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# GLOBAL BUSINESS NETWORK

WTCA HANDBOOK

# ONE GLOBAL NETWORK THAT



CONNECTS NEW YORK, CHICAGO, TOKYO, BEIJING, FRANKFURT, LONDON, DUBAI, HONG KONG, MOSCOW, MUMBAI AND 308 OTHER CITIES

ARRANGES INTERNATIONAL TRADE SHOWS AND EXHIBITIONS

GIVES IN-DEPTH TRADE INFORMATION, EDUCATION AND MARKET RESEARCH

CONDUCTS 10,000 GROUP TRADE MISSIONS ANNUALLY

HELPS STIMULATES A LARGE PART OF ALL GLOBAL TRADE

IS THE PREFERRED ADDRESS FOR FORTUNE 500 COMPANIES

CONNECTS 1,000,000 BUSINESSES

CREATES POSITIVE ECONOMIC IMPACT FOR BUSINESSES, INVESTORS AND REGIONAL COMMUNITIES

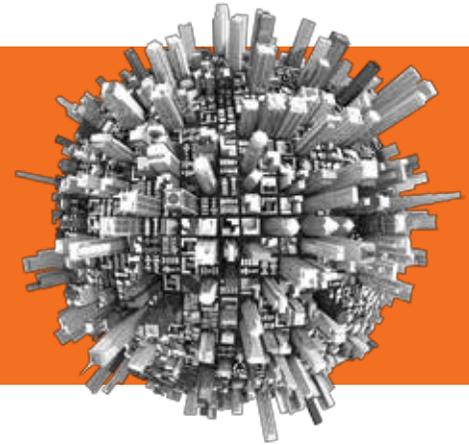
HELPS NEW BUSINESSES SOURCE CAPITAL, STRATEGY AND NEW BUSINESSES

INSPIRES ECONOMIC GROWTH AND INFRASTRUCTURE DEVELOPMENT IN THE REGION

## HELPING BUSINESSES GROW

Since its inception in 1939, the World Trade Center Association has singularly pursued one mission: Prosperity through trade. Headquartered in New York, the network comprises of office complexes in 318 cities across 88 countries, and is serving over 1 million businesses

WTC complexes are modern, highly sophisticated special purpose facilities for the international business community. They offer every essential service for businesses to be successful.



## WTC CLUB

The primary aim of a WTC Club is to encourage communication among key international trade executives. It is virtual or physical facility that gives members access to modern office spaces in as many locations as there are WTC complexes.

### YOUR OFFICE SPACE IN 318 CITIES

A key feature of the WTC Club is that it accords members of other WTC Complexes the same privileges as members of the host WTC. Members can access a venue for business meetings, conferences, seminars, press conferences and facilities to host private luncheons or formal receptions at any of the WTC complexes across the world.

World Trade Center Club Membership entitles its members to the following benefits\*:

- Access to existing WTCA member companies
- Invitation to Group Trade Missions, exhibitions and international business summits
- Participation in Business Matchmaking Sessions & Futurallia
- Regular updates on critical issues affecting international business
- A dedicated relationship manager
- Invitations to cultural and socially relevant events

\*Benefits may vary in accordance with the respective World Trade Center Complex. All membership are on paid basis and tariff may/may not differ from center to center.



## TRADE INFORMATION, EDUCATION AND MARKET RESEARCH

WTCA provide a range of information necessary for successful trade transactions: such as global market conditions, import restrictions, taxation, currency exchange rates, upcoming trade shows, business contacts, profiles of buyers and suppliers and government regulations. WTCA also organize practical and interactive international workshops and seminars on key local and global business issues.

### BUSINESS CENTER SERVICES

- Video conferencing
- Temporary office space
- Meeting rooms
- Secretarial services
- Translation services
- Travel desk

## GROUP TRADE MISSIONS

WTCA's trade mission programs are trade facilitator that creates positive business relations between people who would not otherwise meet. Programs consist of a combination of outgoing regional selling missions together with the reception of visiting overseas trade delegations

At the heart of a trade mission are the matchmaking sessions, where participants sit down individually with prospective partners that have been shortlisted on the basis of the requirements of the WTC members. These partners could be potential buyers, associates in another region or investors looking to expand. With its network in 318 cities across 88 countries, the World Trade Center Association is in a unique position to facilitate such link-ups that result in mutual growth for its members.



**MULTIPLE  
GROUP TRADE  
MISSIONS  
ANNUALLY**



**FUTURALLIA  
BUSINESS  
MATCHMAKING  
SESSIONS**



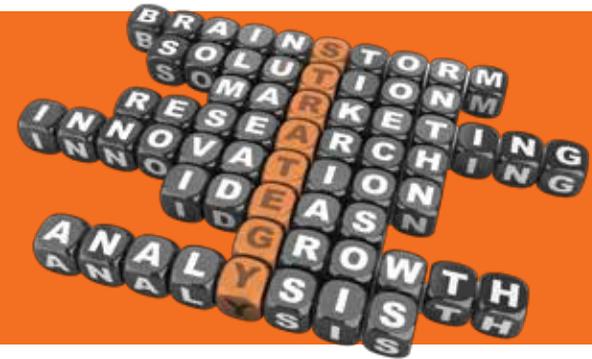
## ACCESS TO CAPITAL, STRATEGY AND NEW BUSINESS FOR MSMEs

WTC complexes aim to provide a comprehensive ecosystem that fosters business growth specially meant for mid to small companies.

### INCUBATION CENTER

An effective launch pad for startup companies:

- Personal furnished cabins
- Conference facilities & business lounge
- Common meeting rooms
- Large suites equipped with workstations
- Event plazas/Expo center
- Seamless telecommunication network



## VENTURE ACCELERATOR CENTER

The primary objective of Venture Accelerator Centers is business growth and revenue enhancement for startups and MSMEs.

