World Trade Organization Informal Working Group on MSMEs

Robin van Puyenbroeck
Executive Director, Business Development
Co-Chair, US EXIM Bank Advisory Council on Small Business
The WTCA is a nonprofit international trade association with a mandate to promote and facilitate international trade and development.

The WTCA is a worldwide network of 320 World Trade Center licensees in nearly 100 countries consisting of economic development agencies, real estate developers, government entities and PPPs.

Business constituents by far and large SMEs.

WTC-branded infrastructure ranges from mixed commercial real estate to airports, industrial park, FTZ and conference & exhibition facilities.

GATEWAY TO Global Trade
Experience The Power
OF A CONNECTED ECOSYSTEM

STRATEGIC PARTNERSHIPS
Connections to global trade thought leaders such as the UN, to vertical industry associations like ACI and UFI, to real estate organizations and providers including developers, architects, hotel chains, convention centers, and more.

GLOBAL BUSINESS COMMUNITY
Through our network of 320+ World Trade Center locations, WTCA facilitates collaboration across affiliated businesses globally, which are by far and large SMEs.

GLOBAL TRADE EXPERTS
WTCA’s members help educate and empower communities to increase international business and investment opportunities.

GLOBAL & REGIONAL SUPPORT
Here to facilitate global connections, the WTCA staff are at the ready to strengthen your World Trade Center location through business clubs, organized events, international trade missions, and personalized introductions.
Resource of Trade Services

REAL ESTATE SERVICES
- Permanent or temporary office space in WTC buildings across the globe
- Revenue-generating Business Clubs
- Conference, events and hotel space
- Next-generation iconic buildings and communities

EVENT SERVICES
- Trade shows and exhibitions
- Educational seminars
- Virtual roundtables and WTC spotlights
- Trade missions
- Local meetups at WTC Business Clubs

GLOBAL TRADE GUIDANCE
- Trade consultation and advisory
- Training and education on import, export, shipping, and freight
- Trade missions
- Translation Services

CONNECTION TOOLS
- WTCA Connections Portal
- Corporate introductions
- Corporate matchmaking
- Trade mission facilitation

INDUSTRY RESOURCES
- United Nations Global Compact
- Global Trade Helpdesk, a WTO/UNCTAD/ITC initiative
- International Trade Administration, U.S. Department of Commerce
- Airport Council International (AFI)
- Global Association of the Exhibition Industry (UFI)
- WTCA Speaker Bureau
- WTCA Learning Center
- Expert insights
Year-Round Opportunities to Join Forces

**WTCA Global Business Forum**
Bringing **globally-minded businesses and WTCA members** together to facilitate global trade and explore industry trends

**WTCA Member Forum**
Meet fellow WTCA colleagues annually; **share strategies for success** and create long-lasting relationships

**WTCA Regional Meetings**
Participate in **dedicated regional meetings** focused on local challenges and opportunities

**WTCA Day**
On June 12, join us to **celebrate our connections, community, and impact** in the world of trade, globally

**WTCA Member Events**
Access in-person and online events around the world, hosted by WTCA members
Interconnected Business Network

Critical infrastructure for MSMEs:

- Access to finance
- Access to logistical infrastructure
- Access to affordable and reliable energy
- Access to trade governance and fair rules
- Access to interconnected business network
Dear Members,

We are delighted to announce an exciting collaboration between the World Trade Centers Association (WTCA) and the World Trade Organization (WTO). In our continuous pursuit of fostering international trade, we believe that this engagement holds significant promise to advance our shared goals of promoting global commerce, supporting SMEs, and building stronger trade networks.

The WTO, as the global guardian of trade rules and facilitator of international trade negotiations, offers a wealth of resources and expertise that can greatly benefit WTCA Members and business partners. By aligning our efforts, we can create a powerful synergy to further empower our network. This initiative is the result of a recent meeting at the WTO with Ambassador Wilson, Chair of the MSME Working Group, and we are most grateful for his support.

We are excited to share two concrete and valuable resources, Trade4MSMEs.org and The Trade Game, as well as an opportunity for Members to add WTC services to country pages of the Trade4MSMEs tool.

• Sharing information (Trade4MSMEs.org, GTH, …)
• Opportunity to link WTC sites to WTO trade tools country pages & link to other WTC tools & resources
• Opportunity to partner on MSME consultations

Trade4MSMEs.org is a dynamic platform dedicated to supporting Micro, Small, and Medium-sized Enterprises (MSMEs) in their global trade endeavors. As part of its ongoing efforts to enhance the platform’s utility, the WTO invited our network to evaluate its effectiveness. Your feedback to the WTO is crucial in helping the WTO refine and improve the platform further and can be shared directly with Kathryn Lundquist at kathryn.lundquist@wto.org.

At the bottom of this message, you will find information flyers in English, French, and Spanish that provide an overview of Trade4MSMEs.org. We encourage you to share these flyers with your business partners.

The WTO is keen to collaborate with WTCA Members to enrich the country pages on Trade4MSMEs.org. These pages are accessible from the homepage by clicking on the map and drilling down by region. If your WTC location has specific tools, services, links, or resources that could benefit MSMEs and that you would like to have included on
THANK YOU

wtca.org
TESTIMONIALS
WHERE BUSINESS GETS PERSONAL
“WTC Asunción became a Paraguayan icon, which captured the attention of international investors, acting as a catalyst for the development of the financial and business centre in Asunción.”

Olimpio Fleytas,
General Manager, WTC Asunción
The World Trade Center brand contributes to 50% higher rents than equivalent local office space and is estimated to have a value of around 2.5 million over a ten-year period.

Mehran Eftekhar, Director, WTC Cyprus
Real Estate. Real Results.
WTC ROTTERDAM & WTC THE HAGUE

“Historic and ongoing ties to the World Trade Center® brand, give us an opening to the world.”

Eveline Steenbergen,
Managing Director,
WTC Rotterdam & The Hague
Trade needs connection, it needs introduction, it needs curation. It’s hard work, and the World Trade Center model seems to be perfect for this precinct.

David Borger,
Executive Director of the Western Sydney Business Chamber and Member of WTC Sydney
“I wish I had known about the WTCA years ago – it’s a phenomenal networking organization, and there are many trade and investment opportunities available to benefit the country and open up new markets.”

Dr. Esther Lambert,
WTC Palm Beach
“WTCA is like a family of friends who all want to help businesses by sharing information, making connections and entrance into new markets. These are connections to decision makers, which is the key differentiator versus other similar organizations.”

Bassey Duke,
WTC Dublin
“We came with 11 trade delegates from Nigeria...they were all engaged in B2B opportunities on site and their experience provided great value.

I have been extremely impressed with the opportunities, connections, the individuals I have met, building partnerships – it has been a wonderful experience.”

**Karim Ahmed,**
General Manager, WTC Abuja
The Philippines earned its place in the world map of global exhibitions when WTC Metro Manila was established in 1996. It is recognized by Union des Foires Internationales as a world-class exhibition venue allowing it to be the home of the largest and most prestigious exhibitions and events held in the Philippines.

Pamela Pascual, Chairman and CEO, WTC Metro Manilla
Connectivity and interaction among WTCA members in different countries have significantly benefited the Malaysian economy. These events, and the relationships that have grown because of them, have provided networking and collaboration opportunities, access to new resources, and new perspectives.

Dato’ Sri Dr. Haji Irmohizam bin Haji Ibrahim,
WTC Kuala Lumpur