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March 3, 2016:
Global Business Conference

April 13, 2016:
Metro Export Plan for Greater
Philadelphia

April 14, 2016:
Export Finance Workshop

May 4, 2016:
World Trade Centers Day

[Full Calendar](#)

WTCREVIEW

★ GREATER PHILADELPHIA ★

WTC Review | A World Trade Center of Greater Philadelphia Newsletter

We Counsel. We Connect. We Grow Trade.

World Trade Center of Greater Philadelphia is a bi-state 501(c)(3) non-profit organization dedicated to assisting companies and organizations of Southeastern Pennsylvania and Southern New Jersey in the development and management of all aspects of international business.

A MESSAGE FROM THE PRESIDENT



Linda Mysliwy Conlin

Looking back on 2015, I recall the World Trade Center of Greater Philadelphia's tagline: **We counsel. We connect. We grow trade.** In this message, I want to focus on these three central and related tenets of our organization's mission to accelerate global business growth for companies in this region.

We counsel. Last year, our trade specialists, who have experience in more than 75 markets, advised more than 300 companies. In 2015, companies we have counseled, past and present, reported generating more than \$174 million new export sales. Moreover, 1200+ professionals attended our educational seminars and conferences, learning about wide-ranging topics, from export finance to doing business in China and elsewhere. Beyond statistics, our clients' success stories are the best measure of our own success and satisfaction. We help a range of companies, from a small manufacturer in Northeast Philly that landed one of the largest sales in its history via an Austrian buyer, and Philadelphia's own Bassett's Ice Cream, which now is successfully producing ice cream for the China market, to the Children's Hospital of Philadelphia, which we advised and which is now providing critical healthcare to young children halfway around the world.

We connect. Another service WTCGP offers: opening doors for Greater Philadelphia business leaders and CEOs of companies of all sizes to connect with a wide array of individuals who can help their businesses grow, such as professional service providers (banks and accounting and law firms), prospective customers and partners and government trade officials. In 2015, our clients and corporate partners met with high level trade officials such as Commissioner of Customs and Border Patrol Gil Kerliowski. Our contacts extend well beyond this region and into more than 100 countries worldwide, through the World Trade Centers Association, comprising 320 WTCs such as our own. Membership in the WTCGP not only opens doors - it helps businesses step through those doorways into broader global markets.

We grow trade. I have already mentioned several company success stories as well as the impressive statistics on increased export sales revenue garnered by companies we counseled in 2015 and previously. These

NEWEST MEMBERS

Meet our newest World Trade Center Members!



Kintetsu World Express

has been a key player in the global transportation and freight forwarding industry since 1948.

Since then, KWE has grown into a worldwide logistics and forwarding network spanning six continents..

STEVENS & LEE

Stevens & Lee

Founded in 1928, is a full-service law firm with approximately 150 attorneys and 50 non-lawyer business and consulting professionals representing clients on a regional, national and international scale.



The Vapor Chef

Here at The Vapor Chef we pride ourselves on quality. Not only in our product, but also our service. All of our vegetable glycerin and propylene glycol is USP certified and all our nicotine bases are american made.

successes are founded on accurate advice and practical knowledge about doing business globally and understanding market trends. One other key element? A positive outlook. While others see the shifting world market - influenced by the gradual slowdown and rebalancing of the Chinese economy and decline in prices for oil and other commodities - WTCGP sees opportunity. In fact, the International Monetary Fund, global growth in emerging market and developing economies will still outpace advanced economies, accounting for more than 70 percent of global growth. In other words: opportunity is knocking!

Another key element to trade growth: Knowledge. To this end, on March 3, WTCGP and Drexel University's LeBow College of Business are co-hosting the Annual Global Business Conference. WTCGP can help you navigate this changing world economy, including which markets to consider. This morning, half-day program will feature former U.S. Ambassador to China and Singapore and leading trade official Jon Huntsman as the conference keynote speaker. Using a "fireside chat" format, Governor Huntsman will be interviewed by Gillian Tett, U.S. Managing Editor of the *Financial Times*. With these and other well-informed speakers and networking time, the Global Business Conference also represents opportunity. Please join us on March 3 at Drexel University's Creese Student Center. For more details about this event and our signature World Trade Centers Day Celebration in May, including registration, see immediately below (for GBC) and in our events segment (for the WTC Day Celebration).

