

2022 ANNUAL REVIEW



WORLD TRADE CENTER®
GREATER PHILADELPHIA

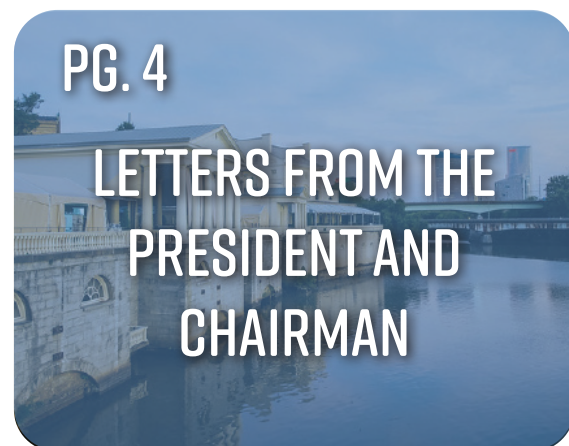


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THE WORLD TRADE CENTER OF GREATER PHILADELPHIA



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Thank you to KPMG for printing our Annual Review!

A LETTER FROM OUR PRESIDENT

Dear Colleagues and Friends,

It's hard to believe that this will be the last Annual Review letter I am writing. In January 2023, I stepped down from my position as President of the World Trade Center of Greater Philadelphia after thirteen wonderful years. I arrived at the WTCGP in June, 2009, eager to be able to contribute in a field that has been my life's work, representing more than 35 years of international trade, trade finance and public policy experience.

As many of you know, I began my international career in Washington, DC, serving three Presidents in positions at the Departments of State and Commerce, and at the Export-Import Bank. I don't have room on this page to write about some of the epic moments of that time, from managing, as a young protocol officer, the presentation of a baby elephant at a White House Arrival Ceremony, a gift from the President of Sri Lanka, to organizing, as an Assistant Secretary of Commerce, a landmark HIV/AIDS mission to Africa for senior U.S. and international health officials and pharmaceutical CEOs, and, as an Ex-Im Bank Board Member, participating in fact-finding missions to evaluate financing for potential energy projects in Peru and Siberia.

Helping small businesses to compete and grow in global markets became – and continues to be – my motivation and inspiration. It has been a privilege to support the global success of our members and businesses in our region. I am proud to be leaving the WTCGP celebrating the triumphs that could not have been possible without my terrific staff, Board, and colleagues. They have helped the WTCGP become a preeminent international trade services non-profit, a strong Regional Export Network partner with the Commonwealth of PA, and a leading and respected member of the World Trade Centers Association (WTCA) of more than 300 members worldwide.

To highlight some of the accomplishments of the last 13 years, the WTCGP has:

- Become one of the most effective economic development organizations and catalysts for economic growth and job creation in our region, helping companies in SE Pennsylvania and Southern New Jersey generate more than \$1.8B in export sales
- Put the spotlight on global business leadership and achievement in our region by organizing successful World Trade Centers Day Award Celebrations that have recognized over \$2.1M in funding for the organization
- Been recognized for thought-leadership through the Annual Global Business Conference, bringing to the region leading trade officials, diplomats, and international CEOs
- Expanded services for companies through important partnerships with Federal and international organizations, including the Economic Development Administration, Ex-Im Bank, the U.S. Trade and Development Agency, and World Bank

We also have had our challenges. COVID all but stopped international trade, causing a ripple effect that is still felt today. Despite the losses, our team continued to counsel our client companies to help them find the resources that have made it possible to survive and prevail.

Much has been accomplished with much more to be done. How exciting and personally gratifying to be leaving as we launch one of our most ambitious, yet promising, initiatives and strategic priorities. "Selling to the World: Growing a Vibrant, Inclusive, and Connected Economy for Greater Philadelphia," by providing the knowledge, tools, and confidence to export, will open global economic opportunities for more small businesses and encourage and empower minority and women-owned businesses to think and do business internationally, creating new generations of global business leaders within our own communities.

This is not a farewell, but rather a message to urge you to continue to support international trade and the WTCGP. The WTCA has maintained its motto, "peace and prosperity through trade" and it has never been more relevant, within our communities, and throughout the world.

I will continue to dedicate my time and energy towards my life pursuit of supporting our global community and to work that makes a difference. And I hope we may pass each other along the way.

With gratitude,

Linda Mysliwy Conlin,
President



AND BOARD CHAIRMAN

Dear Colleagues,

This is my last Annual Review letter to you as Board Chair of the World Trade Center of Greater Philadelphia. It has been an honor and a privilege to serve the WTCGP and witness the exceptional accomplishments we have achieved over the years. In 2022, the WTCGP staff and board continued to work to position our organization as the region's leading international economic development nonprofit fostering international collaborations and promoting economic growth.

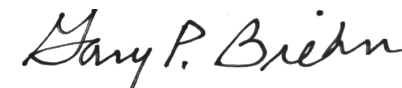
One of the standout achievements of the year was the launch of our Selling to the World program an ambitious initiative with a goal to expand the growth of small and medium-sized enterprises (SMEs), both established exporters and new-to-exporting companies. This program is also designed to increase global access and opportunities for minority and women-owned businesses (MWBs) that includes global supplier diversity training to enable these companies to export into the global supply chains of multinational corporations abroad.

I am also quite proud of our 2022 Global Business in collaboration with my alma mater Temple University. This conference brought together renowned experts, industry leaders, and aspiring entrepreneurs from across the globe to share insights, exchange ideas, and explore opportunities for growth and innovation. Our Annual World Trade Centers Day celebrated leaders from the business community who have helped to strengthen our region as a destination for world trade.

