



**WORLD TRADE CENTER®  
GREATER PHILADELPHIA**

Global trade experts serving the Greater Philadelphia Region

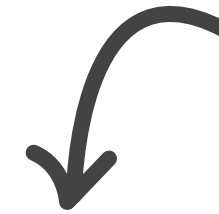
WE COUNSEL | WE CONNECT | **WE GROW TRADE**



THE **2017 ANNUAL REVIEW**

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# A LETTER FROM THE CHAIRMAN AND PRESIDENT

We are proud to present to you our 2017 Annual Review, where we highlight the many distinctive and diverse programs and services we offer to continue our mission as a World Trade Center - to accelerate the global business growth of companies in Southeastern Pennsylvania and Southern New Jersey, contributing to economic growth and prosperity in the region.

It's been a good year!

- Through our export assistance program we helped our client companies generate over \$147M in new export sales.
- We received a three year, \$1M matching grant from the Economic Development Administration, US Department of Commerce.
- We participated in a new Brookings / JPMorgan Chase Global Cities Initiative with the City of Philadelphia, Temple University and Select Greater Philadelphia to develop new market prioritization strategies.
- We welcomed the Philly Phanatic at our Annual World Trade Centers Day Awards and Celebration (check out the fun photos).
- We signed an official Memorandum of Understanding with World Trade Center, Tianjin, China.
- We developed a new membership campaign that was recognized by the World Trade Centers Association.

As a World Trade Center, we have a responsibility to the global community

to carry out our promise to be the one stop resource for growing international business in Southeastern PA and Southern New Jersey.

- We bring thought leaders to you – like Jon Huntsman, US Ambassador to Russia, who spoke at our Global Business Conference.
- We serve companies from small manufacturers to large, world-class medical institutions and universities, and the network of service providers from banks, law firms and accounting firms to logistics and linguistic providers.
- We are the Commonwealth of Pennsylvania's export representative for Southeastern PA, accounting for nearly 25% of all export sales.
- We give companies who export to China an opportunity to be a part of our CEOs' China Operations Club to share best practices.
- We expand global growth in sectors of strength such as health and life sciences, and help architectural, engineering and construction management companies win more projects in countries worldwide.

At the end of the day, we are your trusted advisor with the knowledge and connections to help you grow your business globally.

And we are grateful for our WTCGP team, board members, advisory council, members, partners and supporters who make it possible to open our doors every day.

If you are not already a member, we urge you to join our learning community.

Sincerely,



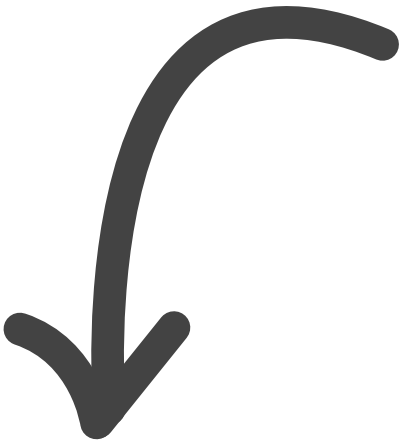
Gary P. Biehn, Chairman



Linda Mysliwy Conlin, President



# THE WORLD TRADE CENTERS ASSOCIATION



ALWAYS ACTIVE,  
ALWAYS ENGAGED  
AND ALWAYS WILLING  
TO BRING A VOICE TO  
THE CONVERSATION,  
LINDA CONLIN AND  
HER TEAM ARE MODEL  
MEMBERS OF OUR  
ORGANIZATION.

*By offering their point of view - and just as importantly, their expertise - to our membership, they are truly helping to foster new ties for the Greater Philadelphia area, and grow opportunities for economic development around the globe.*

Scott Ferguson, Chief Executive Officer, World Trade Centers Association

The World Trade Centers Association (WTCA) in New York City oversees over 300 World Trade Centers located in North America, Central and South America, Europe, Africa and the Middle East, and Asia and the Pacific. These exclusive WTC branded properties and WTC trade service organizations are located in over 80 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 serves as an “international ecosystem” of global connections, iconic properties and integrated trade services under the umbrella of a prestigious brand, dedicated to:

- encouraging the expansion of world trade
- promoting international business relationships
- fostering mutual assistance and cooperation among members.

More than a building or an organization, a world trade center (WTC) brings together businesses and government agencies involved in international trade, provides essential trade services and stimulates the economy of the region it serves. A WTC puts all the services associated with global commerce under one roof. A WTC address gives a business prime and continuous access and exposure to all the services, organizations and individuals essential for success in world trade.





# THE WORLD TRADE CENTER OF

## OUR MISSION

We are the region's international trade experts. Our mission is to accelerate global business growth for companies in the Greater Philadelphia Region. We do this by providing one-on-one trade counseling, market research, global trade missions, peer group networking and connections to 322 world trade centers in over 80 countries. Since 2002 we have assisted companies in generating more than \$1.6 billion in increased export sales, creating more than 21,200 jobs.

## WHO WE ARE

The World Trade Center of Greater Philadelphia is one of 322 licensed World Trade Centers in over 80 countries worldwide.

- We are a bi-state 501(c)(3) non-profit organization dedicated to assisting companies and organizations in Southeastern Pennsylvania and Southern New Jersey develop and manage all aspects of their international business.
- We are a member-based organization offering a multitude of benefits to members to help navigate the complexities of international commerce.
- We are the Southeastern Pennsylvania regional representative for the Pennsylvania Export Assistance Program, one of ten Regional Export Network (REN) partners offering export counseling and services to companies in Pennsylvania.

# GREATER PHILADELPHIA

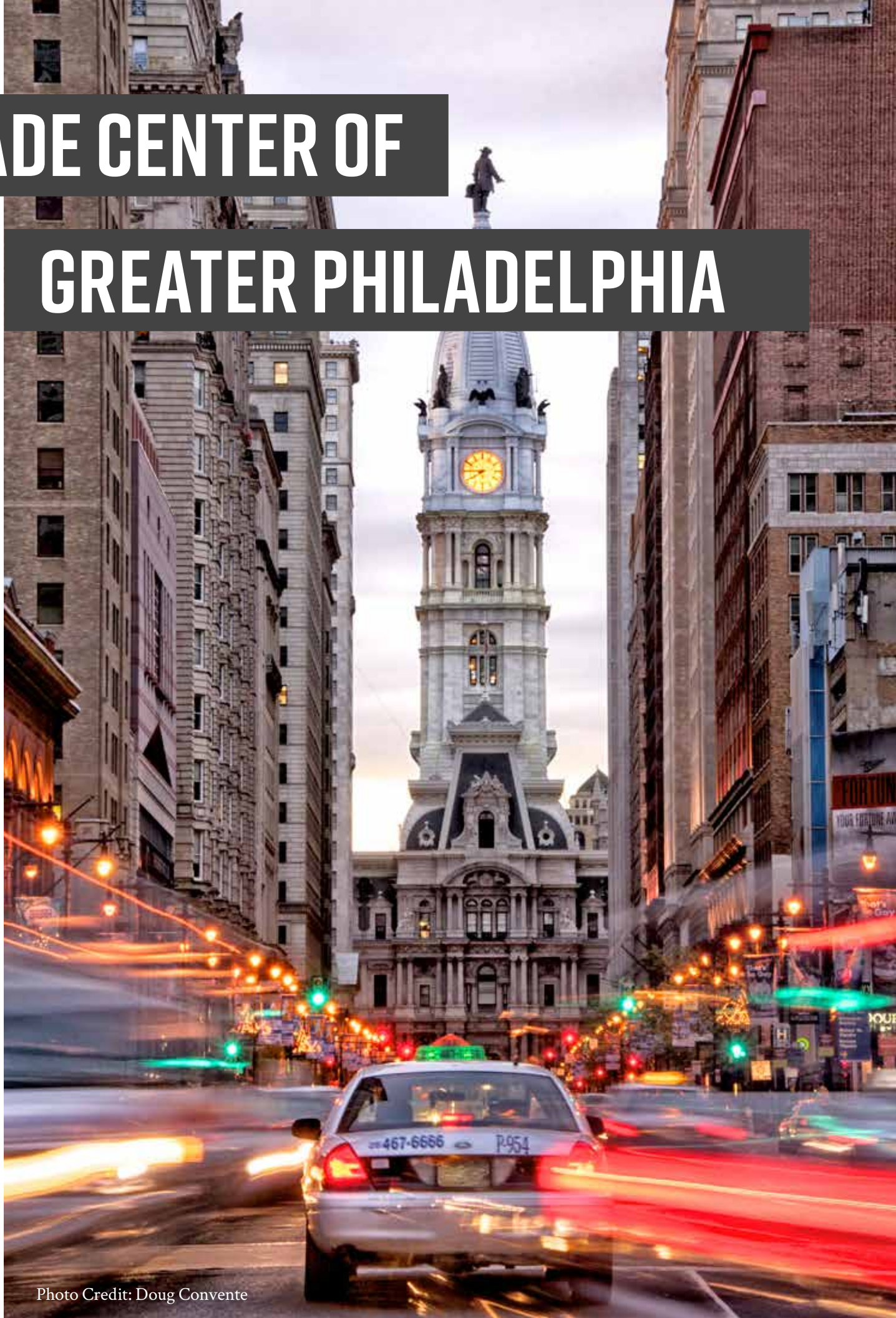


Photo Credit: Doug Convente

## WHAT WE PROVIDE

An opportunity for Southeastern Pennsylvania and Southern New Jersey companies and organizations to become a member of an exclusive network of global businesses and entrepreneurs