In closing, I offer warm thanks to our partners whose funding enables WTCGP to continue offering transformative trade counseling services and educational programs. Hats off to you, as well as our member companies and superb trade team, for promoting a thriving global marketplace in our collective backyard.

Let us help you generate your next export success!

Sincerely,

Linda Mysliwy Conlin

World Trade Center of Greater Philadelphia President

TOP STORIES

THE 13TH ANNUAL GLOBAL BUSINESS CONFERENCE IS THURSDAY, MARCH 3, 2016

Register today for the region's leading forum on current trends, challenges and opportunities shaping the global economy!



In cooperation with Drexel University's LeBow College of Business, this annual half-day conference and networking session will feature a keynote by two-term Utah Governor Jon Huntsman, who served four U.S. presidents in critical roles around the world, including as Ambassador to Singapore, Deputy Assistant Secretary of Commerce for Asia, U.S. Trade Ambassador, and, most recently, U.S. Ambassador to China. In an informal "fireside chat" interview conducted by Gillian Tett, U.S. Managing Editor of the *Financial Times*,

BECOME A MEMBER

Why should you become a member of the WTCGP?

Let our members tell you...

Barry Kratchman, President, Classic Cake:
"WTCGP staff have been extremely responsive, provided valuable insight and made a number of introductions, which will open up even more opportunities in the future."

Alla L. Wilson, PhD., Dean, School of Global Business at Arcadia University:
"Arcadia values the tremendous opportunity this partnership will provide our students, staff, faculty and centers around the world."

As a Member of the World Trade Center of Greater Philadelphia, you belong to the largest private trade organization in the world - the World Trade Centers Association!

To date, exclusive 'World Trade Center' and 'WTC' branded properties and trade service organizations are located in more than 90 countries and are supported by 15,000 WTC professionals.

Click [here](#) to join our select group of international companies who have grown their business and network through a World Trade Center of Greater Philadelphia membership.

Governor Huntsman will share insights on transformative shifts in China and the impacts of these changes on both the Chinese and world economies. He also will discuss U.S. global trade relations and the opportunities created by landmark trade agreements such as the Trans Pacific Partnership (TPP). Remarks also will be offered by Philadelphia Mayor James Kenney; Dr. Jay Bryson, Global Economist at Wells Fargo; and many other notable corporate leaders and senior trade officials who share a sophisticated understanding of global trade and economic development.

[Read More / Register](#)



EXIM BANK REAUTHORIZED THROUGH SEPTEMBER 2019

EXIM Bank's reauthorization was signed into law on December 4, 2015. The long-term reauthorization will be in effect until September 30, 2019. WTCGP is proud to support EXIM as it helps grow local businesses in the Greater Philadelphia area and beyond.

[Read More](#) | [Access EXIM Bank 2015 Annual Report](#)



GRANTS AND FUNDING AVAILABLE FOR INTERNATIONAL BUSINESS ACTIVITIES

Program funding has been secured through September 29, 2016, and a company's upcoming international business trip or other export promotion activity may qualify. This program is funded in part through the U.S. Small Business Administration (SBA) State Trade and Export Promotion (STEP).

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GOVERNOR WOLF ANNOUNCES NEXT STEP IN PORT OF PHILADELPHIA PLAN

Governor Wolf said development of the Southport Terminal is one of his main goals. The 196-acre riverfront property is owned by PRPA, located immediately west of the Packer Avenue Marine Terminal.

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PHILADELPHIA NAMED 1 OF 3 US EMERGING LOGISTICS HUBS (CBRE)

Over the next decade, 20 markets worldwide—including Philadelphia, Seattle and Miami—are set to emerge as global logistics hubs, according to a new report from CBRE Group, Inc.

[Read More](#)

PENNSYLVANIA INTERNATIONAL TRADE GUIDE

Business today reaches far beyond the limits of geography; smart business people are exploring and opening up markets around the world. The *Pennsylvania International Trade Guide* will help you assess your export readiness and provide you with the tools you need to develop and implement your export strategy.



world trade PA

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MEMBER NEWS



HARLEY BIKERS IN CHINA?

When you think of Harley bikers, Peter Fonda in "Easy Rider" may come to mind. Chinese tourists on a Harley? Not so much. Yet Jeff Ji, owner of World Trade Center of Greater Philadelphia member company **Knighthawk Tours**, is changing that perception...

