

# THE WORLD TRADE CENTER OF GREATER PHILADELPHIA

ANNUAL **2020** REVIEW

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THE WORLD TRADE CENTER OF GREATER PHILADELPHIA

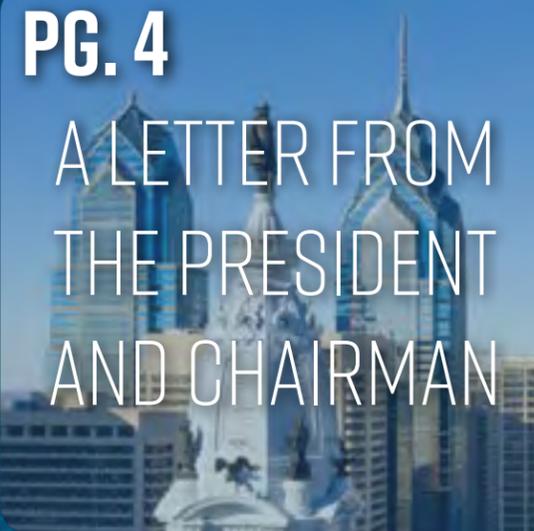


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Layout and Design by Lauren Udit

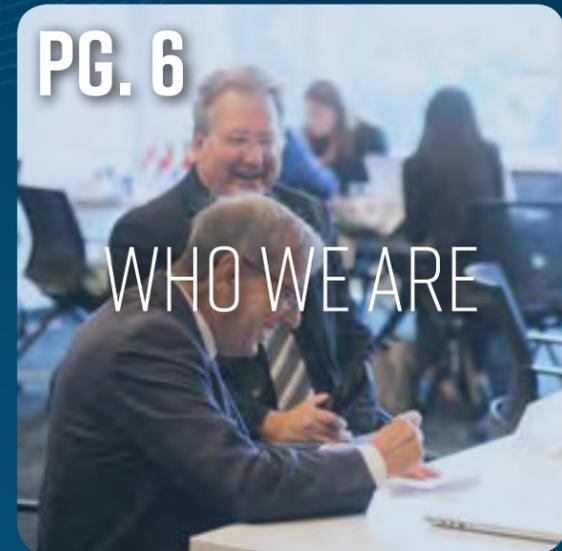
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Thank you to KPMG for printing our Annual Review



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## A LETTER FROM THE PRESIDENT AND BOARD CHAIRMAN

A New Year is typically cause for both celebration and gratitude. As we begin 2021, for many, it is with a mixture of relief and impatience as we close one tumultuous chapter and look forward to a new and more hopeful one. And there were many lessons learned during these chaotic months, acts of heroism and kindheartedness, calls to fulfill our nation's promise for every American, the defense of democracy itself.

We learned a lot as an organization in 2020. Like many non-profits and the companies we serve, we pivoted and transitioned well to virtual events, creating new programming to meet immediate needs of our members and to help them stay on course for future growth. In September, "Bringing the World To PA," the annual meeting of PA's international representatives with area exporters, became informative webinars and market updates. We are proud to say we produced a state-of-the-art

"virtual" World Trade Centers Day Awards show in October that raised important funding and recognized individuals and companies for their global achievement. And we never lost sight of our commitment to staying connected and of service to our exporting companies -- and to connecting them with one another. "Member Conversations," the informal gathering place for our members, was a great way for people to stay in touch and share creative strategies for coping with COVID. By the end of 2020, our team helped companies register some \$104M in export sales, testimony to their resiliency and the dedication of our team to their success.

Last year was a confirmation that we can do more, embodied in our new mission statement and 2020-2022 Strategic Plan, "To bring growth and prosperity to businesses, communities, and neighborhoods in Greater Philadelphia and worldwide through global trade." COVID-19 and

the severe economic downturn Philadelphia and the region experienced for us is a call to action and a reminder of this important mission. We will further our mission in traditional and practical ways, with our trademark trade counseling and through an exciting new platform for members to connect and learn from one another. We will introduce new opportunities for companies to reach fellow members and new customers through the world trade center network. The World Trade Center of Greater Philadelphia will widen its reach to new audiences within our communities with the message that, by selling to the world, together we can grow a vibrant, inclusive, and connected economy for Greater Philadelphia!

In fulfilling this mission, we are committed to advancing Philadelphia and the region's economic and global leadership and place in the world, recognizing that, in the words of Guy F. Tozzoli, founder of the World

Trade Centers Association, "...international commercial relationships tie nations together through mutual economic interest and cultural exchange... International trade builds stability and fosters peace."

We want to thank our great team, our members, Board of Directors, Advisory Council, Partners, and sponsors for their support and helping to make our good work possible.

Sincerely,



Linda Mysliwy Conlin, President



Gary P. Biehn, Board Chairman

A group of people in a meeting room. In the foreground, a man in a dark suit and glasses is leaning over a table, signing a document with a blue pen. To his right, a woman with dark hair and glasses is sitting at the table, her hands clasped together, listening intently. In the background, another man in a dark suit and glasses is smiling. The room has large windows in the background, and there are small Indian flags on the table. The text "WHO WE ARE" is overlaid in large, bold, white capital letters across the center of the image.

**WHO WE ARE**

“Having worked as an export sales executive in the private sector for over 25 years, I enjoy assisting members in Southeast Pennsylvania and Southern New Jersey with international trade counseling and market research, as well as connecting them with buyers and trade service providers. I also emphasize the importance to our clients to participate in overseas trade exhibitions and missions, and to attend our many educational seminars and workshops on international trade.”

DINO RAMOS, CHIEF OPERATING OFFICER, WTGGP



## THE WORLD TRADE CENTER OF GREATER PHILADELPHIA

The World Trade Center of Greater Philadelphia 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. We belong to the World Trade Centers Association of over 300 World Trade Centers in more than 90 countries. We also serve as the Commonwealth of Pennsylvania’s Regional Export Network partner for Southeastern Pennsylvania.

Our role is to help local companies seeking to expand globally and international companies interested in doing business in Greater Philadelphia by providing individual trade counseling, market research, trade mission support, educational conferences and programs, business networking events, and powerful worldwide connections.

We are a critical catalyst for economic growth and job creation for the Greater Philadelphia Region, serving as a trusted advisor with the international expertise and worldwide connections to inspire and empower companies to think and succeed globally.



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

### OUR MISSION

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

### OUR VISION

CONTRIBUTE TO GLOBAL PROSPERITY AND PEACE THROUGH TRADE

# OUR TEAM



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**DALE FOOTE**  
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Director of  
Communications  
& Development



**SUSAN MACDONALD**  
Office Manager  
& Membership  
Coordinator



**LAUREN UDIT**  
Marketing Coordinator



## WORKING TOGETHER WHILE BEING APART

Like so many others, our World Trade Center of Greater Philadelphia staff left the office at One Penn Center on Friday, March 13, 2020 with the expectation of returning in two weeks' time. How quickly two weeks turned into an additional two weeks, then two months, then two quarters, and so on. Almost an entire year since leaving the office, our team continues to work from home.

Our team responded to this unexpected transition with the highest level of professionalism and grace under pressure. Preparedness, the ability to quickly shift course, and a positive yet realistic outlook were critical to the organizations continued success in 2020. The WTCGP team doubled down on their efforts to assist member and client companies survive the COVID-19 crisis and developed innovative

strategies to keep our stakeholders informed and involved in the new virtual business landscape.

The World Trade Center of Greater Philadelphia thanks our team for their dedication during this unprecedented time, and to all others who have been working to sustain the prosperity of the Greater Philadelphia Region and the world economy.

Preparing for what lies ahead, we will continue to provide the quality of service you have come to expect as we continue to work remotely. We are hopeful that we will be able to return to work and engage with our network in person again in 2021.

## OUR IMPACT

In a year where disruptions caused by the coronavirus resulted in a financial crisis for companies across the United States and abroad, our team doubled down on our commitment to helping internationally focused small and medium sized companies in the Greater Philadelphia Region survive.

Our Trade Specialists dedicated themselves to counseling companies on the best possible options to get them through this difficult period - identifying grants, loans, and opportunities in foreign markets.

To better understand our role, you need only look at our impact on the Greater Philadelphia Region and the companies we assist. With our help, member companies spent 2020 revolutionizing healthcare, shifting production to manufacture PPE, providing sanitary food packaging, keeping their workers employed, and so much more.

Since 2002, we have helped companies generate over \$2 Billion in global exports, resulting in the creation of over 27,000 jobs for Southeastern Pennsylvania and Southern New Jersey.

**17**

New Members

**105**

Clients Assisted

**164**

Projects Completed

**1,349**

Jobs Generated

**1,379**

Event Attendees

**\$104M**

Increase in Export Sales

**SINCE 2002,**

WE HAVE HELPED LOCAL  
COMPANIES INCREASE THEIR  
EXPORT SALES BY A COMBINED

**\$2,159,826,317**

AND INCREASE JOBS IN THE REGION BY

**27,987.**

# BOARD OF DIRECTORS

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Pennsylvania



“White and Williams has seen, first-hand, the powerful impact of the WTCGP, the value it provides to its members and our clients, and the contribution it makes to our region’s economy. We have supported WTCGP for nearly 12 years and encourage international businesses in Southeast PA and Southern New Jersey to join one of the most powerful World Trade Centers around the globe to help you grow your business.”

GARY BIEHN, WTCGP BOARD CHAIRMAN

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With over 200 lawyers in ten offices, White and Williams handles a wide array of complex transactions, litigation and regulatory matters.

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, Chair of the China Business Group and International Group**  
215.864.7007 | [biehng@whiteandwilliams.com](mailto:biehng@whiteandwilliams.com)



WTCGP President, Linda Conlin, speaks at the 2019 WTCA General Assembly in Querétaro, Mexico.