In addition, White and Williams hosted a roundtable discussion on navigating China relations during the Biden Administration. The exchange of ideas and experiences helps our China Club prepare for future business relationships with China.

Thank you again to each and every one of you for your unwavering support and dedication to the WTCGP. The tireless work of our board members, staff, and members has been the driving force behind our success, and I am immensely proud of what we have accomplished together.

Gary P. Biehn,
Board Chairman





WHO WE ARE



WORLD TRADE CENTER® GREATER PHILADELPHIA

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

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

The World Trade Center of Greater Philadelphia (WTCGP) is one of over 320 World Trade Centers in 92 countries around the globe and a member of the World Trade Centers Association (WTCA). We also serve as the Commonwealth of Pennsylvania's Regional Export Network (REN) partner for Southeastern Pennsylvania.

We 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 programs, business networking events, and powerful worldwide connections.

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

In 2022, it is projected that the WTCGP will provide counseling services to more than 180 companies, with Pennsylvania and New Jersey companies reporting over \$98M in incremental sales of goods and services directly related to WTCGP trade assistance.

Our highly trained staff is here to help develop and manage all aspects of a company's 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

TO CONTRIBUTE TO GLOBAL PROSPERITY
AND PEACE THROUGH TRADE.

"KPMG HAS OVER 200,000 GLOBAL EMPLOYEES IN 146 COUNTRIES AND 700 OFFICES. WE'VE WORKED COLLABORATIVELY ON AN INTERNATIONAL BASIS, WHICH IS REALLY REFLECTIVE OF WHAT THE WORLD TRADE CENTER HAS DONE HERE IN PHILADELPHIA. CONNECTING PEOPLE, HELPING THEM THROUGH CONSELING, AND HELPING THEM BE SUCCESSFUL.

**FRANK MATTEI, OFFICE MANAGING PARTNER,
KPMG US, GLOBAL BUSINESS LEADERSHIP AWARD RECIPIENT**



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DINO RAMOS
CHIEF OPERATING OFFICER



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DIRECTOR OF INTERNATIONAL
TRADE SERVICES



DALE FOOTE
INTERNATIONAL TRADE
SPECIALIST



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OFFICE MANAGER
& MEMBERSHIP
COORDINATOR



JULIA KING
DIGITAL DESIGN &
MARKETING COORDINATOR



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



OUR IMPACT

SINCE 2002, WE HAVE HELPED LOCAL COMPANIES
GENERATE EXPORT SALES BY A COMBINED
\$2,329,527,769 - INCREASING JOBS IN THE REGION
BY OVER **29,000**.

258

Projects Completed

823

Jobs Generated

550

Event Attendees

\$97.8M

Increase in Export Sales



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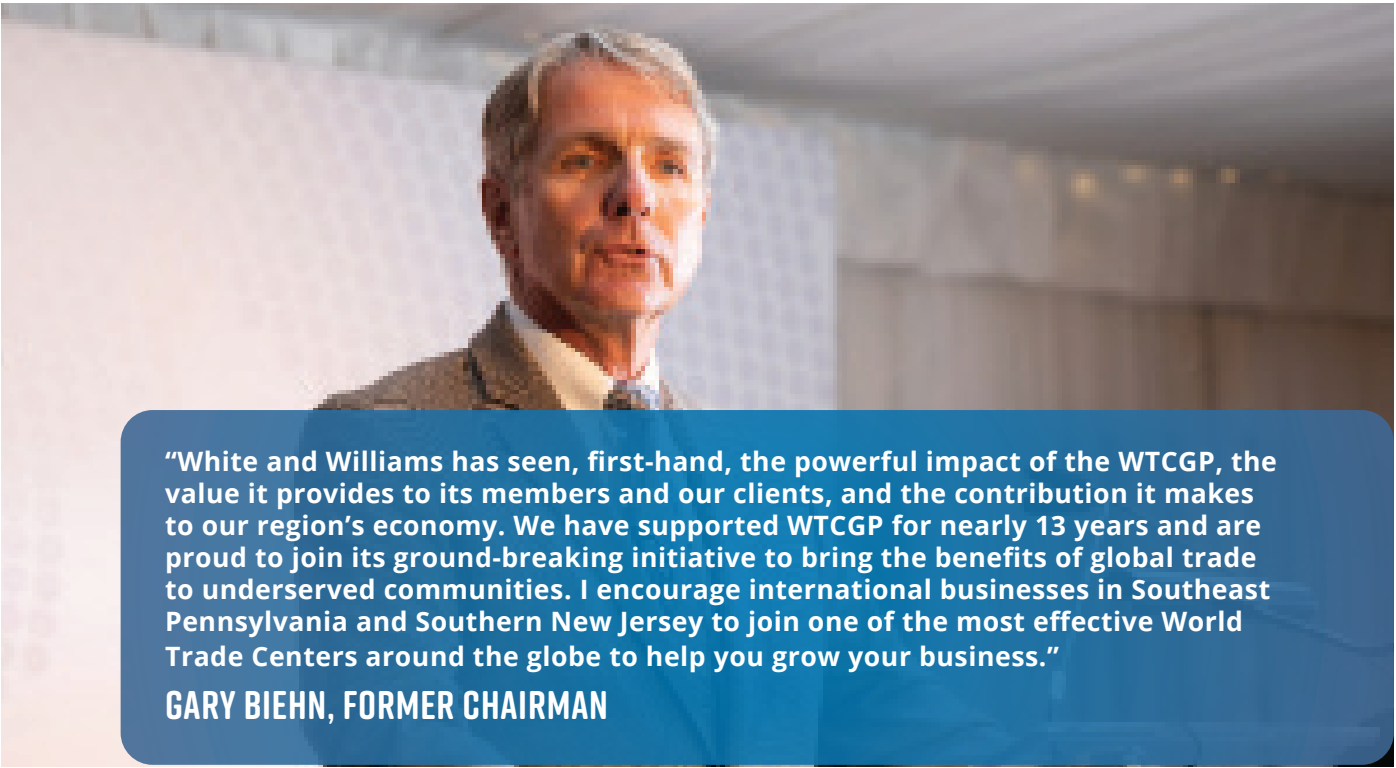
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**THERE ARE 320 WTCA MEMBERS
CONNECTING OVER 15,000 WORLD TRADE
CENTER PROFESSIONALS IN 92 COUNTRIES.**