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CARDINAL TRADE ASSOCIATES OFFERING CONTINUOUS BONDS BEGINNING AT \$299

As a demonstration of their commitment to fair pricing and the value of strong partnerships, Cardinal Trade Associates is offering continuous bonds beginning at \$299.

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UPS AIMS TO SOLVE US-MEXICO TRADE CHALLENGES

UPS has streamlined their portfolio for shipments of all sizes and added time definite guarantees in an effort to solve crossborder trade challenges between the United States and Mexico.

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TD BANK REPORT INDICATES 1 IN 5 PHILADELPHIA BUSINESSES PROJECT STRONG 2016

40 percent of tri-state area business owners plan to expand their product and service offerings according to the third annual Small Business Pulse Check by TD Bank.

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SCOPELITIS IS AMONG TOP 30 LAW FIRMS FOR CLIENT SERVICE

Indianapolis-based Scopelitis, Garvin, Light, Hanson & Feary was recently cited among the nation's top 30 law firms for client service. Scopelitis joins an elite group of 30 law firms most recognized by clients for client service excellence.

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120 NATIONS ATTEND MEDICA 2015; PA DELEGATION FEATURES 5 WTCGP MEMBERS

10 PA companies - 5 of which are World Trade Center of Greater Philadelphia members - and one in-state partner exhibited in the Pennsylvania pavilion at MEDICA 2015.

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LOCAL & REGIONAL EVENTS



SAVE THE DATE:

GLOBAL BUSINESS CONFERENCE
March 3, 2016

METRO EXPORT PLAN FOR GREATER PHILADELPHIA
April 13, 2016

EXPORT FINANCE WORKSHOP
April 14, 2016

WORLD TRADE CENTERS DAY
May 4, 2016

[Full Calendar](#)



SAVE THE DATE: WEDNESDAY, MAY 4, 2016
WORLD TRADE CENTERS DAY
14th Annual Awards and Celebration

WTC ANNUAL AWARDS AND CELEBRATION MAY 4, 2016

The Annual World Trade Centers Day Awards and Celebration, is slated for May 4. At this gala reception, we will honor Jerry Sweeney of Brandywine Realty Trust and the PRPA, Bradford White and Sunhillo for their global achievement and advancement of Greater Philadelphia companies' economic competitiveness.

[Read More](#)

Drexel University LeBow College of Business
Presents

Doing Business in Baltic and Nordic Countries: Estonia and Finland

Friday, February 26
12 P.M. – 5:30 P.M.

DOING BUSINESS IN BALTIC AND NORDIC COUNTRIES: ESTONIA AND FINLANDS

Join GIC and Drexel University's LeBow College of Business for a case-study exploration of recent economic developments and investment opportunities in both Estonia and Finland, as well as opportunities for collaboration and trade in the United States. *Panel includes WTCGP President Linda Mysliwy Conlin.*

February 26, 2016 [Details](#)



EXIM BANK ANNUAL CONFERENCE

EXIM Bank's Annual Conference presents a unique opportunity for companies from around the world to meet U.S. exporters. Attendees include more than 1,100 exporters and representatives of financial institutions, foreign trade partners, and government officials.

April 7-8, 2016 [Details](#)



DVIRC HOSTING PHILADELPHIA EXPORTECH™ SERIES

Do you see growth opportunity in global markets, but are struggling to carve out the time and resources to make it happen?

ExporTech™ helps companies develop and execute their own international growth plan.

Begins March 8, 2016 [Details](#)



Sell to and Succeed in Latin America's Most Promising Markets

TRADE WINDS-LATIN AMERICA WEBINAR SERIES

The Trade Winds 2016 - Latin America Webinar Series will provide valuable insights to new and experienced exporters who will gain knowledge of export opportunities in this dynamic region ahead of the September 6-13 Trade Mission.

[Details](#)

WORLD TRADE CENTER NEWS

WORLD TRADE CENTER OF GREATER PHILADELPHIA RECENTLY ADDED A NEW STAFF MEMBER...

Meet Patricia Keleman, who will serve as Director of Communications and Development.