### International trade counseling:

- One-on-one counseling and technical support
- Market entry strategies
- Access to grants and financing programs

### Educational seminars and networking events

### Trade missions and trade shows

### Market intelligence and research

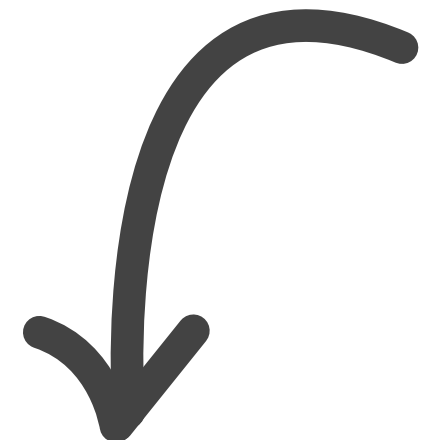
### Export finance assistance

### Access to the World Trade Centers' network

### Import assistance and global procurement

### Inbound delegation support

As the Southeastern PA REN, we connect PA exporters to 15 overseas representatives contracted by the Commonwealth who are on-the-ground business professionals covering 56 countries.



## DID YOU KNOW?

The Chinese prefer to do business over dinner. Dining etiquette: avoid discussing business at dinner unless your Chinese counterpart initiates it.

Try everything that is offered to you, but do not clean your plate. Drinking is expected at business banquets. Splitting bills is unheard of in China; the host always pays. WTCA

WE COUNSEL  
WE CONNECT  
**WE GROW TRADE**



# WE COUNSEL WE CONNECT WE GROW TRADE

The WTCGP provides a range of services designed to help companies develop and manage all aspects of their international business. From our online training program, that provides comprehensive training on growing an export business, to our seminars and conferences, that address timely and relevant trade topics, companies learn how to identify and assess the risks and rewards of selling into global markets.

Once your company has committed to a global business strategy, a WTCGP International Trade Specialist will meet with you to discuss your business objectives. That assessment will inform you about all the local, state and federal resources, private and public, which are available as you expand into international markets. In addition, you will understand how WTCGP can strengthen or refine your global business strategies and provide in-depth market research, distributor or partner search, or guidance on our trade missions.

**"I'VE HAD THE PLEASURE  
OF WORKING WITH  
OVER 400 COMPANIES  
TO CREATE EXPORT  
STRATEGIES**

*which begin with discussing and assessing their export capabilities and offering resources. The support continues with research, determining the highest potential markets, finding distributors and other partners, supporting global business trips, trade shows and missions, and counseling on logistics and export finance to ensure the profits are banked. Thank you to my many long-time and current clients for a mutually productive partnership."*

Ron Drozd Export Services Manager,  
WTCGP

**IMAGINE HAVING ACCESS TO  
A TRUSTED ADVISOR** WITH  
INTERNATIONAL KNOW-HOW  
AND GLOBAL CONNECTIONS

*"Every day I am faced with an opportunity to assist manufacturing and import/export service companies with trade challenges, and it's always something different. It's deeply gratifying to watch my clients grow their international business and*

**I'M FORTUNATE TO BE  
ABLE TO REPORT MANY  
SUCCESS STORIES OVER  
MY 35 YEAR CAREER."**

Dale Foote International Trade  
Specialist, WTCGP

## OUR 2017 IMPACT IN REVIEW

WTCGP HOSTED A WIDE RANGE OF  
EVENTS, RESULTING IN:

**1,050+**  
ATTENDEES

OVER 230 COMPANIES RECEIVED TRADE  
COUNSELING SERVICES, RESULTING IN:

**416 PROJECTS  
COMPLETED**

**\$146 MILLION  
EXPORT  
SALES**

**ONE  
MAJOR LOCAL  
& GLOBAL  
IMPACT**

# OUR SERVICES

## INTERNATIONAL TRADE COUNSELING

### SUPPORTING PA COMPANIES

The Commonwealth of Pennsylvania understands that increased exports mean new high-paying jobs for Pennsylvanians. For this reason, the Commonwealth has one of the most comprehensive international trade development programs in the United States. 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 World Trade Center of Greater Philadelphia is the Southeastern Pennsylvania regional representative for The Pennsylvania Export Assistance Program. We are one of ten Regional Export Network partners that serve as first points of contact when companies evaluate new export opportunities. Some of the services we administer on behalf of the program include:

- Developing a market entry strategy
- One-on-one counseling and technical support
- Access to grants and financing programs

Through The Pennsylvania Export Assistance Program, the Commonwealth contracts with approximately 15 Authorized Trade Representatives (ATRs) covering 56 countries.



Photo Credit: A.I.B. For

The PA ATRs are on-the-ground business professionals who are deeply knowledgeable about the business, social and political environments of their countries and regions.

WTCGP Trade Specialists work closely with the PA 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 and partners
- Competitive analysis and pricing evaluations
- Tailored appointment schedules and in-country logistical support



This program is funded by Pennsylvania's Department of Community and Economic Development's Office of International Business Development.

# OUR SERVICES

## INTERNATIONAL TRADE COUNSELING

### SUPPORTING SOUTHERN NEW JERSEY COMPANIES

Since its inception in 2002, at the Delaware River Port Authority in Camden, WTCGP has played an increasingly important role in assisting Southern New Jersey companies compete in global markets. A WTCGP international trade services manager is dedicated to counseling and assisting Southern New Jersey companies, helping them access advice and expertise specific to their businesses.

Under the auspices of a grant from the U.S. Economic Development Administration, WTCGP focuses on industry sectors that have the greatest potential for regional economic growth and future job creation. The program provides an opportunity for Southern New Jersey companies to be mentored by experienced exporters and legal, lending and accounting professionals. Working in partnership with the State of New Jersey's Business Action Center and the U.S. Commercial Service Export Assistance Center in Trenton, WTCGP organizes programs and events that are designed to help companies in Southern New Jersey expand their international capabilities.





# OUR SERVICES

## ONLINE TRAINING

The Pennsylvania International Trade Guide was developed by the World Trade Center of Greater Philadelphia and funded by a grant from the Commonwealth of Pennsylvania's Department of Community and Economic Development.

The Pennsylvania International Trade Guide ([exportingPA.org](http://exportingPA.org)), an online resource that helps companies assess their export readiness, provides essential tools to help clients develop and implement market entry strategies.

This e-learning website was developed for Pennsylvania-based companies as an introduction to exporting. The trade guide offers customized, self-scheduled learning. In addition, the site connects users with international trade specialists at the World Trade Center of Greater Philadelphia or with partners throughout the Commonwealth for additional information and guidance.

Features include:

**Export Tutorials** – These lessons provide advice and practical solutions for reaching new customers and making sales around the world. Each lesson takes approximately 20 minutes.

**Export Readiness Assessment** – This 23-question assessment helps identify a company's strengths, available resources and opportunities in order to make the decision to "go global." The assessment provides a point-by-point diagnostic of a company's preparedness for entering international markets.

**Events Calendar** – This comprehensive calendar provides information about all Pennsylvania-wide export-related events such as seminars, trade missions and webinars.



VISIT  
**EXPORTPA.GOV**

# OUR SERVICES

## EDUCATIONAL SEMINARS & CONFERENCES

The WTCGP's educational seminars and conferences are designed to provide the tools and business intelligence needed to make informed business decisions. Our events feature:

### INTERNATIONAL BUSINESS AND TRADE EXPERTS

Our experts provide the latest information on international and national trade trends and policies affecting the global economy.