## THE WORLD TRADE CENTERS ASSOCIATION

WTCGP is a member of the World Trade Centers Association (WTCA) network of over 300 World Trade Centers located in North America, Central and South America, Europe, Africa and the Middle East, and Asia and the Pacific. These exclusive WTCA branded properties and trade service organizations are located in more than 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.

More than a building or an organization, a World Trade Center (WTC) brings together businesses and government agencies involved in international trade, provides essential trade services and stimulates the economy of the region it serves. A WTC puts all the services associated with global commerce under one roof, with many offering reciprocal services and benefits to WTCGP members.

With over 2,000,000 people in the WTCA network, it is invaluable to businesses expanding internationally. Membership to WTCGP gains you access to this exclusive network.

# PARTNER ORGANIZATIONS

African-American Chamber of Commerce

Ben Franklin Technology Partners of Southeastern Pennsylvania

British American Business Council

Bucks County Economic Development Corporation

Bucks County International Trade Council

Capital Analytics

Center City Proprietors Association

Central Bucks Chamber of Commerce

Chamber of Commerce of Southern New Jersey

Chester County Economic Development Council

Chilean – American Chamber of Commerce

Citizens Diplomacy Council

Consular Corps Association Philadelphia

Consulate General of Canada

Consulate General of Panama

Consulate of Mexico in Philadelphia

Delaware County Commerce Center

Delaware Valley Regional Planning Commission

Delaware River Port Authority

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 Chamber of Commerce

Greater Philadelphia Hispanic Chamber of Commerce

Initiative for Global Environmental Leadership

International House Philadelphia

Irish – American Business Chamber & Network

Italy – American Chamber of Commerce of Greater Philadelphia

Japan American Society of Greater Philadelphia

Main Line Chamber of Commerce

Maritime Exchange for the Delaware River and Bay

Montgomery County Economic Development Corporation

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

Select Greater Philadelphia

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 Small Business Development Center

The Enterprise Center at Burlington County Community College

University City Science Center

University of Pennsylvania Small Business Development Center

Upper Bucks Chamber of Commerce

Villanova University

Visit Philadelphia

Welcoming Center for New Pennsylvanians

World Affairs Council of Philadelphia

World Trade Association of Philadelphia

WTC Delaware

WTC Harrisburg



Representatives for Philadelphia International Medicine, World Trade Center of Greater Philadelphia, and World Trade Center Sydney sign a Memorandum of Understanding (MOU) to build a health gateway linking the organizations in collaborative efforts.

## IN THE PRESS

**February 18, 2020** - “Philadelphia International Medicine, the World Trade Center Sydney, and the World Trade Center Greater Philadelphia Announce Collaboration” | Press Release - Philadelphia International Medicine

**March 31, 2020** - “Maintaining unity and creating value through virtual meetings” | Article - Capital Analytics Associates

**April 29, 2020** - “Even in COVID-19 crisis, Greater Philly is well positioned as an attractive market for global trade” | Video - Capital Analytics Associates

**June 10, 2020** - “Linda Conlin interview with Jim Blasingame” | Podcast - The Small Business Advocate

**August 17, 2020** - “In the Name of LOVE” | Campaign Partner - NBC10 and Telemundo62



OUR MEMBERS ARE FINDING SUCCESS AROUND THE GLOBE. HAVE YOUR STORY SEEN BY OUR EXTENSIVE INTERNATIONAL NETWORK.

Contact Graziella DiNuzzo at [gdinuzzo@wtcphila.org](mailto:gdinuzzo@wtcphila.org) or 609-680-7670 for press inquiries.



# SERVICES, PROGRAMS, INITIATIVES, AND CLUBS

# INTERNATIONAL TRADE COUNSELING

Companies rely on our 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. increasing exports results in 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.

The WTCGP serves 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 a market entry strategy, and access to grants and financing programs.

WTCGP works with 11 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 of their countries and regions

Our Trade Specialists connect qualifying Southeastern PA companies with the ATRs who provide a range of free services to facilitate export market development, including foreign company background checks and market intelligence, customized searches for qualified buyers, agents, distributors and partners, and

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 Southern New Jersey companies, helping them access advice and expertise specific to their businesses.

The WTCGP 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.

Under the auspices of a grant from the U.S. Economic Development Administration, the WTCGP focuses 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, lending and accounting professionals.

A Southeastern PA business leader meets with Supriya Kanetkar, the Pennsylvania Authorized Trade Representative for India, at Bringing the World to Pennsylvania.



INDEPENDENCE BLUE CROSS

SALUTES

## 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.

Independence 



(From left to right) Craig Snyder of the World Affairs Council of Philadelphia moderates a panel discussion with H.E. Martha Barcena Coqui, Ambassador of Mexico to the US and Ross Allen, North America and UK Deputy Consul General in New York at the 16th Annual Global Business Conference.

## EDUCATIONAL SEMINARS & CONFERENCES

The WTCGP's educational seminars and conferences are designed to provide the tools and business 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.

Learn from experts who provide the latest information on international and national trade trends and policies affecting the global economy.

Network with globally-focused senior business leaders. Learn from one another by discussing shared experiences in doing business in global markets. These interactions can help companies save time and avoid costly mistakes.

Hear from local companies that have demonstrated success in international markets. Learn how they came to thrive in international markets.

Receive an in-depth look at the latest market opportunities and gain insight into the economic trends.

Network with trade service providers at WTCGP events, seminars, and meetings. As businesses grow, they often need assistance and subject advice from professional service providers, including financial, legal, accounting, shipping, and language services.



Drexel University student and WTCGP intern, Lily Fauzi (center), speaks with Authorized Trade Representatives for ASEAN at Bringing the World to PA 2019.

## PARTNERING WITH EDUCATIONAL INSTITUTIONS

The Greater Philadelphia Region is home to more than 150 colleges, universities, and community colleges, making the higher education sector one of the most significant in the region.

Accordingly, this industry is a key economic driver in terms of jobs provided to the region's citizens. In addition, the thriving academic hub of Southeastern Pennsylvania and Southern New Jersey attracts start-up businesses, particularly in the high-tech, bio-tech, and medical device industries. Finally, employers outside higher education appreciate the well-educated workforce offered by the region.

Currently, the WTCGP has partnerships with Drexel University's Charles D. Close School of Entrepreneurship and Temple University's Fox School of Business and Center for International Business Education and Research (CIBER.) The WTCGP and universities partner to leverage international expertise and connections of the WTCGP to broaden students' exposure to global markets.

The WTCGP collaborates with faculty to support global initiatives and seek out ways to partner with higher education institutions on international programs and assist with development of a global business curriculum. We identify internship opportunities that prepare students to excel in a global economy and prepare the next generation of global business leaders.

The WTCGP's collaborations with these outstanding academic institutions to offer area students meaningful opportunities to learn the intricacies of global trade from experts in these areas - government and trade officials with crucial knowledge of national and international trade policies, as well as business leaders who offer pragmatic, tried-and-true business wisdom from the real world.

The WTCGP also assists university partners with international student recruitment and global business curriculum development. Such programs are customized for each specific institution and student population.

## EXPAND THE HORIZON OF ENTREPRENEURSHIP

We founded the first free-standing, degree-granting, accredited school of entrepreneurship in the nation and are now pioneering corporate entrepreneurship education and forming strategic partnerships with corporations.

*"The Vertex Innovation Fellows program is designed to empower teams to move rapidly, work smarter, and activate entrepreneurial processes to fundamentally change how Vertex explores new ways to solve our customers' problems."*

**- GREG WILRICH**

*Director of Enterprise Incubation at Vertex*

## IT'S TIME FOR INTERNATIONAL ENTREPRENEURSHIP

The Charles D. Close School is expanding the horizon of entrepreneurship and incorporating programs with strategic corporate partners that provide experiential learning opportunities for students and top notch talent for corporations.

*Our experiential entrepreneurship partners:*

*Vertex | TiVo | Real Industry | Ciright | GoPuff | You?*

Be the first to pioneer an international entrepreneurship program at the Charles D. Close School of Entrepreneurship.

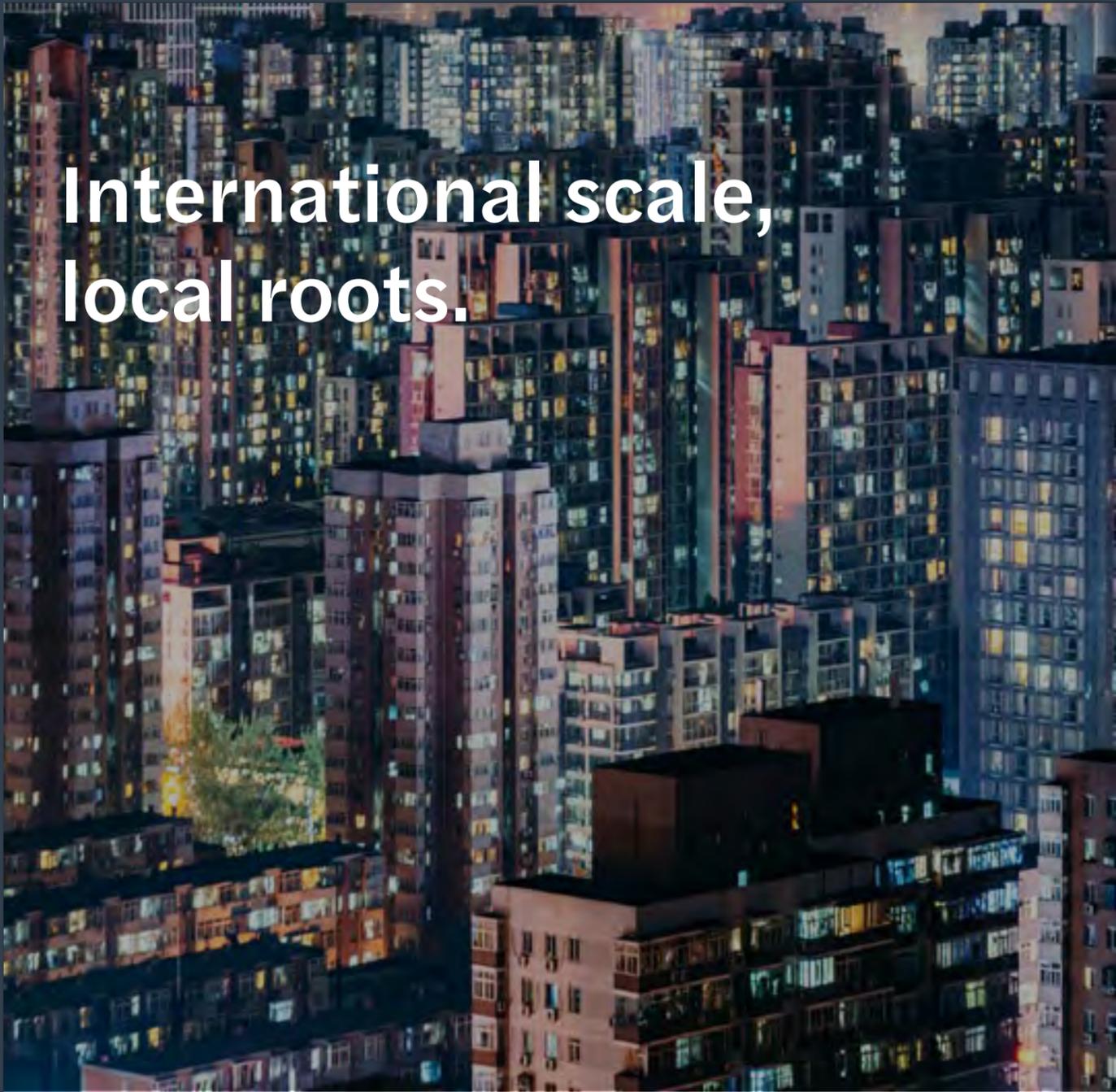
Contact Damian Salas at [ds578@drexel.edu](mailto:ds578@drexel.edu) to get started.