- Sound business planning
- Understanding customers & markets
- Raising capital
- Setting goals & priorities
- Acquiring skills & recruiting talent

## INTERNATIONAL TRADE SHOWS AND EXHIBITIONS

As trade show organizers and exhibition venue operators, WTC complexes play a leading role in hosting trade shows and events that draw thousands of participants and result in numerous deals. Many WTC complexes also have permanent exhibition space to display local products and services.



### TENANT SERVICES

- Maintenance
- Building amenities
- Special events
- Concierge services
- Special marketing/publicity
- Access to other WTCA programs
- Tenant communications
- Security



## WTC COMPLEXES: GENERATING HIGHER RETURNS FOR INVESTORS

The exceptional performance of World Trade Center Complexes all over the world have made them not only the most preferred business hub but a lucrative investment destination as well. A comprehensive independent analysis by C.H. Johnson Consulting Inc. states that WTC buildings were found to outperform similar buildings in their markets.

## GENERATING POSITIVE REAL ESTATE PREMIUMS

Due to the high caliber of their international clients, as well as the draw of co-located facilities, WTC complexes typically achieve premium rental rates and demand.

## THE WTC BRAND

The high-profile brand name, along with typically high-image events and large volumes of people who visit WTC complexes, provides implicit value to tenants.

## LEASING AND OCCUPANCY

World Trade Center Complexes, on average, offer higher than market rental rates and lesser vacancy rates than the market.

WTC buildings on average enjoy upto **30% HIGHER LEASE RATE** and **13% HIGHER OCCUPANCY** in comparison to non 'WTC' branded buildings\*

\*Based on surveyed World Trade Centers operations in 2007 and 2012, as published in WTCA brochure 2016.

### AMSTERDAM:

Average office lease rates  
WTC: \$37.77 psf  
Market: \$35.69 psf

% Difference:  
**5.8%**

### MUMBAI:

Average office lease rates  
WTC: \$5 psf  
Market: \$4.5 psf

% Difference:  
**10%**

### SAN MARINO:

Average office lease rates  
WTC: \$29.74 psf  
Market: \$22.88 psf

% Difference:  
**30.0%**

### SAO PAULO:

Average office occupancy  
WTC: 96 percent  
Market: 85 percent  
% Difference: 12.9%

Average office lease rates  
WTC: \$46.3 psf  
Market: \$38.28 psf

% Difference:  
**20.9%**

### BOSTON:

Average office lease rates  
WTC: \$45 psf  
Market: \$33.75 psf

Average office occupancy  
WTC: 98 percent  
Market: 89.2 percent  
% Difference: 9.9%

% Difference:  
**33.3%**

### SEOUL:

Average office occupancy  
WTC: 100 percent  
Market: 94.3 percent  
% Difference: 6.1%

Average office lease rates  
WTC: \$69.58 psf  
Market: \$56.61 psf

% Difference:  
**22.9%**

## WORLD TRADE CENTER: CREATING LANDMARKS OF PROSPERITY

As branded complexes, WTC building are landmarks in the regions that they serve. They are symbols of the international connectedness and competitiveness of a community. As real estate projects, WTC complexes are high profile developments that convey a premier international business address and are highly desirable locations for business tenants to occupy.

As economic development platforms, WTC complexes raise the international profile of a city or region. They represent a global network of active and planned locations in 318 cities across 88 countries that work to create competitive advantage for businesses conducting international trade. Known around the world, for over 77 years, the World Trade Center network has built an iconic trade platform that has benefitted hundreds of regions and over a million internationally active businesses.



**ANKARA**  
**ZHENGZHOU**  
**COLOMBO**  
**HANOI**  
**BAHRAIN**  
**PANAMA**  
**KUALA LUMPUR**  
**ATHENS**  
**DENVER**  
**DUBLIN**  
**GENEVA**  
**PARIS**  
**NOIDA**  
**TEL AVIV**  
**ABU DHABI**  
**BEIJING**  
**DOHA**  
**HAVANA**  
**LOS ANGELES**  
**HOUSTON**  
**NEW YORK**  
**AMSTERDAM**  
**BELGRADE**  
**HELSINKI**  
**GOTHENBURG**  
**KUWAIT**  
**SAN SALVADOR**  
**ROTTERDAM**  
**RIO DE JANEIRO**

# 318 CITIES. 88 COUNTRIES. 1 GLOBAL NETWORK.

Headquartered in New York, the World Trade Center network comprises of office complexes across 318 cities in 88 countries, and is serving over 1 million businesses

Each World Trade Center has the unilateral purpose of aiding the development of the business of its members through the changing climate of commerce. Its purpose remains to access opportunities for its members by creating a single global consciousness that responds to international dynamics as a unified entity. The network promotes prosperity through international trade and augmenting development of local business communities. It does so by providing a host of reciprocal services to help foster partnerships that translate into business growth - group trade missions for access to global businesses and capital; trade information services and market research services for local business knowledge; trade education services; world-class office complexes; expo and conferencing facilities; short term office space; stay facilities and much more.

The World Trade Center therefore is at the pulse of the changing dynamics of business every day, giving its members access to unmatched opportunities of growth.

Sources: ~ India's Urban Awakening - Building Inclusive Cities, Sustaining Economic Growth, a report by McKinsey Global Institute ~ The \$10 Trillion Prize - Captivating The Newly Affluent In China And India, book by Michael J. Silverstein, Abheek Singhi, Carol Liao, David C. Michael and Simon Targett, published by Harvard Business Review Press ~ China, India Could Be Largest Economies By 2050, a report by PWC ~ Report by Cushman & Wakefield ~ [www.wtcaonline.com](http://www.wtcaonline.com)

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