THE WORLD TRADE CENTERS ASSOCIATION

WTGCP IS A MEMBER OF THE WORLD TRADE CENTERS ASSOCIATION (WTCA) NETWORK OF 320 WORLD TRADE CENTERS LOCATED IN NORTH AMERICA, CENTRAL & SOUTH AMERICA, EUROPE, AFRICA & THE MIDDLE EAST AND ASIA & THE PACIFIC. THESE EXCLUSIVE WTCA BRANDED PROPERTIES AND TRADE SERVICE ORGANIZATIONS ARE LOCATED IN 92 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.

MEMBERSHIP TO WTGCP 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 Southern New Jersey

Chester County Economic Development Council

Chilean & American Chamber of Commerce of Greater Philadelphia

Citizen Diplomacy International

Consular Corps Association Philadelphia

Consulate General of Canada

Consulate General of Italy

Consulate General of Panama

Consulate of Mexico in Philadelphia

Delaware County Commerce Center

Delaware River Port Authority

Delaware Valley Regional Planning Commission

Delaware Valley Industrial Resource Center

Economy League of Greater Philadelphia
- Foreign Policy Research Institute

French-American Chamber of Commerce

German-American Chamber of Commerce Philadelphia

Global Interdependence Center

Global Philadelphia Association

Greater Philadelphia Hispanic Chamber of Commerce

International House Philadelphia

Irish-American Business Chamber & Network

Japan America Society of Greater Philadelphia

Main Line Chamber of Commerce

Maritime Exchange for the Delaware River and Bay

Montgomery County 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

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

- Tomorrow

South Jersey Port Corporation

Southern Chester County Chamber of Commerce

Swedish-American Chamber of Commerce

Team PA Foundation

Temple University Center for International Business Education and Research

Temple University Fox School of Business

Temple University Small Business Development Center

The Chamber of Commerce for Greater Philadelphia

The Enterprise Center Philadelphia

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

World Trade Center Delaware

World Trade Center Harrisburg



View of the Port of Philadelphia



The Annual Global Business Conference held at Temple University



SERVICES, INITIATIVES

PROGRAMS AND CLUBS

INTERNATIONAL TRADE COUNSELING



A SOUTHEASTERN PA BUSINESS LEADER MEETS WITH PENNSYLVANIA AUTHORIZED TRADE REPRESENTATIVES AT “BRINGING THE WORLD TO PENNSYLVANIA.”

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

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

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 market entry strategies and improving access to grants and financing programs.

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

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

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

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



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

Selling to the World: Growing a Vibrant, Inclusive and Connected Economy for Greater Philadelphia is the World Trade Center of Greater Philadelphia's (WTCGP) exciting new program to restore and expand the growth of small and medium-sized enterprises (SMEs), both established exporters and new-to-exporting companies.

This program is also designed to increase global access and opportunities for minority and women-owned businesses (MWBs) that includes global supplier diversity training to enable these companies to export into the global supply chains of multinational corporations abroad.



SUPPORTING MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISES (MWBES)

- Minority-owned businesses represent 18% of all exporting companies in the U.S., according to the Minority Business Development Agency (MBDA).
- Minority-owned firms have a strong competitive advantage in international business transactions due to cultural affinities, multi-language skills and close ties to countries of origin.
- As of 2018, there are 131,462 minority-owned businesses in Pennsylvania and 237,242 in New Jersey.
- According to a study by American Express, women-owned small businesses represent 42% of all businesses — nearly 13 million.
- In 2019, according to the same study, women of color accounted for 50% of all women-owned businesses and grew at double the rate (43%) of women-owned businesses from 2014 to 2019.
- There are 304,803 women-owned businesses in Pennsylvania. That's an increase of 39,765 businesses, or 15%, from 2007.



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

AmeriHealth Caritas	Grimm and Grove	The Chamber of Commerce for Greater Philadelphia
Annie International	Harold Beck	The Philadelphia Belt Line Railroad Company
Aqua, an Essential Utilities Company	Holt Logistics	The Philadelphia Tribune
Bentley Systems	Independence Blue Cross	The Phillies
Bittenbender Construction	J.T. Goldstein	Thomas Jefferson University
Bradford White	James J. Anderson Construction	Tierney Agency
Bradley & Bradley Associates	Kibow Biotech, Inc.	Urban Engineers
Brandywine Realty Trust	KPMG	Urban Engineers, Inc.
Brian Communications	Linda and Joe Conlin	Vault Communications
CCS Fundraising	Maven Inc.	Waln Run Investments, LLC
Citizens Bank	Metal Edge International	Waln Run InvestmentsLLP
CME Benefits	Munley Law	White and Williams LLP
Comcast NBCUniversal	Obermayer Rebmann	
Cozen O'Connor	Panitch Schwarze	
Day & Zimmermann	PECO Energy, an Exelon Company	
DFT, Inc.	Pennoni	
DVIRC	PhilaPort	
Fulton Bank	Sandmeyer Steel	
	Stradley Ronon Stevens & Young, LLP	