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## INBOUND DELEGATION SUPPORT

The 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 or Southern New Jersey.

The WTCGP creates a custom program for delegations basing the program on each company's particular industry and needs.

The World Trade Center of Greater Philadelphia has hosted inbound trade delegations from Canada, Greece, France, Wales, China, Japan, Ukraine, Colombia, Panama, and Uruguay.

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

For further information on bringing a visiting delegation to the Greater Philadelphia region, contact the WTCGP.

## TRADE MISSIONS AND SHOWS

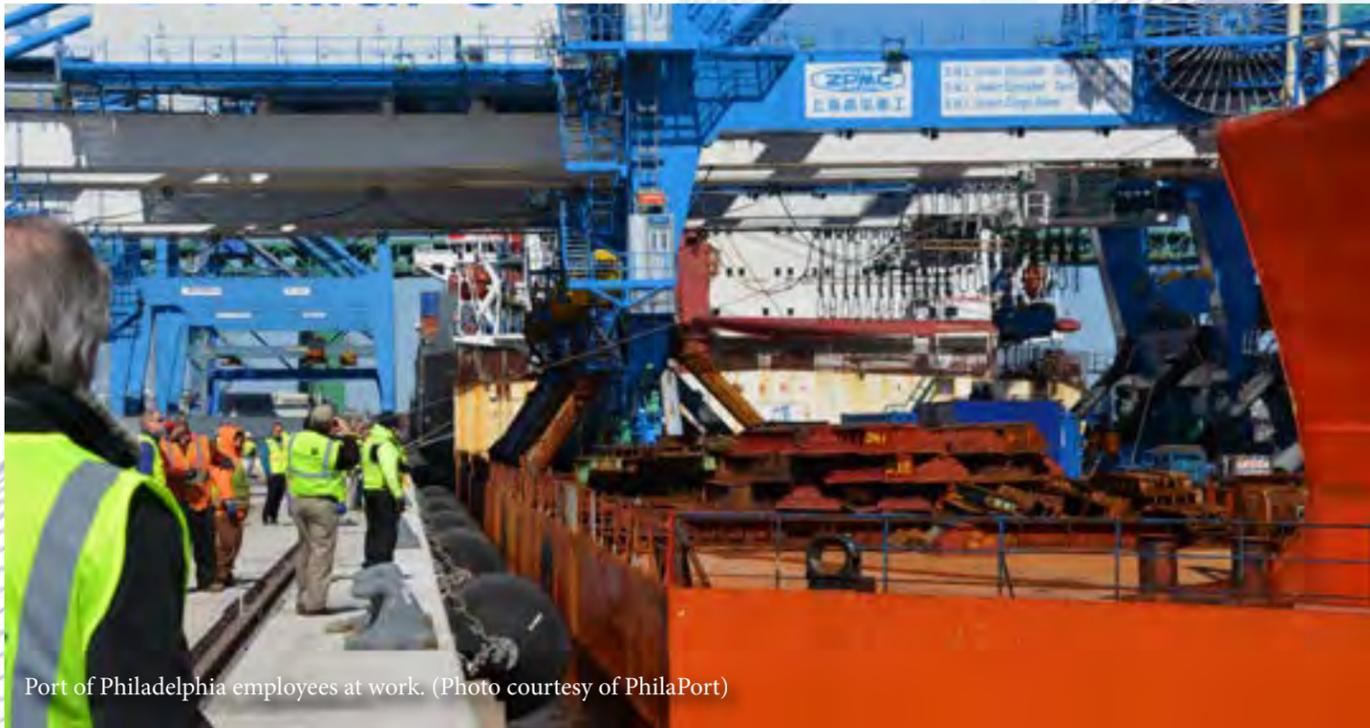
Meeting in person plays a pivotal role in negotiating deals, selling products, and building long-term relationships. Trade missions can "fast track" market development, often resulting in immediate sales orders.

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 REN Grant Program, Great Lakes and St. Lawrence Governors and Premiers, and the U.S. Commercial Service of the U.S. Department of Commerce.

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 the market
- 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



Port of Philadelphia employees at work. (Photo courtesy of PhilaPort)

## DRIVING LOCAL ECONOMIC GROWTH AND JOBS THROUGH EXPORTS

This program, made possible by the “Implementing the Greater Philadelphia Export Plan” grant from the Economic Development Administration of the U.S. Department of Commerce, is a comprehensive economic development effort to promote the growth of exports, specifically among Southeastern Pennsylvania and Southern New Jersey companies, both in the number of companies participating in exporting and in the revenues earned by these companies that can be credited to their involvement in global trade.

The WTCGP’s expertise and success in providing comprehensive trade counseling services, mentoring, educational programs, and business networking programs positions the organization well to play a lead role in scaling these services to implement, in part, the following Plan strategies:

- Build export awareness and capacity among the region’s small and mid-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
- 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
- Catalyze export growth in the Greater Philadelphia region’s high-growth sectors: life sciences, health, and architecture, design, engineering, and construction management

## EXPORT REVENUE ASSISTANCE PROGRAM

The Export Revenue Assistance Program (ERAP™) is an initiative that aims to help international companies achieve their business expansion goals by selling their products and services into the U.S.

Our team provides consulting services to international companies who are interested in investigating the viability of selling their products and services, developing an appropriate sales channel, and establishing a physical presence, preferably in the Greater Philadelphia Region, or elsewhere in the U.S.

Our strategic three-phase process is designed to be cost effective without making a long-term commitment. Each stand-alone phase delivers valuable market intelligence and can be concluded without moving on to the next phase.

Phase One: A company and product overview

Phase Two: Market assessment including competitive analysis, market entry strategies, and identification of potential partners

Phase Three: Tactical implementation of the ERAP™ initiative actively managed by our exclusive partner, USA Strategic Ventures LLC

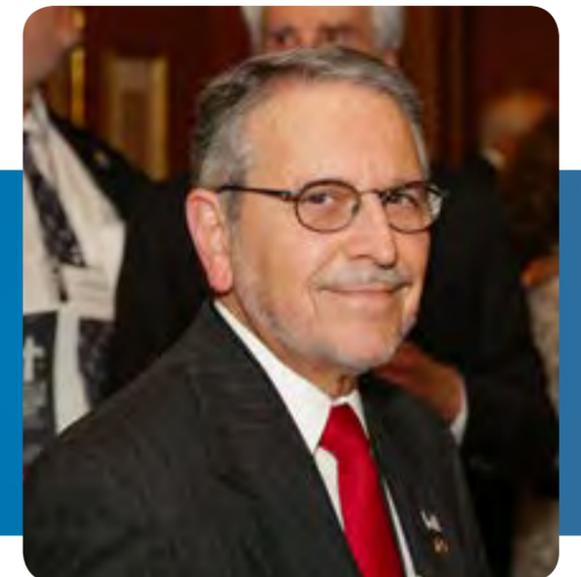
## AMERI-BUSINESS PARTNER SEARCH PROGRAM

The Ameri-Business Partner Search Program (APS)™ focuses exclusively on identifying, contacting, and introducing overseas World Trade Centers Association Members and other companies to potential US partners, distributors, resellers, direct end-users, manufacturing facilities, or potential joint ventures.

APS provides an effective method for international companies to investigate and penetrate the U.S. market with new partners and customers for their products.

By combining forces with USA Strategic Ventures LLC, WTCGP is expanding its professional services to more readily assist international companies achieve their global business expansion objectives in the U.S. With a combination of experience, dedication, and passion, our professional team will develop the best US market entry strategy and execute it.

For more information on ERAP and APS, contact Al Basilicato, Director of International Business Development, by phone at 215-454-6225 or email at [abasilicato@wtcphila.org](mailto:abasilicato@wtcphila.org)



## 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 lower-priced components that offer 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, such as managing time constraints, cultural differences, arranging trade financing, transportation, and customs clearance. The WTCGP can assist in developing your import strategy, identifying reliable suppliers, and helping to 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

## MAKING GLOBAL LOCAL INITIATIVE

Making Global Local is an initiative designed to connect towns and cities across the country with the U.S. Trade and Development Agency's (USTDA) export-promoting programs. The aim of Making Global Local is to increase the number of U.S. businesses that are benefiting from the Agency's programs in order to expand their exports to emerging markets and create high-paying jobs in their communities.