In her role, Patricia will handle three areas of WTCGP's work: communications strategy and collateral development, working closely with both Linda Conlin and Marcos Reynaga; coordinating and overseeing WTCGP signature events; and, with the assistance of our board, staff and external contacts, pursuing additional funding for WTCGP through private, public and corporate sources. Patricia brings to us more than 25 years of experience in roles focused on writing/communications/marketing, including legal marketing and business development with two national law firms; and development, fundraising and program administration in higher education. "We are pleased to welcome Patricia. She brings significant experience and enthusiasm to key strategic priorities of the WTCGP - increasing awareness of the WTCGP brand, strengthening flagship signature programs, and increasing and diversifying donor support," says Linda Conlin.

Patricia holds an undergraduate degree in English and Master of Science in Education from Bryn Mawr College and the University of Pennsylvania, respectively, and is currently pursuing a Master of Arts in English at Arcadia University, an institution with which WTCGP is pleased to partner. "I am a life-long learner and a writer and storyteller at heart," Patricia says. "WTCGP has an exciting, important story to tell, and success to build on with respect to fundraising. I look forward to working with Linda and my other new colleagues to advance WTCGP's mission and message." On a related note, we extend sincere thanks to WTCGP board member Bernie Munley for connecting us with Patricia!



WTCGP PRESIDENT LINDA CONLIN GIVES REMARKS AT CANADA-PHILADELPHIA CELEBRATION

On January 28th, the World Trade Center of Greater Philadelphia joined the Consul General of Canada for a *Celebration of the Philadelphia-Canada Relationship* and discussion on opportunities for mutually beneficial economic growth.

[Twitter Highlights](#)



PLEASE CONSIDER A CONTRIBUTION TOWARDS WTCGP, A 501(c)(3) NONPROFIT

Dedicated to assisting companies and organizations of Southeastern Pennsylvania and Southern New Jersey since 2002, we have assisted companies in generating more than \$1.3 billion in increased export sales - creating over 17,000 jobs.

[Make A Contribution](#)



NEW ADDITIONS TO THE WORLD TRADE CENTER NETWORK!

World Trade Center Dhaka, Bangladesh; World Trade Center Jinzhong, China; and World Trade Center Muscat, Oman join the World Trade Centers Association. Dhaka, Jinzhong, and Muscat join a global network now comprised of 330 World Trade Centers across 91 countries.

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CHINA IMPORT EXPO 2016

WTC Quanzhou, together with the Ministry of Commerce of the People's Republic of China, China Council for the Promotion of International Trade and People's Government of Jiangsu Province will hold an exposition of imported to China foreign products, as well as matchmaking sessions for foreign buyers across consumer goods, environment protection, and intelligent manufacturing May 19 - May 21.

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REGIONAL & INTERNATIONAL TRADE NEWS



FURTHER AMENDMENTS ANNOUNCED TO CUBA SANCTIONS REGULATIONS

The U.S. Department of Commerce's Bureau of Industry and Security (BIS) and the U.S. Department of the Treasury's Office of Foreign Assets Control (OFAC) are announcing new amendments to the Cuban Assets Control Regulations (CACR) and Export Administration Regulations (EAR), respectively.

[Read More](#)



Opportunities for the U.S. Transportation Equipment Sector

EMERGING OPPORTUNITIES WITH TTP COUNTRIES

The U.S. International Trade Agency's Industry and Analysis division recently released a transportation equipment sector report that highlights the benefits of TPP related to some key players in the transportation industry.

[Read More](#)



PORT OF PHILADELPHIA GAINS NEW STEAMSHIP SERVICE WITH MEXICO VIA SEALAND ATLANTICO

The new SeaLand Atlantico service will provide weekly coverage between the ports of Veracruz and Altamira, Mexico and Philadelphia. The service features a fast 6 day transit time.

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BIS LAUNCHES NEW DATA PORTAL TO ASSIST EXPORTERS

The Data Portal will make public aggregate information on licensing and export data trends. The Portal features data and analysis on Controlled Trade with Select Countries; Export Control Reform (ECR); BIS Licensing; and Exporter Compliance.

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UNITED STATES OFFICIAL PARTNER COUNTRY FOR 2016 HANNOVER MESSE

For the first time, the United States is the official partner country for the 2016 Hannover Messe, the world's largest trade fair for industrial technology, taking place April 25 to 29 in Hannover, Germany.

[Read More](#)



EXIM EXPORT EXPERTISE: 10 FINANCE TOOLS TO GROW YOUR EXPORT BUSINESS

The Export-Import Bank of the United States (EXIM) is the official export credit agency of the United States. It empowers U.S. companies-large and small-to turn export opportunities into real sales.

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