EDUCATIONAL SEMINARS & CONFERENCES

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

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

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

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

18TH ANNUAL GLOBAL BUSINESS CONFERENCE

JUNE 9, 2022 | SELLING TO THE WORLD: GROWING A VIBRANT, INCLUSIVE, AND CONNECTED ECONOMY FOR GREATER PHILADELPHIA

The 18th Annual Global Business Conference was held "in person" on June 9 at a new venue, Alter Hall, the Fox School of Business, Temple University. In addition to the traditional global economic forecast and market updates, the program featured a keynote interview of Wendy Cutler of the Asia Policy Institute and former Deputy U.S. Trade Representative, by Philadelphia Inquirer Worldview Columnist Trudy Rubin.

SPEAKERS

Mark McCormick, Global Head of FX Strategy, TD Securities
 Wendy Cutler, Vice President, Asia Society Policy Institute
 Trudy Rubin, Worldview Columnist, The Philadelphia Inquirer
 Michael Hillebrand, President & CEO, Huntley & Huntley, Inc.
 Wilfred Muskens, Honorary Consul in Philadelphia, The Kingdom of the Netherlands
 Valerie J. Cofield, President/CEO, Eastern Minority Supplier Development Council
 Rachel Carson, President/CEO, Helicopter Tech Inc.
 G. Mark Scullion, Trade Commissioner, The Consulate General of Canada, New York
 Edgar Braham, Economic Counselor, Office for the Implementation of the United States-Mexico-Canada Agreement, Embassy of Mexico, Washington, DC
 Paul G. Markert, Vice President, Sales and Marketing, Metal Edge International, Inc.
 Steven Miller, Vice President, Annie International Inc.
 Araceli Guenther, Executive Principal, Victrix Global, and Adjunct Assistant Professor, Department of Strategic Management, Fox School of Business, Temple University



PARTNERING WITH EDUCATIONAL INSTITUTIONS

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

WTCGP is proud of its current educational partnerships with Bucks County Community College, the Community College of Philadelphia, Drexel University's Charles D. Close School of Entrepreneurship, Montgomery County Community College, Penn State Great Valley, Temple University's Fox School of Business and Center for International Business Education and Research (CIBER), West Chester University, Widener University and Villanova University,

as well as the many other higher learning educational institutions, (tech/trade schools, community colleges, colleges, universities, etc.) with whom the WTCGP has partnered, cooperated and/or worked closely in the Greater Philadelphia region during the past 20 plus years.

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

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



The Annual Global Business Conference held in partnership with Temple University



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

TRADE MISSIONS AND SHOWS

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

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

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

Through trade missions, the WTCGP provides:

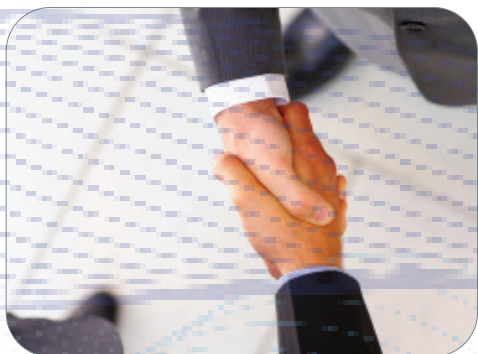
- Pre-mission seminars on business opportunities and cultural considerations
- A consultation to determine a company’s objectives and strategy for pre-arranged meetings with potential buyers, distributors and partners based on their objectives
- Opportunities to meet key government and industry officials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



INBOUND DELEGATION SUPPORT

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

The WTCGP creates a custom program for delegations based on each company’s particular industry and needs. We conduct market research, organize business matchmaking meetings and assist with logistics and coordinating meetings with local, state and private sector organizations that specialize in facilitating inward investment. The WTCGP has hosted inbound trade delegations from Canada, Greece, France, Wales, China, Japan, Ukraine, Colombia, Panama and Uruguay.



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 in the U.S.

Our team provides consulting services to international companies that 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 the need for 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 U.S. partners, distributors, resellers, direct end-users, manufacturing facilities or potential joint venture partners.

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 in achieving their global business expansion objectives in the U.S. With a combination of experience, dedication and passion, our professional team will develop the best U.S. market strategy and execute it.

For further information on bringing a visiting delegation to the Greater Philadelphia region, contact Dino Ramos at dramos@wtcphila.org or (215) 586-4246.



DRIVING LOCAL ECONOMIC GROWTH AND JOBS THROUGH EXPORTS

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

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



PhilaPort employees at work. (Photo courtesy of PhilaPort)

IMPORT & GLOBAL PROCUREMENT ASSISTANCE

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

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

Our global network and professional expertise help companies navigate different business and legal systems, U.S. regulatory and customs issues as well as logistical obstacles.

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

MAKING GLOBAL LOCAL INITIATIVE

The WTCGP partners with Federal agencies to expand opportunities and assistance to area companies. "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 is to increase the number of U.S. businesses that benefit 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 trade missions. This promotes connection between more U.S. companies and foreign buyers. USTDA has formed partnerships with 90 partners across 30 states including local economic development organizations such as the WTCGP. These partnerships promote the Agency and its U.S. government counterparts as an effective

tool to make the program increase international sales. This strategy utilizes USTDA's reverse trade missions as a catalyst to expand and deepens their relationship with local business communities.