USTDA has been utilizing the information gathered from their partner organizations to more effectively plan and coordinate reverse trade missions so even more U.S. companies can connect with foreign buyers.

USTDA has formed partnerships with more than 30 state and local economic development organizations across the country, such as the World Trade Center of Greater Philadelphia, to promote the Agency – and its U.S. Government partners – as an effective tool to help U.S. companies increase their international sales. This strategy utilizes USTDA's reverse trade missions as a catalyst to expand and deepen their relationship with local business communities.

## 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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## GLOBAL FINANCE SERVICES

The Export Finance Program provides a roadmap to 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). Thank you to our principle sponsor of this program, TD Bank.

Since the signing of a City/State Partnership Agreement between the WTCGP and EXIM Bank, this partnership has expanded to include 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.

In 2020, WTCGP joined the World Bank Group's Private Sector Liaison Officer (PSLO) network. This voluntary network is designed to facilitate the World Bank Group's engagement with the private sector.

"We at EXIM Bank are proud to be able to call the World Trade Center of Greater Philadelphia one of our best Regional Export Promotion Program partners."

Regina Gordin, Regional Director, Eastern Region, EXIM Bank

# INTERNATIONAL DESIGN AND ENGINEERING CONSORTIUM (IDEC)

The International Design and Engineering Consortium (IDEC) comprises leading architectural, engineering, and construction management services companies in the Greater Philadelphia Region, collaborating to provide coordinated services to participate in winning international project bids.

The Consortium's mission is to leverage the WTCGP's network of contacts to support infrastructure development projects from U.S. or multilateral development agency tenders to local technical services and international landmark projects. The group provides a global platform of services that includes architectural,

engineering, construction, project management, design, and IT-related services to developers of port, transportation, environmental, office, residential, and commercial real estate projects.

By combining expertise and a comprehensive service portfolio, this Consortium strengthens its competitiveness in bidding on international projects by working as a single, unified unit. Consortium companies meet to exchange knowledge and experiences, gain introductions and connections to other senior engineering executives, and share information on upcoming prospective projects with greater potential.

# CHINA CLUB

China Club familiarizes companies with the nuances of the Chinese market and provides a forum for peer-to-peer sharing of experiences gained from conducting business in China. This distinctive, award-winning program allows participants to share best practices and identify business opportunities in one of the world's fastest growing economies. The program focuses on the key issues surrounding U.S. – China commercial opportunities and trade.

Past roundtable meetings have focused on cyber security, protecting intellectual property, sourcing products and selecting vendors, developing a risk management strategy, overcoming banking and financing challenges, environmental impacts on foreign business, and more.

Key to the success of this popular program is its dedicated members and sponsors. WTCGP would like to thank the principal sponsor of this program, White and Williams LLP, whose expertise in China provides a continuing resource for our members. We would like to thank all the members for their engagement in the programs. For more information on China Club, [contact Chris Sevcik](#).

China Club Members have the opportunity to participate in social and cultural events. Pictured is the Chinese New Year Dinner held on January 28, 2020. Guests enjoyed a traditional Chinese 12 course meal accompanied by erhu music played by renowned musician Qin Qian. 2020 was the Year of the Rat!

# INDIA AND SOUTHEAST ASIA CLUB (ISEA)

Launched in February of 2020, India and Southeast Asia (ISEA) Club aims to assist business leaders understand the fast growth markets of these diverse regions and share their insights and best practices from their work in specific countries.

ISEA Club hosts notable thought leaders who help businesses navigate their way through

the evolving markets and provide a platform for discussion amongst speakers and business leaders in the Greater Philadelphia Region.

Meeting topics in the inaugural year included the state of the Indian market, intellectual property protection, an overview of ASEAN countries for exporters, and identifying opportunities in Vietnam.



(From left to right) Shyamal Choudhury, Dr. Shreeram Mudambi, and Subodha Kumar speak at the inaugural ISEA Club Meeting on February 5, 2020.





**WORLD TRADE CENT**  
**GREAT PHILADELPHIA**



**EVENTS**

# THE AGE OF VIRTUAL EVENTS

Along with the rest of the world, our events transitioned to the virtual format for the majority of the year. Annual events like our Global Business Conference were postponed... but the show had to go on.

Our team rose to the occasion by creating new programming to help our members stay informed as the international business environment shifted and adapted in the wake of COVID-19.

## CHINA CLUB

**January 28, 2020** | Chinese New Year Dinner featuring guest Erica Lam, Deputy Director, Hong Kong Economic and Trade Office in New York

**March 26, 2020** | Doing Business in China presented in partnership with Pennsylvania Office of International Business Development, featuring John Evans, Managing Director and Soleil Tong, Research Analyst, Tractus Asia, Ltd.



New programs and events that debuted in 2020 include the Global Perspectives webinar in partnership with Temple University, ISEA Club meetings and briefings, and the Got Questions? series featuring WTCGP members.

Whether held virtually or in person, WTCGP events bring together international dignitaries, top-level CEOs, authors, change makers, and individuals wanting to network in a unique environment.

**August 19, 2020** | A Fireside Chat featuring speaker Craig Allen, President, US-China Business Council and moderated by Gary Biehn, Chair of the WTCGP Board of Directors and Chair of the China Business Group and International Group, White and Williams

**December 11, 2020** | Private Club Meeting to discuss 2021 strategy, planning, and operations with fellow members



## INDIA AND SOUTHEAST ASIA CLUB

**February 5, 2020** | Inaugural Meeting – Doing Business in India featuring Subodha Kumar, Professor, MSCM and Director, Center for Data Analytics, Temple University, Shyamal Choudhury, CEO, Data-Core Systems, Adam Ziegfeld, Assistant Professor, Political Science, Temple University, and Shreeram Mudambi, Frank M. Speakman Professor of Strategy, Fox School of Business, Temple University

**May 21, 2020** | Why ASEAN Matters featuring Alex Feldman, President and CEO, US-ASEAN Business Council



## GOT QUESTIONS?

**April 16, 2020** | Logistics with Michael Ford, Vice President, Government & Industry Affairs, BDP International

**May 28, 2020** | Cultural Nuances in a Virtual World with Myriam Siftar, Managing Director, US, Scriptis

**September 9, 2020** | Doing Business in Vietnam featuring Bui Huy Son, Minister Counselor and Head of Trade Office, Embassy of Vietnam to the United States

**November 18, 2020** | US-India Relations and IP Protection featuring Tom Butler, Partner, White and Williams and Dr. Mahesh Rangan, International Product Manager, Kibow Biotech Inc.



**June 18, 2020** | Mitigating Risk in Uncertain Times with Patrick Riley, Vice President, Property and Casualty, USI Insurance Services LLC



## BRINGING THE WORLD TO PA

**September 14 - 25, 2020** | Bringing the World to Pennsylvania 2020 (BTW2PA) included a series of online presentations on business opportunities and industry trends in key global markets.

BTW2PA is an annual event held in partnership with the Pennsylvania Office of International Business Development (OIBD) that connects PA companies with 11 Authorized Trade Representatives (ATRs) covering 44 international markets. The recordings are available for Pennsylvania companies in the OIBD Trade Video Library at [www.dced.pa.gov/worldtopa/](http://www.dced.pa.gov/worldtopa/).



## EXPORT FINANCE PROGRAMMING

**September 17, 2020** | Export Essentials virtual meeting featuring Eugene Uhm, Business Development Specialist, Office of Small Business – Outreach and Education and Michael Jackson, Business Development Specialist/Minority and Women Owned Business Outreach Division, EXIM Bank

**December 3, 2020** | Expanding Global Opportunities for Southeast Pennsylvania and South New Jersey Businesses Webinar featuring Michael Jackson, Business Development Specialist, EXIM Bank, Paul Markert, Vice President Sales and Marketing, Metal Edge/Carton Edge International, and Alex Strange, Vice President of Distribution, Bassetts Ice Cream Company

## MEMBER CONVERSATIONS

**February 19, May 7, June 4, September 3 and November 5, 2020** | Members met each other virtually to share ideas, get inspired, and grow their social and professional network.

Staying connected has its perks, especially during these challenging times. At our last meeting, Rob Hutchison, President and CEO, Visual Software Inc., thanked John Curley, Vice President, International Sales and Global Marketing, Sandmeyer Steel Company, for a safety recommendation he made at a previous Member Conversations.



## WORLD TRADE CENTERS DAY AWARDS

**October 7, 2020** | The World Trade Centers Day Awards is dedicated to recognizing and celebrating the global achievement of the Greater Philadelphia Region and to celebrate local business leaders who have made a significant contribution to regional and national economic growth through international trade.

Thank you to every sponsor, donor, and viewer who helped make this year's fundraising a success, even in these challenging times.

During our jam-packed, hour-long show we honored Thomas Leonard, Chairman, Obermayer Rebmann Maxwell & Hippel LLP, Philadelphia International Medicine, and SAP for their global achievement and leadership in making the Greater Philadelphia Region a world-class international business destination.

