PA Australia Authorized Trade Representative (ATR) Office during the Bringing the World to Pennsylvania (BTW2PA) 2022 event. The ATR team identified new potential distributors and arranged Zoom meetings, giving Gelli Arts the opportunity to pitch their brand directly.

"Thankfully for us, the calls went well! We continued to dialogue and share information. Within a few months, we had a new partner—who has been outstanding for us!"

With a strong new distributor in place, Australian sales tripled within the first five months of 2024 compared to all of 2023.

## Creative World 2024: A Global Stage

Building on this momentum, Gelli Arts participated in the Creative World Trade Show in Frankfurt, Germany, in January 2024, with the support of WTCGP. This event provided another platform to strengthen global connections, showcase their innovative products, and continue expanding their international presence.

"We look forward to working with WTCGP/OIBD and other PA Overseas ATR Offices for assistance expanding our export sales in other markets!"

## Why It Matters

What started as a kitchen experiment has become a global success, and with WTCGP's support, Gelli Arts is reaching more artists, educators, and creators worldwide. Their journey proves that with the right connections and strategic guidance, even the most niche products can find international demand.





# Philly first.

Highmark Blue Shield is proud to support the World Trade Center of Greater Philadelphia as it continues to drive growth where we live, work, and play. Its work to connect local businesses to the global economy helps Philadelphia thrive, and helps improve the well-being of the people we serve.

Highmark Inc. d/b/a Highmark Blue Shield is an independent licensee of the Blue Cross Blue Shield Association.

**HIGHMARK**   
Because Life.™

## PROMOTING COMMERCE, CULTURE, & COMMUNITY

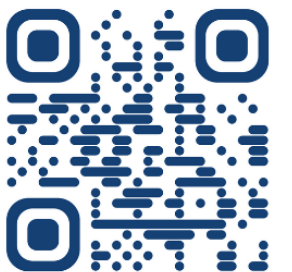
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## A GLOBAL NETWORK AT YOUR FINGERTIPS

Join a network of 300+ World Trade Centers worldwide—connecting you to people, insights, and opportunities wherever you do business.

 **WORLD TRADE CENTER®  
GREATER PHILADELPHIA**  
YOUR GATEWAY TO GLOBAL SUCCESS





# TAKE IT FROM OUR MEMBERS



“The WTCGP China Club event with our China Partner, CCPIT Tianjin, has opened new channels filled with vast opportunities for our members to enter the Chinese market. Our discussions were candid, and the insights shared by our visitors were truly refreshing. The free services offered by CCPIT Tianjin, under WTCGP’s MOU with World Trade Center Tianjin, provide an excellent avenue for us to tap into and expand in the China market. A big thank you to Thomas, Ron, and their team for paving the way for us to advance into China and Asia.”

**Jeff Ji, President;  
U-Combination  
Technology**



“Even though Gentell is a newer member of the World Trade Center Greater Philadelphia, we have already made useful connections with trade representatives for four countries. Through those connections, we’ve received important regulatory information and referrals to potential partners and distributors. And by participating in the 20th Annual Global Business Conference, our eyes were opened to opportunities in even more markets. I expect in 2025 we will leverage the knowledge we’ve gained so far and translate that into business results.”

**David Navazio,  
President & CEO;  
Gentell**



“Becoming a member of the World Trade Center Philadelphia was one of the best things I’ve done for my business. Since we decided to pursue international markets, the team at WTCGP has provided us with invaluable connections, resources, and strategies to pursue North America and Southeast Asia effectively. The breakfast event with the ASEAN Ambassadors was instrumental in our marketing efforts in that region. The ROI on the WTC Philadelphia membership is 10-fold. We will always be members.”

**Melinda Emerson, CEO;  
SmallBizLady  
Enterprises**



“The PA Australia ATR helped us solve a long-standing opportunity in the Australian market. For years we struggled with a slow moving, non-responsive reseller in Australia. Despite repeated efforts, we could not find a better alternative. Thankfully, the WTCGP provided an opportunity for us to pitch our brand to the PA Australia ATR Office on the ground in Australia during the September BTW2PA 2022 Event in Philadelphia... We now have a real partner in this market, and sales have grown quickly - YTD Australian sales (5 months) have tripled versus our sales in all of 2023.

**Lou Ann Gleason, Co-  
Founder & CEO;  
Gelli Arts**



THANK YOU TO OUR MAJOR SUPPORTERS



THE WORLD TRADE CENTER OF GREATER PHILADELPHIA IS FUNDED IN PART BY



WE SALUTE  
The World Trade Center  
Greater Philadelphia

Independence Blue Cross (IBX) is proud to sponsor the **2024 Annual Review**. We recognize the World Trade Center Greater Philadelphia for catalyzing economic growth and job creation in Southeastern Pennsylvania and Southern New Jersey.

IBX remains steadfast in its support of individuals and community organizations dedicated to improving the lives and health of the people in our region.







**WORLD TRADE CENTER®**  
**GREATER PHILADELPHIA**

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