CHINA CLUB

THE WORLD TRADE CENTER OF GREATER PHILADELPHIA

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 largest economies. The program focuses on the key issues surrounding U.S.- China commercial opportunities and trade.

Past round table meetings have focused on U.S.- China relations under the Biden administration, protecting intellectual property, sourcing products and selecting vendors, developing a risk

management strategy, overcoming banking and financing challenges, impacts of environmental policy on foreign businesses and more. Key to the success of this popular program is its dedicated members and sponsors.

WTCGP would like to thank the principal sponsor of this program, White and Williams LLP, as its expertise in China provides a continuing resource for our members.

We thank all the members for their engagement in the programs. For more information on China Club, please contact **Ron Drozd** at rdrozd@wtcphila.org.



China Club Meeting hosted by Devon International Group



China Club members listening to speakers



White and Williams LLP

White and Williams is the Law Firm Clients Choose for an Unmatched Business Relationship.

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 International Group
215.864.7007 | biehng@whiteandwilliams.com

Connecticut | Delaware | Massachusetts | New Jersey | New York | Pennsylvania | Rhode Island
whiteandwilliams.com

A photograph of three people in safety gear (hard hats and high-visibility vests) standing in front of a large container ship at a port. The image is partially obscured by a dark green text box on the left.

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A wide-angle photograph of a busy port. Numerous red gantry cranes are visible, lifting and moving large stacks of colorful shipping containers. The containers are stacked in neat rows, and the port is situated along a body of water with a city skyline in the background.

GLOBAL FINANCIAL SERVICES

The WTCGP's Global Finance Program provides a roadmap for export finance products and global banking services, accessible through the region's leading international lenders with the backing of government agencies like Export-Import Bank of the U.S. (EXIM Bank) and the U.S. Small Business Administration (SBA). 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 a variety of services. This program is comprised of SBA, the area's leading trade finance lenders and insurance brokers, the City of Philadelphia, the Commonwealth of Pennsylvania and the State of New Jersey. This program provides information on accessing capital to fill export orders, minimizing risk by obtaining export credit insurance, developing


a competitive advantage by offering financing or credit terms to prospective international buyers and accessing global banking services to facilitate and ease cross-border trade.

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BE ABLE TO CALL THE WORLD TRADE
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REGINA GORDIN
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EVENTS

WORLD TRADE CENTERS DAY 2022



Daniel J. Hilferty, Chairman Philadelphia Soccer 2026 and Chairman & CEO, Dune View Strategies
Global Business Leadership Award



Liz Murphy, Senior Vice President, Governmental, Regulatory, and External Affairs, PECO, an Exelon Company
Legacy Award for Lifetime Achievement



Doug Beck, President & CEO Harold Beck and Sons, Inc.
Member Company of the Year



Bob Kritzer, Liz Murphy, Doug Beck, Gary Biehn, Linda Conlin, and Daniel J. Hilferty

AT THE FAIRMOUNT WATER WORKS

The 20th Annual World Trade Centers Day Awards and Celebration was held on September 29th at the Fairmount Water Works honoring:

- Global Business Leadership Award - Daniel J. Hilferty, Chairman, Philadelphia Soccer 2026 and Chairman & CEO, Dune View Strategies
- Legacy Award for Lifetime Achievement - Liz Murphy, Senior Vice President, Governmental, Regulatory & External Affairs, PECO, an Exelon Company
- Member Company of the Year - Harold Beck & Sons, Inc.

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



VIRTUAL AND IN-PERSON EVENTS IN 2022

The WTCGP organized three Signature Events during the year to support the mission of the organization. These events include World Trade Centers Day Awards Celebration, the Global Business Conference, and Bringing the World to PA.

CHINA CLUB EVENTS

June 23, 2022 | The first in-person meeting of 2022 took place at the Union League Liberty Hill and was hosted by Club Member Barry Fisher, CEO of Van Horn, Metz & Company.

July 28, 2022 | China Club Summer Social returned. Over 30 members enjoyed great conversation and cuisine at Oakwell, home of Club Member Dr. John Bennett.

September 30, 2022 | WTCGP organized a roundtable meeting with representatives of Chinese Council for the Promotion of International Trade (CCPIT) and the Embassy of the People's Republic of China to discuss opportunities to expand commercial ties, including reengaging with WTC Tianjin, leveraging Philadelphia's Sister City relationship with Tianjin, China.

The Roundtable was hosted by WTCGP Board Member Martin Belisario at Panitch Schwarze Belisario & Nadel.

November 21, 2022 | WTCGP Board Chairman Gary Biehn and Board Member Martin Belisario joined WTCGP staff and China Club Member Jeff Ji in a Zoom Working Meeting with the leadership of CCPIT Tianjin to discuss best opportunities to expand cooperation with WTC Tianjin

December 13, 2022 | The final meeting of the year. Topics included political and economic updates, and the recent 20th Party Congress.



Representatives from the Embassy of the People's Republic of China, the China Council for the Promotion of International Trade and the World Trade Center of Greater Philadelphia Participate in meeting hosted by Panitch, Schwarze, Belisario & Nadel, LLP

BRINGING THE WORLD TO PA (BTW2PA)

September 12 – 13, 2022 | The WTCGP’s signature event in partnership with Pennsylvania’s Office of International Business Development (OIBD), was held “in-person” for the first time in three years on September 12th at Temple University Center City Philadelphia in partnership with the Fox School of Business and on September 13th at Penn State Great Valley in Malvern, PA.

Thirteen of Pennsylvania’s Authorized Trade Representatives participated in a total of 141 individual meetings with 30 area companies.



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

Powering partnerships.