Missed the original airing of the Awards? No problem - you can watch the Awards in their entirety on our [YouTube channel!](#)



# PARTNER EVENTS

**January 30, 2020** | World Bank Webinar on Procurement Training - Session 1

**February 27, 2020** | World Bank Webinar on Procurement Training - Session 2

**March 5, 2020** | Breaking into the Trade Game 101 featuring Theo Samuels-Hunte, Export Finance Manager, PA/DE, Office of International Trade, SBA, Martin Brill, Director of International Programs, Small Business Development Center, Kutztown, Nasim Sadr-Fala, International Trade Specialist, U.S. Commercial Service, and Dino Ramos, Chief Operating Officer, WTCGP

**March 11, 2020** | PA OIBD Webinar on “Grow Your Exports to ASEAN, Australia, and New Zealand”

**March 26, 2020** | Briefing and One-On-one Meetings between WTCGP clients and John Evans, PA Authorized Trade Representative for China

**March 31, 2020** | EXIM Bank Webinar on Covid-19 Relief Measures

**April 21, 2020** | Australia and New Zealand Webinar provided by PA OIBD Authorized Trade Representative for Australia and New Zealand

**April 23, 2020** | “International Trade during COVID-19” info session presented by World Trade Center Rotterdam, Venture Cafe Rotterdam, and Rotterdam Partners (pictured right)

**April 28, 2020** | UK and Ireland Webinar provided by PA OIBD Authorized Trade Representative for UK and Ireland

**April 28, 2020** | Mexico Infrastructure Webinar provided by U.S. Commercial Service

**May 12, 2020** | Korea and Southeast Asia Webinar provided by PA OIBD Authorized Trade Representatives from Korea and Southeast Asia

**May 19, 2020** | Germany, Austria, and Switzerland Webinar provided by PA OIBD Authorized Trade Representative for Germany, Austria, and Switzerland

**May 28, 2020** | World Bank Webinar on Covid-19 Response and Procurement



**July 16, 2020** | “Made in USMCA: A Business Partnership for Global Success” featuring the Secretaría de Economía for Mexico and Carlos Obrador, Head Consul, Consulado de México en Filadelfia (pictured above)

**July 21, 2020** | Middle East Webinar provided by PA OIBD Authorized Trade Representative for the Middle East



**July 23, 2020** | Opportunities in Hong Kong Webinar provided by Hong Kong Economic and Trade Office

**July 28, 2020** | Developing Your Opportunities in the Middle East provided by PA OIBD Authorized Trade Representative for the Middle East

**September 17, 2020** | “Export Essentials Philadelphia - Growing Minority and Women Owned Small Businesses” presented in partnership with EXIM Bank, African American Chamber of Commerce, Asian American Chamber of Commerce, U.S. Commercial Service, and SBA

**September 14-25, 2020** | Bringing the World To PA presented in partnership with the PA Office of International Business Development

**October 8, 2020** | “Expanding Your Sales in Global Markets” Webinar in partnership with Philadelphia MED Week 2020 featuring Dino Ramos, Chief Operating Officer, WTCGP, Jeffrey Ji, President, U-Combination Technologies, and Mahesh Rangan, International Product Manager, Kibow Biotech Inc.

**October 28, 2020** | “Global Perspectives” provided in partnership with the Temple University Fox School of Business. Featuring keynote Jonathan Shelon, Chief Operating Officer, KraneShares (pictured right), panelists Teresa Cendrowska, Vice President, Global Cooperation, ASTM International, Steven Miller, Sr., Executive Director of Sales and Operations, Annie International, Inc., Nathu Dandora, President, CustomChill Inc., and moderated by Kevin Fandl, Executive Director, Temple CIBER

**October 28, 2020** | “The Industrial Supply Chain. What Pennsylvania Manufacturers Need to Know” Webinar presented by DVIRC and PA DCED

**November 16, 2020** | The U.S. Global Leadership Coalition Annual Mid-Atlantic Regional Summit featuring U.S. Senator Chris Coons

**November 19, 2020** | A Fireside Chat with Linda Conlin, President, WTCGP, and Parag Khanna, Founder, FutureMap, and moderated by Robin van Puyenbroeck, Executive Director - Business Development, WTCA, at the WTCA Member Forum 2020

**December 3, 2020** | “Expanding Global Opportunities for Southeast Pennsylvania and Southern New Jersey Companies” provided by EXIM Bank

**December 8, 2020** | “Cyber Security and Privacy Protection During COVID” presented by PA DCED

**December 16, 2020** | “Philadelphia Trade Trends 2020” provided in partnership with WorldCity Inc.



A photograph of a networking event. In the center, a man with a beard, wearing a grey suit, blue shirt, and patterned tie, is smiling and handing a white card to another man. The man receiving the card is seen from the back, wearing a dark suit. To the right, another man in a blue shirt is looking towards the interaction. The background is slightly blurred, showing other people in business attire and a white table with a blue cloth. The word "MEMBERSHIP" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

# MEMBERSHIP



## OUR MEMBERS COME FIRST

The World Trade Center of Greater Philadelphia is the region's premier membership organization for globally minded companies. Our members have access to one-on-one trade counseling, exclusive opportunities to take part in regional programs, branding opportunities, and get access to our extensive network of companies with international expertise.

On top of our trade services, we offer exclusive membership benefits including hotel discounts and translation and interpretation discounts, a weekly market intelligence update (ISA Report), and a complimentary subscription to Global Traveler magazine.

As a member of the WTCA, our own members benefit from reciprocal benefits offered by numerous World Trade Centers in high growth markets from 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 access, and printer access.

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.

JOIN A SELECT NETWORK OF COMPANIES RECOGNIZED FOR THEIR EXPERIENCE IN INTERNATIONAL BUSINESS.

## OPPORTUNITIES FOR BUSINESSES OF EVERY SIZE



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



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



**CLUB MEMBERSHIP**  
Our Club Members have access to our two region-specific clubs, China Club and India and Southeast Asia (ISEA) Club. This option is best for exporters looking to enter or further expand their operations in these ever changing trade hubs.



**CORPORATE MEMBERSHIP**  
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.

AmeriHealth Caritas is a proud sponsor of

# The World Trade Center of Greater Philadelphia (WTCGP)

We salute WTCGP for working to advance supplier diversity and contributing to global prosperity and peace through trade.

As a leading managed care organization (MCO), AmeriHealth Caritas is committed to working with a diverse group of suppliers that reflects the diversity of our members.

Our Supplier Diversity Program offers Black-owned businesses and other organizations owned by minorities, women, veterans, and members of the LGBTQ community tools and opportunities to help grow their businesses.

By investing in supplier diversity, AmeriHealth Caritas advances equitable solutions and contributes to the economic stability of the communities we serve.

To see how we are keeping care at the heart of our work, please visit [www.amerhealthcaritas.com](http://www.amerhealthcaritas.com).



## NETWORK WITH PROFESSIONALS

Our members receive exclusive access to our premier networking event - Member Conversations.

Member Conversations allows members to meet each other in a relaxed atmosphere to share ideas, get inspired, and grow their social and professional network.

Our networking events are traditionally held at the WTCGP office in Center City Philadelphia and include coffee, sweets, beer, wine and snacks. In 2020, Member Conversations transitioned to a virtual format, and we saw our number of participants more than double! Staying connected to the international business community has never been more important, and our members were able to offer advice and insights to one another throughout the most uncertain times of the year.

From healthcare to manufacturing, our members are experts in their industries with decades worth of knowledge. Attendees make new connections, share ideas, learn from others successes, get inspiration on continuing operations during difficult times, grow their social and professional network, and even discover new business opportunities.

We will be unveiling a brand new networking opportunity for our members in 2021. Be sure to follow us on social media for news on its release!

To take advantage of our unique networking experiences and opportunity to grow your business contacts, reach out to our staff for more information on becoming a member.

“The Member Conversation format was very unique and worthwhile. It was valuable to be able to speak with other WTCGP members in an informal setting about current market opportunities and concerns for international businesses. I learned a lot more about the attending members and their businesses than I would have from any typical networking event format.”

PATRICK RILEY, VICE PRESIDENT, PROPERTY & CASUALTY, USI INSURANCE SERVICES LLC





## TAKE IT FROM OUR MEMBERS

“As an independent member firm of an international organization, it’s important for Mazars USA to be connected to businesses locally and globally. Membership in the World Trade Center of Greater Philadelphia allows us to showcase our expertise, network with business leaders, make international connections, and assist members in adapting to a dynamically changing business landscape. We’re proud to support the World Trade Center today, and we look forward to the new initiatives it’s planning for the future.”

JIM WELSH, CPA, PENNSYLVANIA OFFICE MANAGING PARTNER  
MAZARS USA LLP

“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 US 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  
VAN HORN, METZ & CO., INC.

“I like to stay in the know and being a member of the WTCGP China Club helps me keep up with what’s happening. Yes, the WTCGP has helped grow our global business.”

PAUL MARKERT, VICE PRESIDENT, SALES AND MARKETING  
METAL EDGE INTERNATIONAL, INC.

“WTCGP helped us in each of the 45 countries and international markets where VideoRay is working. We have seen the roots of our early work with WTCGP grow into business projects that we likely would not have had if not for the organization’s trade assistance.”