### A FORUM TO SHARE KNOWLEDGE

Network with globally-focused senior business leaders. Learn from one another by discussing shared experiences in doing business in global markets. These interactions can help companies save time and avoid costly mistakes.

### CASE STUDIES

Hear from local companies that have demonstrated success in international markets. Learn how they came to thrive in overseas markets.

### AN OVERVIEW OF MARKET OPPORTUNITIES

Receive an in-depth look at the latest market opportunities and gain insight into the economic trends.

### OPPORTUNITIES TO LEARN FROM EXPERIENCED TRADE SERVICE PROFESSIONALS

As businesses grow, they often need assistance and subject specific advice from professional service providers, including financial, legal, accounting, shipping and language services. Network with such providers at WTCGP events, seminars and meetings.



Photo Credit: Al B. For

LEARN FROM **THE BEST**



# OUR PROGRAMS

## SIGNATURE EVENTS

### GLOBAL BUSINESS CONFERENCE

Organized in partnership with the LeBow College of Business of Drexel University, the annual *Global Business Conference* gathers leaders from the region's business, government and academic communities, in addition to senior U.S. government officials and industry executives.

This signature event provides an outlook on global market trends for the upcoming year, updates attendees on national policies that may impact regional businesses and provides practical tools to help businesses increase their global sales.

### WORLD TRADE CENTERS DAY AWARDS AND CELEBRATION

In early May, the WTCGP presents the annual *World Trade Centers Day Awards and Celebration* to acknowledge the global achievements of the Greater Philadelphia region and recognize those international business leaders who have made a significant contribution to regional and national economic growth through global trade.

During the event, we present a prominent figure or organization with the Global Business Leadership Award and recognize both a Pennsylvania and New Jersey Member Company of the Year.

This event is part of World Trade Centers Day, which was designated by the World Trade Centers Association in cooperation with the United Nations, as an occasion of reflection on the events of September 11, 2001, and a celebration of the idea of prosperity through international



trade. World Trade Centers worldwide organize activities ranging from conferences to cultural events, thereby fostering this message of growth, prosperity and peace through trade.

### BRINGING THE WORLD TO PENNSYLVANIA

Each September, the Commonwealth of Pennsylvania organizes *Bringing the World to Pennsylvania (BTW2PA)*, a series of events throughout the Commonwealth that connect companies to Pennsylvania's 15 overseas representatives who cover 56 markets. During the week, the WTCGP arranges meetings between Southeastern Pennsylvania companies and these trade representatives to discuss specific market opportunities. As the Regional Export Network

representative in Southeastern Pennsylvania, the WTCGP, which organizes this event for the Greater Philadelphia region, supports the Commonwealth's efforts to grow international trade.

### GLOBAL CONNECTIONS: THE GREATER PHILADELPHIA INTERNATIONAL RECEPTION

*Bringing the World to Pennsylvania* culminates with *Global Connections: The Greater Philadelphia International Reception*. Recognized as the region's leading international business reception and networking event, the international reception brings together the global business, diplomatic and academic communities to showcase the international vitality of the region and celebrate Greater Philadelphia as a world-class international business destination.

# OUR PROGRAMS

## INTERNATIONAL DESIGN & ENGINEERING CONSORTIUM

The International Design and Engineering Consortium (IDEC) comprises leading architectural, engineering and construction management services companies in the Greater Philadelphia area, collaborating to provide coordinated services to participate in winning international project bids.

By combining expertise and a comprehensive service portfolio, this Consortium strengthens its competitiveness in bidding on international projects by working as a single, unified unit. Consortium companies meet to exchange knowledge and experiences, gain introductions and connections to other senior engineering executives, and share information on upcoming, prospective projects with greater potential. To participate in IDEC, firms must be corporate members of the World Trade Center of Greater

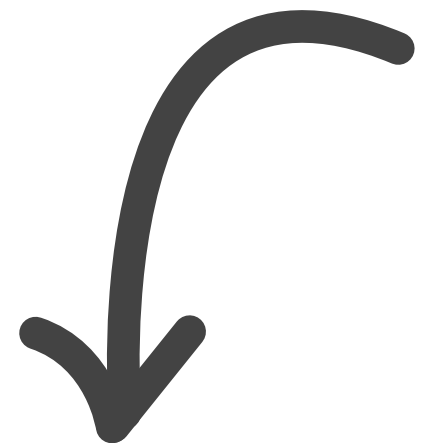
Philadelphia and have demonstrated institutional capabilities relevant to international construction or infrastructure projects.

The Consortium's mission is to leverage the WTCGP's worldwide network of contacts to support infrastructure development projects from U.S. or multilateral development agency tenders to local technical services and international landmark projects. The group provides a global platform of services that includes architecture, engineering, construction, project management, design and IT-related services to developers of infrastructure, port, transportation, environmental, office, residential and commercial real estate projects.

If you are interested in having the IDEC bid for a project or in becoming a member, contact the WTCGP or visit [www.wtcphila.org/IDEC](http://www.wtcphila.org/IDEC) for more information.



## SHAPING THE GLOBAL LANDSCAPE



### DID YOU KNOW?

Annually, about 80,000 infrastructure projects are launched globally. In Latin America alone, as much as \$100 billion per year is spent across 27 countries. [Cg-la.com](http://Cg-la.com)



# OUR PROGRAMS

## DRIVING ECONOMIC GROWTH AND JOBS THROUGH EXPORTS

### IMPLEMENTING THE GREATER PHILADELPHIA EXPORT PLAN -ACCELERATING REGIONAL ECONOMIC GROWTH AND JOBS THROUGH A DYNAMIC EXPORT ECONOMY

The program will be a comprehensive economic development effort to promote the growth of exports, specifically among Southeastern Pennsylvania and Southern New Jersey companies, both in the number of companies participating in exporting and in the revenues earned by these companies that can be credited to their involvement in global trade.

WTCGP's expertise and success in providing comprehensive trade counseling services, mentoring, educational programs, and business networking programs positions the organization well to play a lead role in scaling these services to implement, in part, the following Plan strategies:

- Build export awareness and capacity among the region's small and mid-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 women- and minority-owned businesses.



Photo Credit: Bill Struhs

- 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.
- Catalyze export growth in the Greater Philadelphia region's high-growth sectors - life sciences, health and architecture, design, engineering, and construction management.

*This program is made possible by a grant from the Economic Development Administration of the U.S. Department of Commerce.*

### DID YOU KNOW?

On average, manufacturing and services firms that export enjoy higher revenues, faster growth, a stronger labor pool and higher profitability than non-exporters.

# OUR PROGRAMS

## CEOS' CHINA OPERATIONS CLUB



Photo Credit: Andrew Xu

The CEOs' China Operations Club (COC) 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. With more than 40 member companies, this distinctive, award-winning program allows participants to share best practices and identify business opportunities in one of the world's fastest growing economies. The program will continue to focus on the key issues surrounding U.S. – China commercial opportunities and trade.

Past roundtable meetings have focused on:

- Cyber security
- Protecting intellectual property
- Sourcing products and selecting vendors
- Developing a risk management strategy
- Overcoming banking and financing issues
- Environmental impacts on foreign business
- Marketing strategies and sales tactics

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, whose expertise in China provides a continuing resource for our members. We would like to thank all the members for their engagement in the programs.





# OUR PROGRAMS

## TRADE MISSIONS & TRADE 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.

Through trade missions, WTCGP provides:

- Pre-mission seminars on business opportunities and cultural considerations before going to the market
- A discovery consultation to determine a company's objectives and strategy for the market
- Pre-arranged business matchmaking meetings with potential buyers, distributors and partners based on their objectives
- Opportunities to meet with 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

WTCGP supports, recruits for and actively promotes the trade missions and trade shows organized through the Commonwealth of Pennsylvania's Export Assistance Program and the U.S. Commercial Service of the U.S. Department of Commerce.