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

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



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 





MEMBERSHIP



OUR MEMBERS COME FIRST

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

WTCGP is a member of the World Trade Centers Association and our own members receive reciprocal benefits offered by numerous world trade centers in high growth markets across the globe. These include but are not limited to introductions to local partner companies and

organizations, conference space for meetings, free parking, Wi-Fi access and printer access. In addition, membership includes a weekly ISA report, a complimentary subscription to "Global Traveler Magazine", and various affinity discounts.

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

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

OPPORTUNITIES FOR BUSINESSES OF EVERY SIZE

As of November 23, 2022, WTCGP current membership is at 65 businesses (including one honorary member and one complimentary member), representing the following membership levels:



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



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



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



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 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.

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COMPETITIVE ADVANTAGE IN INTERNATIONAL BUSINESS

Become a member of the World Trade Center of Greater Philadelphia today!

Member companies are part of an intricate and diverse global network, which includes 320 world trade centers in 92 countries. Members gain access to global leaders, and active participation in an exclusive club of like-minded international businesses to help accelerate global reach.



**WORLD TRADE CENTER®
GREATER PHILADELPHIA**

TAKE IT FROM OUR MEMBERS



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

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

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





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

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



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

**BARRY FISHER, PRESIDENT,
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CLIENT SUCCESS STORIES



MINKEEBLUE INVENTOR SHERRILL MOSEE: DEDICATED TO MAKING LIFE EASIER FOR WOMEN 12/20/2022 BY GRAZIELLA DINUZZO

Sherrill Mosee's mother was a young teenage mom with a desire to go to college. "She was accepted to the University of Penn but my grandmother said she couldn't go. She said she couldn't afford to keep the baby and go to school," explains Mosee. The reality of her mother's lost life opportunity would become the catalyst for Sherrill's life journey.

When Sherrill was laid off from her engineering job at Lockheed Martin, she decided it was time to follow her desire to help women succeed by finding solutions to life obstacles.

In 1998, Sherrill formed Family Care Solutions, a nonprofit organization dedicated to promoting higher education among low-income women with children.

More specifically, Sherrill's organization awarded over \$3 million in childcare scholarships to help women stay in school while earning a college degree. "We supported over 500 student parents and had a ninety percent graduation rate," boasts Sherrill. "Today, these moms are accountants, teachers, business owners and more. I get invited to their children's weddings and graduations."

"Unfortunately, when the economy crashed in 2008, I lost a lot of government funding and had to close my doors to the nonprofit," explains Sherrill. "However, I was committed to supporting those students who were already in the program until they all graduated. It was during my time working with the moms that I noticed them struggling with their book bag and diaper bag."

I was also doing the same thing, commuting to work while carrying my purse, laptop, lunch bag, and shoes in a plastic grocery bag."

Plato is credited for the famous proverb, "Necessity is the mother of invention." No doubt, MinkeeBlue's birth in 2014 filled a great need.

"I originally started designing diaper bags because of my work with student moms and I wanted the name Pinky Blue but the domain was taken. I liked the sound of Pinky Blue so I literally went through the alphabet and landed on M for MinkeeBlue," laughs Sherrill.

MinkeeBlue bags are designed to fit everything a woman will need to get through her busy life - from morning through night, and all in style.

Visit the MinkeeBlue website and you will see several videos of Sherrill demonstrating how easily everything fits into one stylish tote or backpack. You name it and it all fits neatly and accessibly - laptop, small purse, shoes, lunch bag, and a jacket, with seemingly room to spare. See Video.

"My engineering degree provided the training to guide my critical and analytical thinking. It also helped me to design the structural folding shelf in the middle of the bag to withstand the weight of objects without collapsing. I've been issued two patents for the functionality," says Sherrill.

MinkeeBlue was nurtured at the Philadelphia Fashion Incubator giving Sherrill access to Wharton business experts and fashion business luminaries.

Elissa Bloom is the Executive Director of the Philadelphia Fashion Incubator at Macy's. "Every year we select designers who are interested in taking their product to the next level by offering a year-long designers-in-residence program. We connect designers with education, resources and business strategies to grow their brands. Sherrill had a very unique product - we are always looking for designers that have a unique value proposition."

Over the course of a year, the Philadelphia Fashion Incubator helped facilitate the connections Sherrill needed to move to the next level. "We connected her to The Workshop at Macy's in NYC, which teaches women and Minority Owned Businesses how to sell to retail," explains Bloom. "Sherrill was also given office space at String Theory Charter School."

"It's so great working out of String Theory," says Sherrill. I get to work with High School students, teaching them about entrepreneurship and sharing my experience as a business owner in exchange for the office space. The students apply for social media internship opportunities with MinkeeBlue. It's a great opportunity to work with students again."



Sherrill took advantage of every opportunity to grow, including entering the reality TV show, America's Big Deal.

"I got an email about a new show created by Joy Mangano, the founder of the Miracle Mop. The show highlighted small business owners who had an opportunity to make a two-minute pitch. There were four contestants and whoever sold the most products during the show advanced to the next level. I won!" exclaims Sherrill.



Sherrill's winnings amounted to a \$100,000 purchase order from Macy's. "I was on the premier show in October 2021 and won the first pitch competition. Things just lined up," says Sherrill.

MinkeeBlue is now available for purchase in ten Macy's stores and online. Sherrill was on hand at Macy's Herald Square on December 2, 2022 to greet her new customers and answer questions.

MinkeeBlue has been featured on the Today Show, the Katie Couric Show and QVC. "She has the drive and perseverance to succeed in the fashion industry," adds Bloom.