CHRIS GIBSON, VICE PRESIDENT, SALES AND MARKETING  
VIDEORAY LLC

# OUR MEMBERS

## SUSTAINING MEMBERS

Independence Blue Cross  
KPMG LLP  
White and Williams LLP

## LEADERSHIP COUNCIL

AmeriHealth Caritas  
City of Philadelphia, Department of Commerce  
Drexel University, Charles D. Close School of Entrepreneurship  
Mazars USA LLP  
PECO Energy, an Exelon Company  
Pennon  
Philadelphia International Airport  
TD Bank, N.A.  
Temple University's Fox School of Business and Center for International Business Education and Research (CIBER)

## PREMIER MEMBERS

Bell Canto Asset Growth Fund, LLC  
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Forty2, LLC  
SAP

## CLUB MEMBERS

Alphasource  
Bracalente Manufacturing Company  
Bryn Mawr Trust  
Chiral Technologies, Inc.  
CyberSoft Operating Corporation  
Data-Core Systems  
Devon International Group  
DFT, Inc.  
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Harold Beck & Sons, Inc.  
Kibow Biotech, Inc.  
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NDRI  
Revel Nail Inc.  
Schramm, Inc.  
Steadfast Entities LLC  
Sunhillo Corporation  
The Fredericks Company  
TofuXpress Inc.  
U-Combination Technology  
Valtech Corporation  
Van Horn, Metz & Co., Inc.  
VE Source LLC  
VideoRay LLC  
Visual Software, Inc.  
Waln Run Investments  
Wheatley US Limited

## CORPORATE MEMBERS

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American Cable  
Annie International Inc.  
Bartlett & Company Inc.  
Bassetts Ice Cream Company  
BDP International  
Brian Communications  
Chemtech International, Inc.  
CFO Consulting Partners LLC  
Consulate General of Canada  
Cozen O'Connor  
CustomChill, Inc.  
DePaul and Company  
Dontech  
Drone Workforce Solutions, LLC  
Eclipse Surface Technologies  
Electro-Tech Systems, Inc.  
Epitek, Inc./Epismart Nutrition, LLC  
Fitzpatrick, Lentz & Bubba, P.C.  
Fulton International Group  
Global Traveler Magazine  
Helicopter Tech, Inc.  
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Panitch Schwarze Belisario & Nadel LLP  
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Scriptis  
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USI Insurance Services LLC  
Veritas Medical Solutions



# MEMBER SUCCESS STORIES



## PHILADELPHIA'S BASSETTS ICE CREAM, GROWING GLOBALLY, NOW AVAILABLE IN TAIWAN

1/22/20 BY GRAZIELLA DINUZZO

Taiwan has now joined the growing list of countries who have fallen in love with Philly's own Bassetts Ice Cream. "One of their top executives had tasted Bassetts Ice Cream while traveling and had been trying to get it ever since," says Michael Strange, President, Bassetts Ice Cream, referring to an executive at Hi-Lai Foods, the parent company of Harbour Buffet Restaurants.

Harbour Buffet Restaurant, Taiwan's all-you-can-eat restaurant chain, will now include Bassetts Ice Cream on their menu at seven locations starting January 2020.

Strange explains that Bassetts has been pursuing Hi-Lai foods since 2011, "thanks in a large part to Pennsylvania's Authorized Trade

Representative in Taiwan, Irene Tsai, we were able to navigate our way through it all finally and find a way to get our ice cream to Taiwan."

Quoted in a recent article in Taiwan's Savor Life Style Magazine, Tsai says, "The Commonwealth of Pennsylvania is the US state with the most representatives in the world, and has established their presence in Taipei for 15 years. I have had the good fortune of having tasted Bassetts every time I go back to Pennsylvania for meetings."

Zemin Liu, Hi-Lai's Chief Brand Officer, tells Savor Life Magazine, "Considering the needs of the Taiwanese consumers, we will introduce 12 flavors including Peanut Butter Swirl, Cookies and Cream, and Pomegranate Blueberry."



At a press conference, Roning Wu, Director of Marketing for Hai-Lai Foods, was pleased that the Taiwanese will be getting the "exact same product as in the US," since the brand is so "wildly popular in the States and Korea."

In 1861, using a mule-turned churn on his farm in Salem New Jersey, Lewis Dubois Bassett invented what would become America's oldest ice cream – Bassetts.

"I AM CERTAIN THAT MY GREAT, GREAT GRANDFATHER WOULD BE BOTH AMAZED AND PROUD THAT BASSETTS ICE CREAM IS NOW AVAILABLE ON THE OPPOSITE SIDE OF THE WORLD."

By 1885, Bassetts Ice Cream was sold at Fifth and Market Streets in Philadelphia, and by 1892 moved to its current location inside Reading Terminal. Ice cream production was also moved into the basement of the Reading Terminal location. "I am certain that my great-great-grandfather would be both amazed and proud

that Bassetts Ice Cream is now available on the opposite side of the world," said Strange.

Exporting ice cream takes some strategic logistics planning. "When we were first approached by them, we needed to make sure that our product would be handled correctly and that we would not be limiting our brand's potential growth within the market. About four years ago, we were very close to agreeing on a sale, but could not quite get to the final step.

Since then, Hi-Lai's distributor for meats, Mayfull Foods Corporation, added a huge, brand new storage freezer that would make for the perfect environment for our ice cream and the capabilities of delivering to a broad array of clients all while maintaining the cold temperatures needed to maintain the quality of our ice cream door to door. All of that being said, what kept the conversations alive was the superior taste and quality of Bassetts Ice Cream.

One of the reasons for our success in Asia is that our ice cream is less sweet than many of our competitors," says Brian Bebee, Vice President, Sales and Marketing, Bassetts Ice Cream. "From our experience it seems it's something the Asian palate prefers."



Bassetts manufactures its ice cream in Pennsylvania using the highest quality ingredients including fresh butter, non-fat milk, and fresh and dried fruits. Tourists and Philly-area locals traditionally line-up at Bassetts' only brick and mortar store at Reading Terminal on North 12th Street in Philadelphia. President Barack Obama is said to have enjoyed a cone.

With the help of the World Trade Center of Greater Philadelphia (WTCGP) international trade specialist, Dale Foote, and the Commonwealth of Pennsylvania Office of International Business Development, Bassetts began exporting to China in 2008 and on June 7, 2017, opened its first store in South Korea.



Today, consumers in South Korea can get their scoop at one of over 31 Bassetts stores, called Bassetts Ice Cream Café. The cafes also serve sandwiches, beverages, coffee, and ice cream cakes.

Bassetts Ice Cream is planning to export to additional countries. "We are in the early stages

of conversations with prospects in Malaysia, Chile, Bermuda, and the Middle East," says Strange.

"WE ARE IN THE EARLY STAGES OF CONVERSATIONS WITH PROSPECTS IN MALAYSIA, CHILE, BERMUDA, AND THE MIDDLE EAST."

It may not be long before everyone on the planet gets to fall in love with America's oldest ice cream.

# BUSINESS INTELLIGENCE MADE SIMPLE

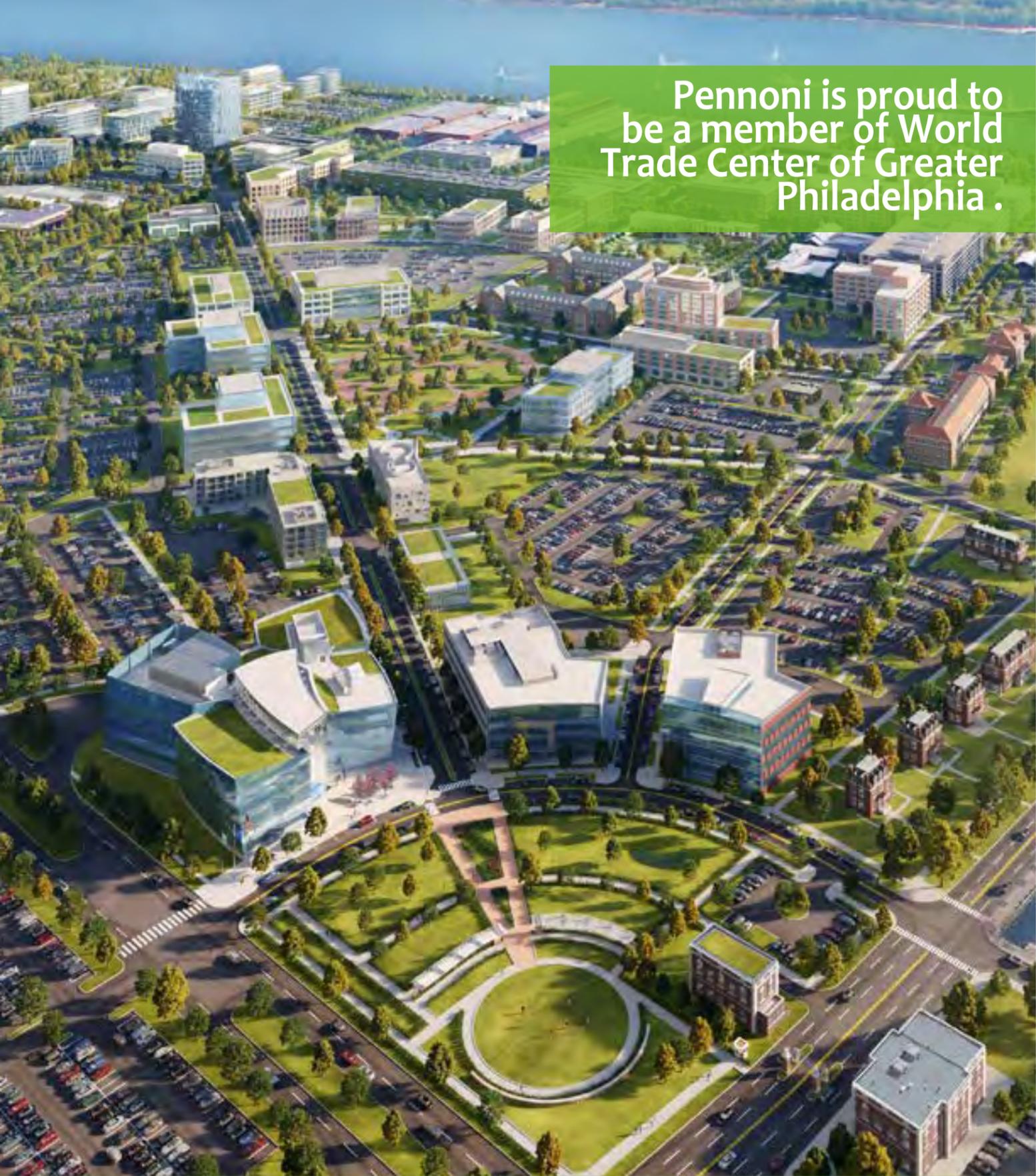


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Pennoni is proud to be a member of World Trade Center of Greater Philadelphia .



### KEVIN O'BRIEN STUDIO: ONE-OF-A-KIND, HANDPAINTED TEXTILES FOR MODERN TASTES

2/3/20 BY GRAZIELLA DINUZZO

Hand-painting designs on textiles is a craft that dates back thousands of years to Asia and parts of Europe, and this highly specialized technique continues to thrive in Philadelphia at Kevin O'Brien Studio (KOB).