EVEN IN THIS INTERNET AND EMAIL ERA, TRAVEL TO NEW MARKETS AND **SEALING BUSINESS DEALS FACE-TO-FACE REMAINS ESSENTIAL.**

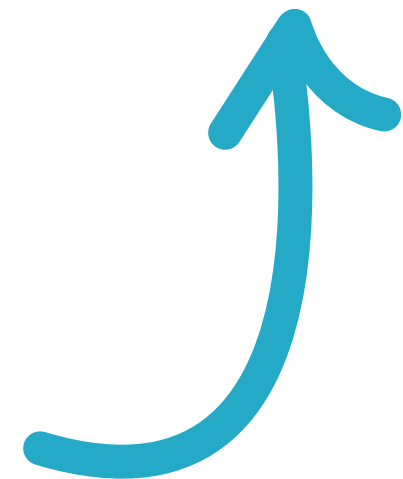
# OUR PROGRAMS

## INBOUND DELEGATION SUPPORT

The region enjoys a highly diversified economic base with pronounced strengths in energy, life sciences, information and communications technology, green and alternative energy, nanotechnology, advanced manufacturing and higher education. Whether seeking to distribute, identify joint venture partners or establish facilities in the United States, WTCGP is a company's first point of contact when visiting Southeastern Pennsylvania or Southern New Jersey. WTCGP creates a custom program for delegations basing the program on each company's particular industry and needs.

- We conduct market research, organize business matchmaking meetings and assist with logistics
- We coordinate meetings with local, state and private sector organizations that specialize in facilitating inward investment
- We arrange cultural tours and orientation programs
- We connect companies with trade associations, industry leaders, academic institutions, government officials and with member and client companies.

The World Trade Center of Greater Philadelphia has hosted inbound trade delegations from Canada, Greece, France, Wales, China, Japan, Ukraine, Colombia and Uruguay. For further information on bringing a visiting delegation to the Greater Philadelphia region, or to register your interest in meeting inbound groups, contact the WTCGP.





# OUR SERVICES

## GLOBAL BANKING SERVICES

The Export Finance Initiative provides a roadmap to export finance programs and global banking services, accessible through the area'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).

Since the signing of a City/State Partnership Agreement between WTCGP and the EXIM Bank, this partnership has expanded to include the U.S. Small Business Administration, 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.

WTCGP would like to thank the principal sponsors of this program:

- PNC Bank
- TD Bank
- UPS
- Wells Fargo

"WE AT EXIM BANK ARE PROUD TO BE ABLE TO CALL THE WORLD TRADE CENTER OF GREATER PHILADELPHIA ONE OF OUR BEST REGIONAL EXPORT PROMOTION PROGRAM PARTNERS."

*The work they do is instrumental in helping U.S. exporters gain major footholds in international markets. We value this relationship and the support the WTCGP provides in helping us reach those small business exporters who directly benefit from the use of our trade finance products."*

Regina Gordin, Regional Director, Eastern Region, EXIM Bank



# OUR SERVICES

## IMPORT & GLOBAL PROCUREMENT ASSISTANCE



Photo Credit: Bill Struhs

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 lower-priced components that offer 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, such as managing time constraints, cultural differences, arranging trade financing, transportation and customs clearance. WTCGP can assist in developing your import strategy, identifying reliable suppliers and helping to implement systems to ensure a total supply chain solution.

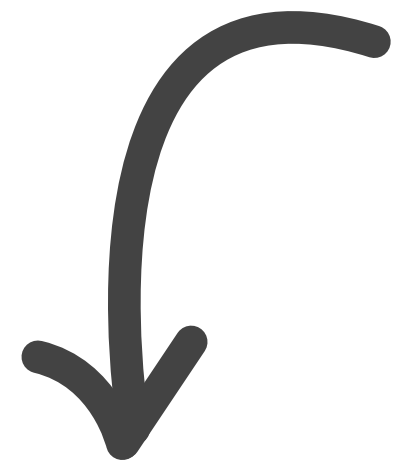
Our global network and professional expertise help companies navigate different business and legal systems, U.S. regulatory and customs issues as well as logistical obstacles.

### THE 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

## DID YOU KNOW?

In Taiwan, the traditional way of presenting your business card is to use two hands. When receiving others, take a few moments to read it and then place it on the table or in your card case (not your pocket). Never write on a business card. WTCA





# PARTNERING WITH EDUCATIONAL INSTITUTIONS

The Greater Philadelphia region is home to more than 150 colleges, universities and community colleges, making the higher education sector one of the most significant in the region.

Accordingly, this industry is a key economic driver in terms of jobs provided to the region's citizens. In addition, the thriving academic hub of Southeastern Pennsylvania and Southern New Jersey attracts start-up businesses, particularly in the high-tech, bio-tech and medical device industries. Finally, employers outside higher education appreciate the well-educated workforce offered by the region. As a result of these factors, businesses often look favorably on the Greater Philadelphia region as a potential area for relocation or business expansion. The Southeastern Pennsylvania and Southern New Jersey university community collectively is a longstanding partner with WTCGP.

There is synergy between our work and many of this region's finest educational institutions: universities that partner with WTCGP have a strong commitment to international business education, and WTCGP's mission to advance the global growth of companies in the region is tied to building a talented pool of well-educated and globally-aware employees for those companies.

Currently, WTCGP has partnerships with Drexel University, Arcadia University, Stockton University, Temple University Center for International Business, Education and Research (CIBER) and the Villanova University School of Business.

WTCGP and universities partner to:

- Leverage international expertise and connections of WTCGP to broaden students' exposure to global markets
- Assist universities in recruiting international students
- Collaborate with faculty to support global initiatives and seek out ways to partner with higher education institutions on international programs
- Assist with development of global business curriculum
- Identify internship opportunities for students
- Prepare students to excel in a global economy and prepare the next generation of business leaders

WTCGP's collaborations with these outstanding academic institutions offer area students meaningful opportunities to learn the intricacies of global trade from experts in these areas – government and trade officials with crucial knowledge of national and international trade policies, as well as business leaders who offer pragmatic, tried-and-true business wisdom from the real world.

WTCGP also assists university partners with international student recruitment and global business curriculum development. Many such programs are customized for each specific institution and student population.

Our partnerships with academic institutions are deliberately student-centric. When working with this population, WTCGP educates students about the value of global competitiveness, cultural fluency and international trade.

THE END RESULT:  
**WE PLAY A  
CENTRAL ROLE IN  
EDUCATING AND  
CREATING FUTURE  
GLOBAL BUSINESS  
LEADERS.**



DREXEL UNIVERSITY IS PROUD TO HOST THE  
WORLD TRADE CENTER OF GREATER PHILADELPHIA  
FOR ITS 15TH ANNUAL GLOBAL BUSINESS CONFERENCE.  
THE VALUES OF GLOBAL COMPETITIVENESS, CULTURAL  
AWARENESS, INTERNATIONAL EXPERTISE, AND  
ENTREPRENEURSHIP FOSTERED BY THE WORLD TRADE  
CENTER SERVE AS AN INSPIRATION FOR WHAT WE DO  
IN THE CLASSROOM, THROUGH THE DREXEL CO-OP,  
AND IN OUR RESEARCH.

*JL Fry*  
JOHN FRY  
PRESIDENT





# A REVIEW OF 2017 PROGRAMS

## WORLD TRADE PA STATE GRANT PROGRAM ACTIVITIES FOR FY2016 / 2017 - BRINGING THE WORLD TO PA AND GLOBAL CONNECTIONS

During fiscal year 2016-2017, the WTCGP provided trade counseling to 229 client companies in the five Southeastern Pennsylvania counties, helping companies generate over \$147 million in incremental export sales under the World Trade PA Grant program. This achievement earned the WTCGP an award for exceptional performance. The WTCGP retained its status as the Commonwealth's top Regional Export Network Representative.

WTCGP organized a two-day series of export counseling meetings during Bringing the World to PA on September 12 and 13, 2017. In these meetings, 45 Pennsylvania companies, including 11 first-time participants, met with 15 authorized trade representatives (ATRs) who advised on trade opportunities in 50 different countries. There were more than 229 separate meetings over the two days, with multiple meetings between ATRs and companies based on the companies' market preferences.

A highlight for Bringing the World to PA took place on September 12, 2017 when the WTCGP hosted Global Connections: The Greater Philadelphia International Reception, a networking event featuring the visiting ATRs and including more than 114 business, government, and academic leaders who gathered to celebrate international trade and the global vitality of the Greater Philadelphia region. Featured speakers at the event included Phyllis Yaffe, Consul General of Canada in New York, Neil Weaver,

Executive Deputy Secretary of the PA Department of Community and Economic Development, and Harold Epps, Director of Commerce for the City of Philadelphia.

## CEOS' CHINA OPERATIONS CLUB

The CEOs' China Operations Club, which has 36 members, is valued for its peer group exchange of information and networking.

On January 31, 2017, the CEOs' China Operations Club held a Chinese New Year Celebration at Lai Lai Garden. In addition to the traditional ten-course meal and networking among members, WTCGP Intern from Temple University, Danna Wang, performed selections on two Chinese flutes.