In August 2022, Sherrill received an email and a survey inviting her to participate in the World Trade Center of Greater Philadelphia's signature event, "Bringing the World 2 PA." Every year, the WTCGP arranges meetings with export ready Southeastern PA companies and Authorized Trade Representatives who work and live in various markets around the globe.

"Sherrill was great at following-up. I received her survey and she requested to meet with several representatives," says Dale Foote, WTCGP Trade Specialist. "On September 12th, Sherrill spent the day in several meetings, and we now have work orders in process with Canada, Mexico, Australia, the UK, Czech Republic and India." "I first learned about the services offered by the WTCGP while attending a workshop offered by Small Business Development Center at Temple University," says Sherrill. "While I sell direct to consumers online and have customers from all around the world, I am looking forward to securing a distributor in a global market."

Sherrill admits that her road to entrepreneurial success hasn't always been easy, "but nothing beats a failure but a try," her mother would always say.



A global business, a local member

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As a global business, KPMG LLP is proud to be a member of the World Trade Center of Greater Philadelphia and work with the organization on its mission.

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KPMG LLP, the U.S. Firm, traces its origins back to 1897, and since 1994 has been a limited liability partnership. KPMG U.S. operates in all 50 states, with over 75 offices and over 40,000 professionals, whereby KPMG International operates in 145 countries, with over 700 offices, and over 236,000 professionals.

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AKAS TEXTILES: FAMILY-OWNED MANUFACTURER'S MISSION IS ALL IN ITS NAME

2/22/2023 BY GRAZIELLA DINUZZO



Sharma Family from left to right: Ashrey, Archana, Sidharth and Karishma

Sidharth (Sid) Sharma has been a textile engineer for forty nine years and his wife Archana (Arch) was once Director of Quality control for a medical device company. "We wanted a better life for our two college-bound children, Karishma and Ashrey so in 2005 we immigrated to the United States from India," explains Arch.

As newly arrived immigrants, Arch continued working at her senior-level corporate job while Sid found work in a textile mill. When Sid's employer declared bankruptcy in 2010, the Sharma's decided to start their own manufacturing company. "We used our own family savings. We were newly arrived in America and didn't have other resources," says Arch.

AKAS Textiles was born in America with a commitment to manufacture only the highest-level

sustainable textiles from raw materials sourced only from the USA. "When we came to the US, we brought along a mission to put American mills back to work, and to return pride and global leadership to this country's textiles industry. In six years, we've added more than 650 jobs to the trade, and increased production at our mills from two to four days a week," says Sid.

In 2012, AKAS bought Wazoodle, a Canadian textile company, "they had great products that aligned with ours, including absorbent and organic fabrics. We made the leap and never looked back," says Arch.

Ashrey Sharma, Director of AKAS and Wazoodle Fabrics explains, "We manufacture a total of 427 products with a total of 2073 stock keeping units (SKUs)."

From fiber to fabric, AKAS works hard to eliminate the use of pesticides to ensure that “everything we create is made through the lens of sustainability and transparency in the entire supply chain.” AKAS cotton fabrics are certified organic by the US Cotton Trust Protocol which traces yarn from the mills directly to the fields.

“Our focus is also on using yarns derived from recycled bottle waste (Repreve Brand for polyester yarns from Unifi) and Post-Consumer waste for GRS-Cotton yarns (Certified by the Global Recycle Standard). Also, by manufacturing our fabrics entirely on US soil, we help diminish our carbon footprint for every product we create. Minimal travel of the raw materials and fabrics. Then, the finishes we use, are non-toxic - producing fabric that has a very high level of functionality with a very low level of environmental impact or any negative health impact on the user,” explains Arch. Industries which include fashion, self-care, industrial, oil, automotive, sorbent, furniture, medical, fashion, accessories and military have all used AKAS products.

Arch adds, “Our fabrics have gone up in space! They have also been a part of the Winter Olympics and underwear for fighter plane pilots.”

Arch provides more detail, “For our Zorb - which is our absorbent fabric - we see uses from diapers to chef’s jackets, menstrual pads to cage liners. Even hydroponic gardening and filtration of salt water! For our ProCool series we see a lot of fashion innovations in sportswear specifically.

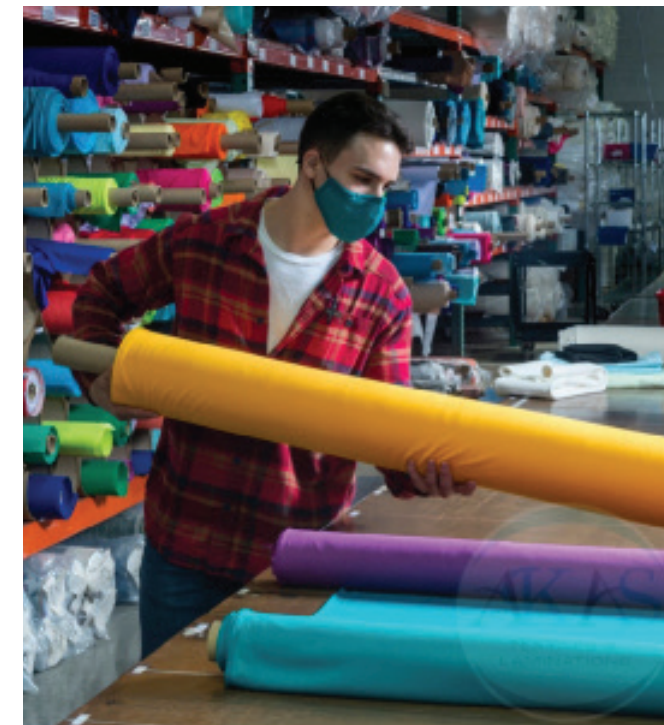
Our FoodSAFE fabrics are used for reusables in the kitchen including baggies, wet bags, bowl covers, un-sponges, liners, un-paper towel & more. Our ProECO line, which features our organic cottons, are used for everything including towels, head wraps, nursing pads, and robes. Our medical grade PUL is used in the medical industry for gowns, bed covers, furniture upholstery & more.”