Artist and painter, Kevin O'Brien, began his career as a painter with the goal to "add beauty to the world."

When O'Brien had an idea for a design, he went directly to an old-fashioned sketch book to hand draw his idea – not a computer. That was over 20 years ago and it's still where KOB designs begin.

O'Brien opened his first studio in Old City, Philadelphia in 1997. Angela Romano-Vosburgh, a graduate of Moore College of Art and Design, joined O'Brien that year as an intern – today she is Studio Manager and Lead Designer. "The way I remember it, there was this huge loft in

the oldest part of Philadelphia. It was filled with the most splendid shimmering fabrics hanging everywhere . . . from the ceiling drying, against the walls being painted, even from the fire escape."



A few years ago, O'Brien custom renovated an old movie theater on Broad Street to house his

new studio. O'Brien and his team design, print, paint, and dye all their fabrics to produce pillows, quilts, duvets, rugs, and a variety of other items for the home furnishings market – "all under one roof and in Philadelphia."

Angela leads a tour through the modern, bright studio. The first-floor area is set up for their annual end of year Sample Sale. "We used to primarily make fabrics for designers and one-of-a kind scarves that were sold in museum shops and upscale retailers like Neiman Marcus and Bergdorf Goodman," says Angela as she holds a silk velvet infinity scarf.

In addition to scarves, the floor is also filled with beautifully appointed upholstered chairs and ottomans (upon which your dog should never sit), beds, rugs, pillows, and stuffed animals.



Stuffed animals? In order to reduce fabric waste, KOB decided to commission craft artist Carolyn Cook to create adorable plush "art," pieced together from various fabrics. "Meant as a display piece."

The display beds are dressed in KOB duvets and heaps of down and feather stuffed pillows. The pillows are encased in a variety of designs, which include silk, velvet, and cotton. Some pillows are crafted with hand-embroidery and

velvet mixed with cashmere.

The detailed embroidery is hand stitched in Kathmandu, Nepal. "After visiting Kathmandu and seeing how artists continue the ancient practice of fine embroidery, Kevin decided to open a studio," says Angela. "Nepal has embroidery skills we don't have, and Kevin was able to teach them how to paint on fabric and burning out techniques. We have a fair trade relationship and love that we provide jobs for such beautiful people," says Angela. "They can hand weave a single blanket if we need it."

"NEPAL HAS EMBROIDERY SKILLS WE DON'T HAVE, AND KEVIN WAS ABLE TO TEACH THEM HOW TO PAINT ON FABRIC AND BURNING OUT TECHNIQUES. WE HAVE A FAIR TRADE RELATIONSHIP AND LOVE THAT WE PROVIDE JOBS FOR SUCH BEAUTIFUL PEOPLE."

How long does it take to make one pillow? Sometimes a few days. "We start with white fabric and only use natural fibers," says Angela as we walk toward the room where the painting takes place.

We watch as the artist hand paints the white fabric with natural dyes. With a steady hand and laser focus, the artist applies just the right amount of paint – a technique taught by O'Brien, "its very labor intensive."



John Loughney, Dye Specialist, has been working with KOB since 2003. "Once the painting is complete, the fabric is steamed for about an hour and a half in a 'steam room'." O'Brien and Loughney built the steam room, "it's large enough to steam about 32 yards at a time."

"The fabric leaves the steamer and then needs to go a washing machine to be washed with fabric softener, and then goes to the dryer," explains Loughney.



Back in the production room, the fabric is then ironed to enhance the color.

"We would love to bring our fabrics and products to other parts of the world, especially those

countries that have a culture of appreciating fabrics and handmade things. Japan comes to mind, so does Italy and England. But really there are people everywhere who appreciate fine and beautiful things and my goal is to get to these people so they are not without KOB products," says O'Brien.

"WE WOULD LOVE TO BRING OUR FABRICS AND PRODUCTS TO OTHER PARTS OF THE WORLD, ESPECIALLY THOSE COUNTRIES THAT HAVE A CULTURE OF APPRECIATING FABRICS AND HANDMADE THINGS."

The wheels are in motion. O'Brien attended the World Trade Center of Greater Philadelphia Bringing the World to PA events in 2018 and 2019 and met with several Authorized Trade Representatives who are researching for buyers in Germany, Canada, Australia, and the United Kingdom.

Clearly, hand-made fabric production and the products made with such rich coverings take talent and time.

Angela laughs, "No one is as crazy to produce the way we do, that's what makes us different."



## KIBOW BIOTECH OPEN DURING COVID-19 PANDEMIC: DEDICATED TO BOOSTING IMMUNE HEALTH

5/5/20 BY GRAZIELLA DINUZZO

The phone rang and I was startled to hear her voice. “Thank you for calling Kibow Biotech, how may I help you?” she asked. I couldn’t find words. After weeks of working remotely during COVID-19, I wasn’t used to the sound of a receptionist’s voice.

I laughed and explained why, and she patiently connected me with Mahesh.

“Yes, I am at the office, we are open for business,” Mahesh replied when I asked. “We are busy.”

Mahesh Ranganathan, International Product Manager, leads the international sales for his family-owned company, Kibow Biotech, Inc., located in Newtown Square, Pennsylvania.

“We have 20 employees here and currently four are in the office to field phone orders. We haven’t had any layoffs and in fact, we are looking to recruit additional marketing, sales, and research associates.”

Founded in 1997 by Mahesh’s father, Dr. Rangan, Kibow researches and develops

scientifically formulated and clinically tested probiotic dietary supplements for maintaining kidney health and boosting the immunity of the geriatric population by restoring their intestinal microflora.

The name Kibow was derived from KI – for Kidney and BOW – for bowels, and the product line includes: Renadyl™, Kibow Fortis®, Kibow Flora™, and Azodyl™.

“We currently sell online and through other online distributors via Amazon and their respective website. Not in brick and mortar. We sell to a 65% mix of consumers directly and about 35% to healthcare professionals directly.”

During this COVID-19 pandemic, news reports repeatedly mention the need to maintain healthy immune systems to fight COVID-19. “We have seen renewed interest in our Kibow Flora™ and a slight increase in sales,” Mahesh confirms. “Gut microflora are responsible for boosting immunity and overall well-being.”

Kibow’s website describes Kibow Flora™ as providing a natural immune system boost. “Kibow Flora™ is a highly effective probiotic supplement that contains 30 billion live probiotic bacteria per capsule. Kibow Flora™ is 100% natural and is enteric coated to ensure that the probiotic bacteria are not destroyed by gastric or bile acids before they are released into the bowel.”

“We have a 14-day window for shipping but then our products need to be refrigerated. Many probiotics you find in stores don’t have the same potency as ours.”



Kibow’s highest selling product is Renadyl™, a natural supplement which helps to metabolize nitrogenous waste that has diffused from the bloodstream into the bowel. “We’ve developed our products to serve niche markets. Older populations with kidney health issues and diabetes don’t have a lot of treatment options.”

Another Kibow product, Kibow Fortis® was developed as prebiotic to stimulate the growth of the “good” bacteria, namely, the lactobacilli and the bifidobacteria.

Azodyl™ is a Kibow product developed specifically for cats and dogs to slow down uremic toxin buildup and helps prevent kidney damage. The supplement is also distributed and

marketed by a French company, Véroquinol.

“The World Trade Center of Greater Philadelphia has been key with International Trade rep support and informational resources provided to help our international expansion efforts.”

“THE WORLD TRADE CENTER OF GREATER PHILADELPHIA HAS BEEN KEY WITH INTERNATIONAL TRADE REP SUPPORT AND INFORMATIONAL RESOURCES PROVIDED TO HELP OUR INTERNATIONAL EXPANSIONS EFFORTS.”

The top international markets for Kibow include Mexico, India, and the Philippines, where “there are large diabetic populations in these regions.”

“International sales via distribution average about 100,000 customers. We have about 25,000 US.”

In January 2020, Mahesh attended Arab Health, one of the largest healthcare trade shows in Dubai. “I had no idea what was happening. Germs discriminate and affect populations unequally. The virus is a hidden epidemic of weakened immune systems. Public policy must focus on people’s ability to withstand infection.”

Part of Kibow’s company vision statement “is to advance the welfare of people globally by providing superior probiotic supplements.”

Kibow offers a phone ordering option for older populations that prefer speaking with a knowledgeable customer service representative. And a friendly receptionist who answers the phone from an office during a pandemic.



## BEAUTY COMPANY ANNIE INTERNATIONAL: PROVIDING OVER 4.5 MILLION MASKS WEEKLY IN RESPONSE TO COVID-19, BUT IT WASN'T EASY

6/30/20 BY GRAZIELLA DINUZZO

Before the COVID-19 pandemic hit, Annie International's website showed a beautiful model wearing lipstick, now the model wears a mask.

For the past 27 years, Annie International, with headquarters in North Wales, PA, has serviced the beauty industry providing hair, skin, nail, and makeup products to 49 countries.

In mid-March, when the United States was in the early weeks of the global pandemic, Annie knew it was time to switch production of their Personal Protection Equipment (PPE), primarily used by salon workers, to include surgical and medical grade products – especially masks.

Annie created an official division – Annie Medical PPE.

But it wasn't easy.

Steven Miller, Executive Director of Sales and Operations, explained the challenging process. "There were countless obstacles that we faced through the whole process. COVID-19 really showcased how unprepared the world is when it comes to each country being able to sustain itself with essential products."

Quality of Product - "The first obstacle was securing quality production. Many factories, brokers, and resellers were and still are marketing imposter products using fake certifications and test results. We have representatives from Annie International on the ground in China verifying product, cutting open masks, and then the Quality Control process happens again here in America. When it comes to face masks the key ingredient is a filtration material called meltblown.