On April 5, 2017, the CEOs' China Operations Club held a meeting on the topic of Corporate and Personal Asset Protection and Security. Approximately 25 members of the China Operation Club attended this roundtable where the FBI presented on topics such as cyber security and industrial espionage.

On October 18, 2017, the WTCGP held a CEOs' China Operations Club meeting, hosted by White and Williams, which featured Haibo Li and Andrew Xu, attorneys with Winners Law Firm in Tianjin. The discussion provided a timely update on legal, environmental and other regulatory issues in addition to Intellectual Property Enforcement and Dispute Resolution.

On December 6, 2017, the CEOs' China Operations Club planned a breakfast roundtable held at a member's corporate facility outside of Philadelphia. The program showcased the COC member's company

(to include a tour) and cover their specific China business challenges and success and other members' recent China activity. The program was an open forum for peer-to-peer sharing of best practices, recent China market happenings and discussion of relevant issues.

## THE EXPORT FINANCE PROGRAM

The Export Finance Program entered its eighth year in 2017.

The first workshop was held on June 22, 2017 at the MIDJersey Chamber of Commerce in Trenton, entitled "Reduce Taxes Interest-Charge Domestic International Sales Corporation (IC-DISC)." There were 27 people in attendance. A second workshop was held on October 26, 2017 in partnership with UPS as part of their "Growing Your Business Globally Symposium." Over 100 exporters, trade service providers and government officials attended.

## INTERNATIONAL DESIGN AND ENGINEERING CONSORTIUM (IDEC)

The WTCGP expanded opportunities for participating members of the International Design and Engineering Consortium (IDEC) by forwarding leads, identifying lead-rich infrastructure forums, and organizing meetings with U.S. government representatives and international leaders. IDEC Membership included nine (9) firms in 2017.

On February 27, 2017, the WTCGP partnered with U.S. Commercial Services and Audrey Patrice Marks, Ambassador from Jamaica, who discussed "Infrastructure Opportunities in Jamaica." There were seven (7) architectural and design engineering firms who attended this briefing.

On November 16, 2017, the WTCGP partnered with the Temple Center for International Business Education and Research, the U.S. Commercial Service and the World Trade Centers in Delaware and Harrisburg to host "Projects in the Pipeline." This seminar was an opportunity for Architecture, Construction, and Engineering (ACE) exporters under the IDEC Program to learn how to apply and win projects from international development organizations such as the Millennium Challenge Corporation, The World Bank and the Inter-American Development Bank.

The USED grant supporting the implementation of the Export Plan includes funding to expand the IDEC program. Under the Export Plan, the WTCGP will conduct market

research to identify a target market rich in infrastructure opportunity and develop a comprehensive market development program to include in-country representation to monitor and identify best prospects for project implementation, inbound trade missions and reverse trade missions to showcase IDEC member projects. The objective is to expand IDEC membership and to increase IDEC member participation, ultimately resulting in successful project bids.



Photo Credit: Al B. For



# A REVIEW OF 2017 EVENTS

## GREATER PHILADELPHIA GLOBAL BUSINESS GROWTH ALLIANCE

On January 19, 2017, in conjunction with the Economy League of Greater Philadelphia, the WTCGP held a meeting of the Greater Philadelphia Global Business Growth Alliance at the Pyramid Club. Topics of discussion included an outlook on trade, a summary of key strategies of the Greater Philadelphia Export Plan, the implementation of said plan, and the role of the Greater Philadelphia Global Business Growth Alliance in overseeing the implementation of the Export Plan and serving as an advocate group for trade.

## 14TH ANNUAL GLOBAL BUSINESS CONFERENCE

On March 1, 2017, the WTCGP presented the 14th Annual Global Business Conference (GBC), in cooperation with Drexel University's LeBow College of Business. The GBC, entitled "A World Economy in Transition, Seizing Opportunities, Navigating Challenges," attracted over 150 attendees who gathered to network and hear from conference speakers: Jim Clifton, Chairman and CEO, Gallup, Inc., Vipula Gandhi, Managing Partner of Human Capital Solutions, Eastern US, Gallup, Inc., Grant Aldonas, Principal Managing Director of Split Rock International and former Under Secretary for International Trade, U.S. Department of Commerce, Mark Schaltuper, Global Head of Country Risk, BMI Research, A Fitch Group Company, Andrea Montanino, Director, Global Business and Economics, Richard Rossow, Wadhani Chair in U.S. India Policy Studies, Center for Strategic and International Studies (CSIS) Program, Atlantic Council,

David Hamod, President and CEO of the National U.S.-Arab Chamber of Commerce, John M. Andersen, Deputy Assistant Secretary for the Western Hemisphere of the International Trade Administration, U.S. Department of Commerce, Dr. Julie Mostov, Senior Vice Provost for Global Initiatives for Drexel University, Ngozi Bell, Investor/Entrepreneur and Former Regional Advocate for the Mid-Atlantic Region Office of Advocacy, U.S. Small Business Administration, Christopher J. Massaro the Senior Vice President, MAECI and Dr. Christine Martey-Ochola, Co-Founder & President, Sub-Saharan Africa Chamber of Commerce.

## 28TH ANNUAL WTCA GENERAL ASSEMBLY

On April 2, 2017, Linda Conlin attended the 28th Annual WTCA General Assembly in Las Vegas. This event had a roster of nearly 200 attendees from more than 100 world trade centers. Events at the General Assembly included a spotlight on Las Vegas, panel discussions on the best practices of WTCA and insight from industry experts outside of the WTCA network.

## CUBA TRADE SEMINAR

On April 10, 2017, the WTCGP hosted a Cuba Trade Seminar in collaboration with the City of Philadelphia Commerce Department. Over 50 met to hear from the featured speakers Matthew Borman, Deputy Assistant Secretary of Commerce, Export Administration Bureau of Industry and Security, U.S. Department of Commerce, Ruben Ramos Arrita, the Minister Counselor of the Economic and Trade, Office of the Embassy of Cuba, and Richard Roffman,

Publisher, Cuba Trade Magazine and Co-Host of the nationally syndicated radio talk show, "Made in America."

## AN EVENING IN MEXICO

On April 18, 2017, the WTCGP hosted an Evening in Mexico at the Pyramid Club in collaboration with the Consular Corps Association of Philadelphia, the Consulate of Mexico in Philadelphia and the Northeast Director of Mexican Tourism Board in New York. There was a presentation about business opportunities in Mexico along with authentic Mexican food, a video presentation on Mexico, and a Mariachi band. In total, this event was attended by 100 guests.

## 11TH ANNUAL WORLD TRADE CENTERS DAY AWARDS AND CELEBRATION

The May 11th Annual World Trade Centers Day Awards and Celebration was held at the National Constitution Center. The WTCGP's chief fundraising event attracted over 175 attendees. The Global Business Leadership Award was given to Daniel K. Fitzpatrick, President of Citizens Bank of PA/NJ/DE. The 2017 Member of the Year Awards went to DFT, Inc., PA Member Company of the Year and Destination Maternity, South Jersey Member Company of the Year. Greg Murphy, Philadelphia Phillies broadcaster, served as emcee for the event. The awards ceremony concluded with a guest appearance by the Philly Phanatic in honor of Dan Fitzpatrick. The evening was regarded by many as the best WTC Day to date.

## INTERNATIONAL BUSINESS CONFERENCE

On May 23, 2017, Linda Conlin was a panelist at the International Business Conference at the College of New Jersey in Ewing Township, NJ. This event was hosted by the

MIDJersey Chamber of Commerce and MIDJersey Center for Economic Development in a partnership with the State of New Jersey- Office of International Business Development and Protocol, Business Action Center. This event gathered international trade experts, business leaders and state officials to explore the fundamentals of exporting regional business products and services to strategic global markets. The keynote speaker for the event was Ryotaro Tashiro, the head of Economic and Public Outreach for the Federal Reserve Bank of Philadelphia. Ms. Conlin spoke in the first panel which discussed trade resources. Other members of this panel include, Alfred Titone, the moderator and the Director of the US Small Business Administration, Eddy S. Mayen, Director of the Office of International Business Development & Protocol, State of New Jersey, Debora Sykes, US Commercial Service, Regina Gordin, EXIM Bank, and Toni Corsini, U.S. Small Business Administration.