At AKAS every phone call and email is answered. “I love hearing from our clients. Through our retail store, Wazoodle, we are able to service smaller quantities to entrepreneurs who have an idea and a dream. I once received a call from a mom who was working on a product she hoped to launch for hikers and we talked through what she may need,” said Arch.

When American inventor, Dr. David Pensak called, he was looking for small quantities of specialized fabric to test his idea. Other textile manufacturers

had been unresponsive. After visiting with AKAS facility, Dr. Pensak found what he needed to develop a specialized fabric that would contain the right permeability, thickness, insulation, and impact absorption.

Using AKAS fabric technology that is washable, durable and anti-bacterial, Dr. Pensak invented Alchemlce, cooling pouches used for food storage and pain reduction applications by delivering consistent cold temperatures for hours without frost damage. Alchemlce technology is also used to



transport human organs for transplant surgeries. Sid remembers the day they first spoke with Dale Foote, WTCGP Trade Specialist, “I talked on the phone with Dale on May 20, 2014. Dale told us about the various export related programs and Arch and Ash attended the Fall PA International Week (PIW) in Sept. 2014 and WTCGP Philadelphia International Showcase Networking Event on Sept. 16 and 17, 2014. That was when the Family was introduced to Dale and since then we have had his support.”

Today AKAS has distributors in France, the UK and Australia and they export to Europe, the United Kingdom, Australia, New Zealand, Canada, South America, Africa and Asia.

“We are finalizing a new distributor relationship in South Africa as well as South America.” When COVID-19 hit the world, AKAS remained open for business and lobbied to allow mills to resume production. “Our UK distributor was in lock down and questions began coming in from Japan and other places on how to make your own fabric masks. We became the reference point for masks. Our warehouse was completely wiped out of inventory and our website crashed. But our distributors sold more material than the previous year. Everything was discounted. We did not advertise, we wanted to serve the people. We also learned that our fabric masks are 72% more effective than other fabrics on the market.”

In 2021, AKAS was named 2021 Exporter of the Year by the Export – Import Bank of the United States (EXIM). The Exporter of the Year Award recognizes American businesses who use EXIM funding to provide jobs and export goods. Since 2013 EXIM’s small-business financing products have helped AKAS to offer credit terms to international customers and use working capital to fulfill export sales orders.

“When we set up the manufacturing in 2010, our 1st Order was for an Export customer in Canada and when Arch heard about EXIM Bank at a conference in 2013 that was when the Exports started increasing,” said Sid.

“In 2022, our exports were 25% of our two companies’ total revenue.”

Why was the company named AKAS? “We decided to use the first initials of our family Hindi names,” explains Arch. Archana means prayer, Karishma miracle, Ashrey Shelter or Safe Haven, and Sidharth successful, and one who has accomplished all goals (the name of Lord Buddha in Buddhism).

The AKAS name is the Sharma family story, which includes staff, clients and vendors emanates from its name. “We prayed for a miracle to have a safe space for our family and everyone we encounter to achieve success.”



LOOKING FORWARD TO 2023

We are looking forward to what we anticipate will be a very exciting 2023. Our Selling to the World (STTW) initiative began the year with the launch of our Global Diversity Advisory Council to assist in promoting and guiding our outreach to minority and women owned businesses.

Our STTW training program had a successful kickoff on April 6th with eighteen participants.

Our annual Global Business Conference is scheduled for May 22nd with Stephen Tang as the featured speaker.

The World Trade Centers Association is having its annual General Assemblies meeting in Accra, Ghana from April 23 to April 28 and our Vice Chair, Steven Bradley, will be attending.

World Trade Centers Day is scheduled to be held on September 27th at the Fairmount Water Works and is expected to again honor those individuals and organizations who work to promote peace and prosperity through global trade.

We will be partnering with the Pennsylvania Office of International Business Development for the annual Bringing the World to PA (BTW2PA) conference to further PA companies' ability to access the international marketplace.

As part of the 2023 BTW2PA, we will be partnering with the Consular Corps Association for an International Showcase to enable the Corps members to present their countries to PA Authorized Trade Reps.

As we're sure you are aware, the WTCGP has had a change in leadership in 2023 with Linda Conlin stepping down as President to assume the role of Senior Advisor for Strategic Initiatives while she transitions into retirement and Tony Simonetta accepting the role of Interim President as we do a search for someone to fill that position permanently.

We expect 2023 to be a very successful and productive year as our team continues its stellar work in line with our mission and vision.



Anthony J. Simonetta
Interim President



Joseph J. Scalio
Chair

WTCGP AT A GLANCE

We are the region's international trade experts. Our mission is to bring growth and prosperity to businesses, communities, and neighborhoods in Greater Philadelphia and worldwide through global trade and investment. We do this by providing one-on-one trade counseling, market research, global trade missions, peer group networking and connections to 320 world trade centers in 92 countries. Since 2002 we have assisted companies in generating more than \$2.3 billion in increased export sales, creating more than 29,000 jobs.

WE COUNSEL.
WE CONNECT.
WE GROW TRADE.

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

We offer:

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



THANK YOU TO OUR MAJOR SUPPORTERS



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