"This textile became a major commodity. Having true meltblown and at the right thickness (grams) in each mask is essential."

"WE HAVE REPRESENTATIVES FROM ANNIE INTERNATIONAL ON THE GROUND IN CHINA VERIFYING PRODUCT, CUTTING OPEN MASKS, AND THEN THE QUALITY CONTROL PROCESS HAPPENS AGAIN HERE IN AMERICA."

Testing to Meet National Institute for Occupational Safety and Health (NIOSH) Standards - "We had to start the long process and invest tens of thousands of dollars to have our products tested at Nelson Labs, a globally recognized lab. Many of our products have FDA, CE, and ISO certifications among others but we quickly learned that many doctors and insurance companies require NIOSH certification, formed by the CDC.

"When the world is in crisis and needs immediate PPE there should be a process to streamline this testing. In the meantime, doctors, nurses, and other healthcare workers had to resort to not wearing PPE, wearing the same PPE, or wearing a homemade PPE, while we have medical and surgical grade PPEs ready and willing to donate and/or sell."

Obtaining KN95 Approval in USA - "The standard in the US is the N95 mask. The N95 is made in America, the KN95 is made in China, and the

KF94 is made in Korea. These three masks are the most common and widely used medical grade masks in the world. Because N95 masks were not readily available in America the last two options were the KF94 and KN95. Fortunately, China still allowed KN95 masks and surgical masks to be exported to other countries, and they soon were allowed in America. Japan, Australia, Mexico, UK, Europe, and America all started immediately getting supplies from China as there was/is no other source."

Supply Chain Production Availability - "Many countries closed their borders for exporting and American manufacturers were not permitted to export PPE out of the country. The problem is most countries did not have a large enough stockpile nor did they have large enough manufacturing capabilities to keep up with the demand. China was the one country remaining open to export PPE but that supply chain was fluid daily and sometimes changed by the hour. Our only option to keep our supply chain at Annie International going was through our partnership with our factories in China."



Labeling & Package Requirements and Certifications - "Laws, required certifications, and labeling and packaging requirements changed daily and weekly in some cases. We had to repackage a shipment that went through customs at the airport and was ready to leave, due to packaging/labeling requirements that changed."

Customs Delays - "Shipments were being held in customs for long lengths of times due to the extreme high volume of PPE and because of changing regulations."

Missing Product from Shipment - "When dealing with a healthcare system, national chain store, major distributor, or union this shortage can be dealt with. When dealing with a government contract this shortage is an issue when you come up short."

High Demand, High Freight Costs, Not Enough Planes - "Standard air freight went from around \$2/KG up to \$26/KG. This is outrageous."

"The main freight carriers such as DHL, UPS, and FedEx would only accept shipments up to a certain weight. Large shipments had to rely on airlines, which either stopped flying into and/or carrying freight from China. As the airlines dropped off one by one over the weeks companies were fighting for space on planes, driving up cost. At one point, Amazon, being the largest airlines customer, took all of the flights out of China for one to three weeks while our product sat waiting."

Cash Up Front - "10-to-20-year relationships with factories didn't matter. If you have/had terms with a factory those terms were not applicable when it came to PPE. The global supply chain for PPE became and still is a cash-based market. You must wire 50% of the cash at time of placing a PO and then the remaining 50% at completion of production before shipment. Some factories were requiring 100% upfront before production. Large national retailers, governments, and militaries from countries all around the world, and major medical systems are and were not prepared."

"Despite the challenges, Annie Medical PPE

division currently provides 4.5+ million masks to the world - weekly. A portion of every shipment sold is donated to local grocery stores, police departments, township employees, and healthcare workers throughout Pennsylvania.

"While the United States maintains PPE export restrictions, Annie has been able to use its distribution centers around the world and leverage established relationships in 49 countries to direct ship PPE to its international customers."



"We have been providing the Mexican government, in Mexico City, with millions of masks per shipment to support their healthcare system due to COVID-19. The Mexican government had to also meet the new "playing rules" and wire the money in advance before receiving the product. When the product arrived police and military escorts then took it to the social security procurement. We have done this with many countries such as Jamaica, Dominican Republic, South Africa, UK, and France. We have always been in the business of PPE products, just not to the level of what the country and world needs now," Miller emphasized.

And while Miller calls the global PPE market "the wild, wild west," he admits the challenges are worth it to save lives.



## ASTM INTERNATIONAL: BORN IN PHILADELPHIA, HELPING THE WORLD WORK BETTER

6/17/20 BY GRAZIELLA DINUZZO

Over the years, we've heard the horror stories of housing construction material falling apart or children's toys manufactured with toxic chemicals. Don't these products have standards?

Thankfully, many manufacturers around the world adhere to strict standard specification requirements, ensuring consumer safety and confidence.

ASTM International is one of the world's largest international standards development organizations, and "we support public health and safety by providing the specifications and test methods used for products that consumers routinely encounter, including for example, automotive fuel, construction materials, children's toys and crayons, medical devices, drones, protective footwear, and recyclable plastics," explains Teresa Cendrowska, ASTM International Vice President, Global Cooperation.

Dr. Charles Dudley, a scientist responsible for procuring the paint, steel, and oil for the Pennsylvania Railroad, is credited for creating the original movement to ensure that raw materials adhere to specific material specifications.

In 1878, Dudley published a report entitled, "The Chemical Composition and Physical Properties of Steel Rails," which concluded that a formula using mild steel produced a longer-lasting rail than hard steel. Since Dudley wielded purchasing power, his suppliers agreed to change a formula to meet his standards.

"A good specification needs both the knowledge of the product's behavior during manufacture and knowledge of those who know its behavior while in service," Dudley said in defending the need for open dialog between buyers and suppliers - and ultimately the formation of the International Association for Testing Materials (IATM).

In 1898, seventy members of the IATM met in Philadelphia to form the American section of the IATM, dedicated to “the development and unification of standard methods of testing; the examination of technically important properties of materials of construction and other materials of practical value, and also to the perfection of apparatus used for this purpose.”

Today, ASTM International has 262 staff located around the globe who support the development and delivery of ASTM’s 12,500 voluntary, consensus standards, and related services.

Ms. Cendrowska explains, “ASTM International standards serve 90 industry sectors from petroleum, construction products, and consumer products, to the environment, medical devices, and new technologies such as additive manufacturing and unmanned aircraft systems (drones). Because standards are an effective way to transfer technology to the marketplace, support health and safety, underpin regulation and enable trade, there’s a regular need for updated and new standards that are responsive.”

So how does it work?

ASTM has over 30,000 volunteer members from 150 countries who come together, and through science and engineering, work to define best performance in manufacturing and materials, products and processes, systems and services. Through technical committees, businesses, governments, and individuals collaborate openly to ensure the standards combine market relevance with the highest technical quality.

Discussions can become very technical in the committees and subcommittees responsible for drafting the standards. For example, in a paper published for the airline industry,

ASTM laid out a standard, which of course aircraft experts understand, “F34.06 standards include the following... A specification for phenolic raw materials for use in bearing cages (F2953) covers basic characteristics for porous laminated phenolic materials intended for use as instrument and thin-section ...”

As Vice President of Global Cooperation, Ms. Cendrowska leads a team which currently manages and sustains over 110 Memorandums of Understanding (MOU) partnerships on six continents.



“My team and I focus on encouraging and supporting the use and application of ASTM International standards and services in transitioning economies. These efforts are consistent with ASTM’s commitment to serving global societal needs and support the growing global interest in removing barriers to trade, advancing quality infrastructure and resilience, and achieving the UN Sustainable Development Goals.”

“THESE EFFORTS ARE CONSISTENT WITH ASTM’S COMMITMENT TO SERVING GLOBAL SOCIETAL NEEDS AND SUPPORT THE GROWING GLOBAL INTEREST IN REMOVING BARRIERS TO TRADE, ADVANCING QUALITY INFRASTRUCTURE AND RESILIENCE, AND ACHIEVING THE UN SUSTAINABLE DEVELOPMENT GOALS.”

The team also “provides training and technical assistance through virtual and on-site programs, and identifying and engaging public and private sector partners, both domestically and internationally, to collaborate with ASTM in supporting the uptake of US-based international standards, codes and regulatory practices.”

With the help of technology, ASTM International has been able to respond to market needs and requirements – even during the COVID-19 pandemic. Like almost every organization around the globe, “we’ve moved to a full on-line process. Our members have embraced the tools and continue to develop the standards that industry and the public sector need and use. Related services such as proficiency testing and training have also moved to a virtual environment.”

The World Trade Organization endorses the use of international standards as defined by six principles: openness, transparency, impartiality and consensus, relevance, coherence, and

development dimension, rather than by a standard’s label.

“This modern definition of international standards is included in the standards chapter of the US-Mexico-Canada Trade Agreement. The more inclusive definition of international standards replaces the limiting text that had been part of the NAFTA. It offers industry more options when deciding which standards to use. The change is beneficial for trade and commerce and ASTM.” says Ms. Cendrowska.

ASTM International has also been able to encourage the use of its standards in niche markets where manufacturers, operators, and owners are able to meet regulations, “for example unmanned aircraft systems (drones), where other standards don’t exist, regulators around the world, such as EASA, FAA, TCCA, IATA are calling out one set of standards - the ASTM standards. This consistency in cited standards is economical and efficient and helps designers, manufacturers, operators and regulators.”

Ms. Cendrowska reminds me that ASTM International standards are voluntary and aren’t mandatory unless cited in a law or called out in a contract. “Users of the ASTM mark or logo can opt to meet ASTM standards and self-represent that their products or services comply with specific ASTM standards. The users may self-confirm or independently confirm compliance with the standard. ASTM does not endorse, approve, sponsor or certify compliance - unless the user is a participant in ASTM’s certification program operated through its affiliate SEI.”

These four letters - A S T M - have been giving the world’s consumers peace of mind; you may want to look for them on your next product purchase.



# A global business, a local member

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