## EMERGING MARKETS - USTDA PHILLY METRO BRIEFING

On June 6, 2017, the WTCGP hosted the USTDA Philly Metro Briefing entitled, "Emerging Markets." Held at the Offices of Obermayer Rebmann Maxwell & Hippel, LLP, this briefing featured a roundtable discussion with Diane Harbison, the Director of Program Monitoring and Evaluation at the U.S. Trade and Development Agency. Over 40 attendees had the opportunity to learn how U.S. exporters may participate in USTDA programs in developing countries.

## GLOBAL CITIES INITIATIVE WORKSHOP

On July 12, 2017, WTCGP President, Linda Conlin, joined the Chamber of Commerce for Greater Philadelphia and the City of Philadelphia in Washington D.C. for a two day workshop with other U.S. metros at the Brookings Institution. The event focused on the next phase of the Global Cities Initiative (GCI) with

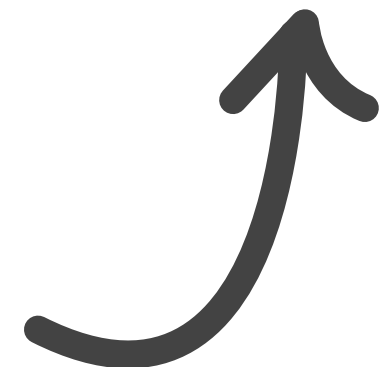
discussion on topics such as the best strategies for determining top global markets and economic partnerships to build the region's trade and investment.

## GROWING YOUR BUSINESS GLOBALLY SYMPOSIUM

On October 26, 2017, WTCGP partnered with UPS in the "Growing Your Business Globally Symposium" held at WHY? Dino Ramos was a member of the panel that reviewed 10 finalists who competed in the UPS "X-Port Challenge," selecting a winner who received \$10,000 in export shipping credits.

## A ROYAL EVENING - UK BUSINESS, CULTURE, HISTORY & NETWORKING

On November 2, 2017, WTCGP partnered with the Pyramid Club, the Consular Corps Association of Philadelphia, Select Greater Philadelphia and the British American Business Council of Philadelphia to host *A Royal Evening* at the Pyramid Club. Attendees enjoyed British faire and drink, in addition to remarks from Oliver St. Clair Franklin, Honorary Consul of Great Britain and Northern Ireland in Philadelphia. Attendees also enjoyed remarks from Austin Morris Jr., board member and former chairman for the Friends of Independence National Historical Park, on the Bicentennial Bell Garden Project.





# A REVIEW OF 2017 EVENTS

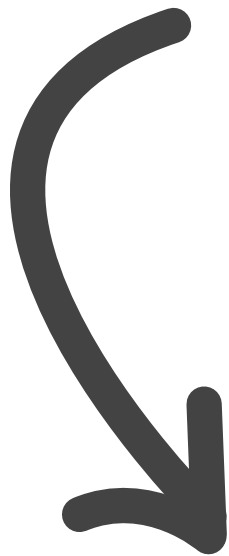


Photo Credit: Al B. For



Photo Credit: Al B. For



Photo Credit: Al B. For

# WTCGP SPEAKING APPEARANCES

IN 2017, WTCGP STAFF WERE ASKED TO SPEAK  
AT NUMEROUS INDUSTRY EVENTS, MEETINGS, AND  
SEMINARS, INCLUDING:

1/6/2017 – Philadelphia Consular Corps. – Luncheon Meeting with Delegation from Cambodia

1/11/2017 – UK Trade & Investment – Dinner Meeting with UK Meat Importers Association

1/17/2017 – USA Small Business Administration (SBA) & the Greater Philadelphia Welcoming Center for New Pennsylvanians – “Breaking into the Trade Game Seminar”

2/1/17 Temple University – “International Business Career Exploration”

3/9/2017 – Temple Small Business Development Center (SBDC) & Temple Fox Business School – “Going Global Series – Doing Business in Qatar, Saudi Arabia and the UAE”

3/21/17 – WeWork - “Entrepreneurial Impact”

3/30/2017 – Temple University & Temple Fox Business School – “Oceans of Opportunity – Increasing Trade between Norway and Philadelphia”

4/11/2017 – USA Export Assistance Center (USEAC) & Temple University/Fox Business School – “Export University 201”

5/16/2017 – USA Export Assistance Center (USEAC) & Temple University/Fox Business School – “Export University 301”

5/17/2017 – Upper Bucks Chamber of Commerce – “Bucks County Resources Panel”

6/19/2017 – City of Philadelphia Commerce Department & Africa & Caribbean Business Council – “Ghana Roundtable Business Discussion and Luncheon”

6/27/2017 – City of Philadelphia Commerce Department, Citizens Diplomacy International (CDI) & German American Chamber of Commerce – “Frankfurt/Rhein/Main, Germany – Sister City Trade Delegation, Seminar & Luncheon”

9/6/17 Temple University – “International Business Career Exploration”

9/20/2017 – Team Bucks & Upper Bucks Chamber of Commerce – “Team Bucks Roadshow”

9/26/2017 – Temple University, Temple CIBER, & Temple Fox School of Business – “Start-up Global Philadelphia”

9/28/17 Team MontCo – “Business Resources Forum”

10/19/2017 – Team Bucks & Bucks County Economic Development Corp. (BCEDC) – “Team V Roadshow/ Seminar”

10/20/2017 – Africa & Caribbean Business Council and the Enterprise Center – “Cameroon, Africa Business Roundtable/Seminar”

11/8/17 Temple University – “International Chambers Forum”

11/16/17 Temple University Fox CIBER “Projects in the Pipeline”

11/30/2017 – Bucks County International Trade Council, USA Export Assistance Center (USEAC), Bucks County Community College and WTCGP – “Meet and Mingle International Partners” Networking Event



# MEMBERSHIP LEVELS AND SAVINGS

## SUSTAINING MEMBER - \$25,000 +

- Recognition as a sponsor at all WTCGP signature events
- A speaking opportunity at a designated WTCGP signature event
- Nomination for one individual to serve on WTCGP Board of Directors, subject to affirmative vote by the Board of Directors
- The opportunity to develop and sponsor a signature initiative or program
- Customized benefits available depending on your business objectives
- All Leadership Council level membership benefits

## LEADERSHIP COUNCIL MEMBER- \$10,000

- Recognition as a designated sponsor of a specific program (Export Finance, China Club, etc.)
- Opportunity to participate in annual delegation trip to Washington D.C. to meet with senior embassy and government trade officials
- Recognition of your company logo on the WTCGP website
- Priority access to limited availability sponsorship opportunities
- All Premier level membership benefits

## PREMIER MEMBER- \$5,000

- A customized business mentoring session with peer business leaders and industry advisors
- All Corporate level membership benefits

## CLUB LEVEL MEMBER- \$1,500

- Membership in CEOs' China Operations Club (see COC page for more details)
- All Corporate level membership benefits

## CORPORATE MEMBER- \$1,000

- A dedicated international trade specialist to assist with your international business strategy
- Membership discounts (typically ranging from \$15-\$50) on admission to educational programs and networking events
- World Trade Centers Association membership, offering access to WTCA services worldwide
- Introductions to select World Trade Center offices in markets of interest
- Access to World Trade Center conference rooms/business centers around the globe
- Feature news article(s) to be posted in news section and home page - article will be written by WTCGP

## CORPORATE MEMBER BENEFITS CONTINUED

- Opportunities to contribute to WTCGP news blog
- Participation in invitation-only VIP events and private receptions
- Introductions to key business leaders and government officials
- Opportunity to attend invitation-only industry and/or foreign market related special meetings and events
- Discount membership to Pyramid Club, \$100 initiation fee (standard fee is \$1,000) and only \$124 monthly dues (standard \$190)
- Subscription to a monthly WTCGP e-newsletter
- Complimentary subscription to Global Traveler magazine
- A weekly market intelligence update (ISA report) by email, valued between \$1,900 and \$2,000
- Access to our online portal to communicate with other members
- A dedicated company listing in the WTCGP membership directory (available to members only)
- Discounted rates at world-class hotels, interpretation and language services, and other valuable programs
- Access to international business etiquette profiles - country specific do's and don'ts

# YOUR STAMP OF APPROVAL FOR GLOBAL TRADE

Join a select network of companies  
recognized for their excellence in international business.



WE COUNSEL  
WE CONNECT

WE GROW TRADE  
VISIT [WTCPHILA.ORG](http://WTCPHILA.ORG)

"Imagine having a trusted advisor with the international know-how and global connections to help you reach new customers in just the right markets for your product or service! The World Trade Center of Greater Philadelphia invites you to become a member. Join the hundreds of companies that last year alone reported over \$124M in new export sales."

