



**WORLD TRADE CENTERS
ASSOCIATION**

**Enhancing Your Value Proposition
With the World Trade Center Brand**

World Trade Centers: Global Network

- Nearly 75 Years of Brand History
- Over 300 World Trade Center, 100 Countries
- Over 15,000 Global Individual and Business Members
- Best in Class Expo and Conference Facilities
- Exclusive Clubs and Prime Commercial Real Estate
- Global Trade Services and Reciprocity

World Trade Centers: Leveraging the Brand

- Concept Grew Out of the 1939 World's Fair in New York
- Diverse License Holders, Diverse Network
- Prominent WTC License Holders in the Exhibition Space
 - **World Trade Center Las Vegas**
 - **World Trade Center Dubai**
 - **World Trade Center Metro Manila**
 - **World Trade Center Miami**
 - **World Trade Center Istanbul**
 - **World Trade Center Kuala Lumpur**
 - **World Trade Center Taipei**
- Engaged WTC leadership on the UFI Board of Directors

World Trade Center: Showcase to the World

Long History of Business, Trade and Expo Promotion

- Attract and Promote Through the Network
- Enhance Expos and Conferences Through Services
- Raise a Projects International Profile
- Create and Ecosystem for Trade
- Iconic, Meaningful, Innovative

World Trade Centers: Build Community

Economic Driver for Communities

- Global Reach, Local Growth
- Enhanced Services and Business Offerings
- Bilateral Relationships and Participation
- Promotes Technology Transfer
- Local Business Can Access Services Beyond the Exhibit
- Leverage the Network to Provide New Business Opportunities and Growth
- Follow-Up is Critical for Success



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Questions and Answers

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