*Linda Mysliwy Conlin*

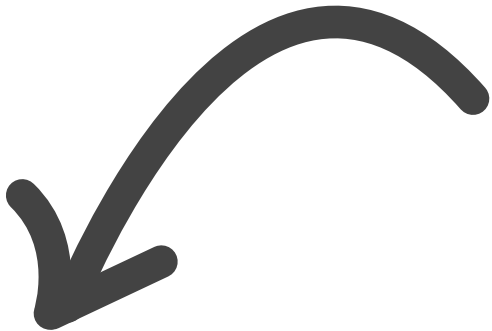
Linda Mysliwy Conlin - WTCGP President



# MEMBERSHIP LEVELS AND SAVINGS

RECEIVE DISCOUNTED RATES

AT LOCATIONS SUCH AS:



If you would like to promote your product or service to influential decision makers in the international business community of Philadelphia through our affinity program, contact Graziella DiNuzzo at [GDinuzzo@wtcphila.org](mailto:GDinuzzo@wtcphila.org).



Since you travel the world, WTCGP members,  
YOU ARE GETTING AN EXCLUSIVE OFFER FOR ACCESS TO THE BENEFITS AT THE PYRAMID CLUB.

DO YOU PLAN MEETINGS AROUND THE WORLD?  
DO YOU DO CLIENT ENTERTAINING AROUND THE WORLD?  
Make your life easier in Canada, China, France, Taiwan, Switzerland, Vietnam, Singapore, Germany, Mexico, and Indonesia



## Preferred Membership to the Pyramid Club:

- \$100 Initiation Fee, savings of \$900
- \$129 Bronze Membership (social privileges)
- Add O.N.E benefits for only \$52

### My Club

50% off dining, enjoy networking & complimentary meeting space

### My Community

Two complimentary greens fees each month at each course  
\*Some restrictions apply

If you want access, contact Maureen Coyle at 215-979-3131 or [maureen.coyle@clubcorp.com](mailto:maureen.coyle@clubcorp.com).





# HEAR IT FROM OUR MEMBERS



## OUR MEMBER LIST

"BEING A MEMBER OF WTCGP GIVES ME ACCESS TO THE LATEST INTERNATIONAL TRADE TRENDS AND BEST PRACTICES THUS ALLOWING ME TO BETTER SERVE OUR CLIENTS."

*Over the years, the WTCGP community of members and international trade specialists has become a network I can leverage to grow our business."*

Myriam Siftar, President, MTM Linguasoft

*"I like to stay in the know and being a member of the WTCGP China Club helps me keep up with what's happening. Yes,*

*THE WTCGP HAS HELPED GROW OUR GLOBAL BUSINESS."*

Paul Markert, Vice President, Sales and Marketing, Metal Edge International, Inc.

"THE WTCGP HAS HELPED PROVIDE VITAL INFORMATION ON EXPORTING AND HAS

HELPED CONNECT US WITH COST SAVING EXPORT FINANCE OPTIONS."

Dave Whitman, President, Sunhillo Corporation

*"Drexel University shares the World Trade Center of Greater Philadelphia's vision of Philadelphia as a world-class city and recognizes the importance of strategic partnerships to this end."*

WHAT BETTER WAY TO DRAW COMPANIES AND INTERNATIONAL INVESTORS TO PHILADELPHIA THAN TO INCLUDE MAJOR UNIVERSITIES IN THE REGION'S PUBLIC/PRIVATE GLOBAL EXPORT AND BUSINESS STRATEGIES?

*Drexel's partnership with the WTCGP supports our commitment to the growth of the city as a vital transportation, innovation and education hub and the dynamic development of opportunities for our students and faculty in cutting edge research and experiential learning."*

John A. Fry, President, Drexel University

"WTCGP HELPED US IN EACH OF THE 45 COUNTRIES AND INTERNATIONAL MARKETS WHERE VIDEORAY IS WORKING."

*We have seen the roots of our early work with WTCGP grow into business projects that we likely would not have had if not for the organization's trade assistance."*

Chris Gibson, Vice President, Sales and Marketing, VideoRay

*"We found trade missions organized by the Commonwealth of PA with assistance from WTCGP and PA ATRs to be enormously helpful. We participated with a WTCGP and PA overseas trade representatives in international trade missions to Australia, Brazil and Singapore. Trade reps from the*

*WTCGP AND PA ATRs HELPED SET UP MEETINGS AND INTERVIEWS WITH POTENTIAL BUSINESS PARTNERS IN THESE COUNTRIES."*

John Curley, Vice President of International Sales, Sandmeyer Steel Company

## SUSTAINING MEMBERS



## LEADERSHIP COUNCIL MEMBERS





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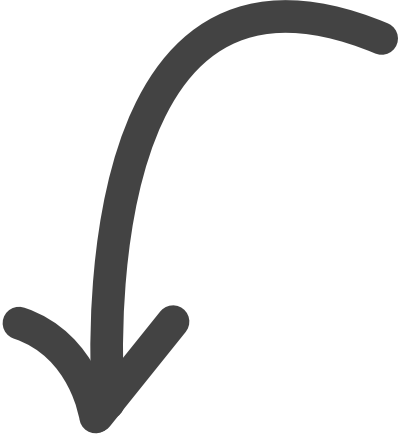
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DID YOU KNOW?

As a part of a business introduction in South Korea, when initiating a bow, say “Man-Na-Suh Pan-GopSumnida”; it means “Pleased to meet you”. *WTCA*



# MEMBER SPOTLIGHT



## RAISING THE BAR IN A HIGH-STAKES TAX LANDSCAPE

When tax performance is put under a microscope, you need precise knowledge and the latest facts.

When you're called on for a bigger role, you need insightful, forward-thinking perspectives.

When you face a new and unfamiliar challenge, you need the confidence that comes from experience.

In times with greater demands for transparency you need a steady, trusted hand.

## WELCOME TO KPMG'S TAX PRACTICE

The expectations on today's tax functions are high and climbing higher:

- Keep pace with regulatory changes
- Drive forward strategic business goals
- Plan for a workforce and operational footprint that spans the globe
- Improve the efficiency of daily tax activities
- Uncover hidden value from transactions
- Our tax professionals work with you every step of the way

Our knowledge and experience rank us among the world's top tax firms. But what really sets us apart can't be captured on a resume.

Passionate, collaborative and committed to your business success, we work with you to learn all we can about your organization, understand your goals at the deepest level and uncover unexpected opportunities.

When you have an issue at hand, we tap into our vast network of functional, industry, legislative, jurisdictional and technical specialists, including the nearly 200 professionals in our Washington National Tax practice, to assemble the right people, tools and knowledge to tackle your toughest tax issues.

Explore our broad range of tax services. You'll soon discover how we are ready to work with you to manage the risks and opportunities of the fast-changing world of tax.

## ADVISORY

Improving business performance, turning risk and compliance into opportunities, developing strategies and enhancing value are at the core of what we do for leading organizations.

## INNOVATION TO ENHANCE AUDIT QUALITY

KPMG is committed to continuously identifying and implementing innovative approaches and tools to help deliver and enhance a quality audit. KPMG is making a significant investment in innovations that enhance audit quality, bring greater relevance to audit findings and ultimately enrich the client experience.



# A global business, a local member

For more information,  
please contact:

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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.**

The member firms of KPMG International Cooperative are a global network of professional firms providing audit, tax, and advisory services.

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 100 offices and over 35,000 professionals, whereby KPMG International operates in 154 countries, with over 700 offices, and over 197,000 professionals.

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# 2017 MEMBER SUCCESS STORIES

## THE LOCAL IMPACT OF INTERNATIONAL MEDICINE IN PHILLY

FEATURED IN  
TECHNICAL.LY PHILLY



Ruth Frey and CHOP Chief of Oncology Dr. Stephen Hunger were on their way to Philadelphia International Airport to catch a flight to Saudi Arabia to meet with Ministers of Health and referring physicians.

Their mission: Bring patients in need of specialized care to Philadelphia.

“Families in many countries around the world can’t access specialized care for their children, in many instances, it’s a difference between life and death,” said Frey, CHOP’s

Executive Director for International Relationships and Programs.

Frey has traveled to the Middle East and other countries before, working with their embassies to pave the way to CHOP for patients such as Abdulrahman Abanemi from Saudi Arabia who has Holt-Oram syndrome, an extremely rare genetic disorder that causes heart and limb abnormalities.

Approximately 100 countries have sent their critically ill patients to CHOP’s Department

READ FULL STORY  
[WTCGP.ORG](http://WTCGP.ORG)

of Global Medicine for complex medical care. That’s because CHOP is a quaternary care hospital, which means the hospital offers treatment for rare disorders and uncommon specialized surgeries.

CHOP’s reputation for specialized care is noted by physicians across the world. Endocrinologists at Princess Margaret Hospital for Children in Subiaco, Australia, for instance, have referred patients to CHOP’s Congenital Hyperinsulinism Center — patients such as 8-week-old Lachlan Cooper, who was born with the pancreatic disease. Three weeks after taking the 35-hour journey from Perth to Philadelphia, baby Lachlan was cured.

# 2017 MEMBER SUCCESS STORIES

## CHINESE PATIENTS FIND LIFE SAVING TREATMENTS IN THE U.S. THROUGH PREMIER GLOBAL CARE

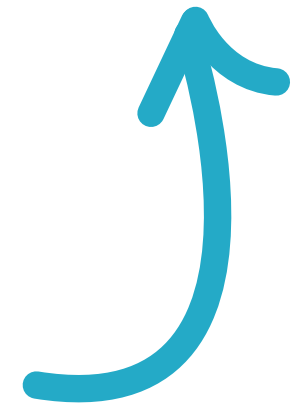
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Premier Global Care, a newly created medical tourism company was established to fill the growing need and desire for China’s growing middle class to receive life saving medical care in the United States. China’s medical care procedures are standardized and due to high volume, doctors are forced to seek the fastest treatments, leading to increased medical errors. Every year an average of 60,000 Chinese seek medical assistance abroad, especially for conditions related to China’s pollution problem. A recent article in Time Magazine

reported that by 2020 lung cancer cases in China are expected to top 800,000.

PGC was established under the Devon International Group (DIG). Since 2002, DIG has been a member of the World Trade Center of Greater Philadelphia (WTCGP) and has received trade counseling and access to WTCGP global networks to create a long-term China strategy.

FEATURED IN  
THE WORLD TRADE CENTERS’  
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## 2017 MEMBER SUCCESS STORIES

### MEMBER COMPANY SUNHILLO

CORPORATION IS KEEPING

US SAFE AROUND

THE WORLD

FEATURED IN  
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For the past 25 years, Sunhillo has been developing products and systems to distribute radar data, more specifically, to convert and filter surveillance data used by Air Traffic Automation systems. Headquartered in West Berlin, NJ, within 45 minutes of the FAA William J. Hughes Technical Center (WJHTC), Sunhillo also provides technical services to the Federal Aviation Administration (FAA), including Atlantic City Technical Center, which is supported by 80 Sunhillo employees.

Today Sunhillo does \$20,000,000 in annual global sales and is an industry leader in surveillance data distribution and conversion products.

With the need for increased security around the world, Sunhillo data systems and software are in demand. Sunhillo is in every airport in the United States!

In 2001, Sunhillo began to export.

"Between 8 to 15% of our business is international and 7 to 10% is outside of North America. Canada has become a

big market for us and growing our international sales is a top priority since we are saturating our FAA business," says Dave Whitman, President, Sunhillo Corporation. "The WTCGP has helped provide vital information on exporting and has helped connect us with cost saving export finance options."

Sunhillo Corporation has been a member of the World Trade Center of Greater Philadelphia since 2015.

## 2017 MEMBER SUCCESS STORIES

### HOW THESE 4 PA. COMPANIES

FOUND SUCCESS IN

EXPORTING

FEATURED IN  
TECHNICAL.LY PHILLY

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What does an underwater robotic vehicle manufacturer have in common with an organic bug spray company, a manufacturer of stainless steel and an ice cream shop?

All four are successful Pennsylvania exporters who are growing their business and strengthening Pennsylvania's economy.

#### VIDEORAY

Pottstown-based VideoRay is the largest volume producer of portable inspection-class underwater robots used in port security, law enforcement, offshore oil and gas drilling and ship inspection. Just recently, VideoRay fulfilled two large orders for Autonomous Remote Vehicle Systems — one for the French Navy for \$1.5 million and another for the Indian Navy for \$1 million. Today, VideoRay products are used on every continent.

#### SANDMEYER STEEL

"If you had told me nine or 10 years ago that we'd be doing business overseas, I would have told you that you were crazy. And yet today, we are all over the world," says John Curley, Vice President of International Sales for Sandmeyer Steel, a stainless steel and nickel alloy manufacturer located in Northeast Philly. Sandmeyer currently maintains 10 international sales locations and business is good.

#### GREENERWAYS

In April 2017, GreenerWays was named Exporter of the Year in Bucks County by the U.S. Small Business Administration. Founded in 2010, Greenerways LLC is a Langhorne-based company that develops, produces (via consignment manufacturing) and wholesales organic household cleaning and insect repellent products.

GreenerWays is currently exporting to Japan, Hong Kong, Aruba and Mexico.

"Greenerways, LLC, is an outstanding example of a small business that starts, grows and goes on to success in the global exporting market," said SBA Eastern Pa. Director Antonio Leta.

#### BASSETTS ICE CREAM

In December, Bassetts, America's oldest ice cream company and a hometown favorite, shipped its first container of ice cream to South Korea, and has opened its first store. Bassetts is also selling in China and the Caribbean and China accounts for 20 percent of Bassetts revenue. Bassetts has reportedly experienced double-digit growth in the last three years and President Michael Strange expects that growth to continue.



# GRANT FUNDING

philly.com

WTCPG BREAKING NEWS

The U.S. Commerce Department on Wednesday awarded the World Trade Center of Greater Philadelphia Inc. a three-year \$1 million grant to increase exports among small- and medium-sized businesses in the region.

## World Trade Center gets \$1M grant from U.S. Commerce Dept.

Updated: AUGUST 9, 2017 — 3:01 AM EDT

The trade center estimated that it will use the money from the Commerce Department's Economic Development Administration to directly assist 200 businesses, hold 30 export events, and leverage over \$200 million in new exports.

### Philadelphia's World Trade Center gets \$1M to boost export business

Aug 10, 2017, 8:02am EDT Updated Aug 10, 2017, 8:43am EDT

PHILADELPHIA BUSINESS JOURNAL

## USEDA GRANT

On August 9, the WTCGP was awarded a three-year matching \$1,000,000 grant from the U.S. Economic Development Administration (USEDA). Entitled "Greater Philadelphia Export Plan Implementation, Accelerating Regional Economic Growth and Jobs Through a Dynamic Export Economy." The grant supports the implementation of key strategies of the Greater Philadelphia Export Plan, including increasing export awareness and capacity among the region's SME's, and catalyzing export growth in the region's health and professional

services clusters. The grant also taps into the WTCGP's strengths in trade counseling services and mentoring programs.

## COMMONWEALTH OF PA GRANT

In addition to the USED A grant, the WTCGP is also supported by an annual grant from the Commonwealth of Pennsylvania to provide trade counseling and trade assistance to Pennsylvania exporters.

## DID YOU KNOW

As a 501-3C non profit organization, the World Trade Center of Greater Philadelphia relies on grant funding, corporate sponsorship, partner support and membership fees.

Help support our mission!

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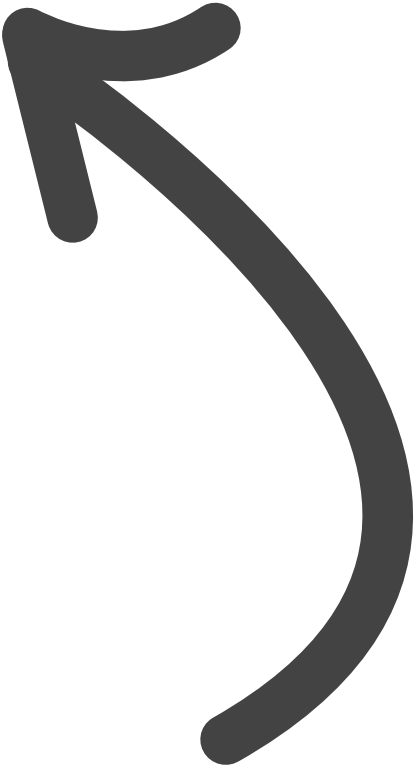
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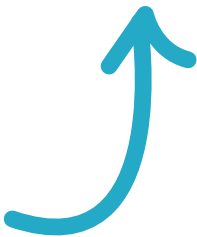


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