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18

# ANNUAL REVIEW



WORLD TRADE CENTER®  
GREATER PHILADELPHIA





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With 240 lawyers in ten offices, White and Williams handles a wide array of complex transactions, litigation and regulatory matters.

The International Group counsels US and foreign-based clients in complex international matters, providing the strategic guidance necessary to pursue global expansion and resolve international disputes.

We share your dedication to the global market and are a proud supporter of the World Trade Center of Greater Philadelphia.

**Gary Biehn, Chair of the China Business Group and International Group**  
215.864.7007 | [biehng@whiteandwilliams.com](mailto:biehng@whiteandwilliams.com)







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LAYOUT AND DESIGN BY CARA DEBKOWSKI

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# A LETTER FROM THE CHAIRMAN & PRESIDENT

Did you know that cities that have a World Trade Center contribute \$26.7 trillion, which is more than 35 percent of global GDP? The World Trade Centers Association (WTCA), through a research partnership with FP Analytics, released this information and more with the publication of the inaugural Trade and Investment Report, entitled *Global Connections, Local Growth*. The report was launched at a press conference held at Foreign Policy Magazine headquarters in Washington, DC with a panel discussion which included: Linda Conlin; Scott Ferguson, President, WTCA; Blair Ruble, Distinguished Fellow, Woodrow Wilson Center, Claire Casey, Managing Director, FP Analytics and moderated by Jonathan Tepperman, Editor in Chief, Foreign Policy Magazine.

We know the power of our global network! With over 300 World Trade Centers in over 80 countries, each with our own membership and/or clients and supporters – that is millions of individuals and organizations promoting open markets and fair trade every single day!

Each year, the pages of our *Annual Review* showcase the many events, meetings, and programs we conduct to support the global success of the companies we serve and the global competitiveness of our region. Some of our favorite moments include:

- Stephanie Stahl, CBS Medical Reporter, KYW-TV interviewed Jeff Marrazzo, CEO, Spark therapeutics at our *Global Business Conference*.
- It was standing room only at the Pennsylvania Academy of Fine Arts at our *Annual Awards and Celebration* honoring Holt Logistics, Video Ray, TD Bank and Chemtech, (our first legacy award given to our first member). Many thanks to our emcee, CBS news anchor Ukee Washington.
- We managed to get a percussion instrument in the hands of our 16 PA Authorized Trade Representatives, Joe Burke, Deputy Secretary, OIBD, and Linda Conlin, who jammed with the band at our *Global Connections International Music Jam*. Kosh Daphtary of Chemtech and our Susan Farrington danced on stage. Jonathan Savage, VP, Pennoni played guitar and sang, Wilfred Muskens, Honorary Consul of the Netherlands in Philadelphia, played guitar and harmonica and Margaret Carolan of TD Bank even took a drum solo. What a night!

- We welcomed Ambassadors and dignitaries from the ASEAN region, H.E. Hendrik Jan Schuwer, Ambassador of the Kingdom of the Netherlands to the United States and the Ambassador of the Republic of Uzbekistan to the United States, H.E. Javlon Vakhobov.
- We welcomed several delegations from China, which included one from Tianjin Binhai Hi-Tech Industrial Development Area and one from the Hubei Province Public Resource Trading Center.
- Linda Conlin attended the WTCA General Assembly in the Netherlands.
- The WTCA unveiled their first Trade and Investment Report where Linda Conlin joined WTCA and FP Analytics representatives in launching this ground-breaking report on a panel at FP headquarters.
- Finally, we held our first *Member Conversations* where about a dozen members gathered informally in our conference room, slid business cards across the table and some members even made follow-up appointments.



And in 2018, our trade specialists worked on 558 projects for 268 clients. Companies these specialists counseled reported over \$142 million in exports sales in 2018, translating into more jobs and economic growth for the Greater Philadelphia Region.

Our companies also know that today, more than ever, it is critical to have a trusted advisor with the knowledge and experience to ensure their global success.

We accomplished all that you will read throughout this book with a dedicated team of hardworking professionals...our WTCGP staff!

Our thanks to our members, sponsors, Board, and Advisory Council. Through your collective support, we are able to open our doors every day to further our commitment to peace and prosperity through trade.

We look forward to seeing you throughout 2019!

Sincerely,

Gary P. Biehn, Chairman

Linda Mysliwy Conlin, President



# THE 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.



WTC Accra, Ghana



WTC Denver



WTC G.I.F.T. City

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



## LAUNCH OF THE WTCA TRADE AND INVESTMENT REPORT 2018 GLOBAL CONNECTIONS: LOCAL GROWTH

The World Trade Centers Association (WTCA) unveiled its first-ever “WTCA Trade & Investment Report: Global Connections, Local Growth” at a private event at the Foreign Policy (FP) Group Offices. The report was conducted in partnership with FP Analytics and reveals that cities are positioned to lead in this time of geopolitical turmoil by focusing on stakeholder networks, human capital and connective infrastructure.

According to the study, 71 percent of WTCA members polled believe that a significant disruption in trade and investment is likely to occur this year with investments being put on hold amid global economic uncertainty. Go to [www.wtca.org](http://www.wtca.org) to read the full report.

Linda Conlin, President, WTCGP participated on a panel discussion at FP Analytics in Washington, DC. Also on the panel: Scott Ferguson, CEO, World Trade Centers Association, Blair A. Ruble, Distinguished Fellow, Woodrow Wilson Center, Claire Casey, Managing Director, FP Analytics, The FP Group and Jonathan Tepperman, Editor in Chief, Foreign Policy Magazine.



# WE COUNSEL WE CONNECT WE GROW TRADE

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

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.

# THE WORLD TRADE CENTER OF GREATER PHILADELPHIA

## 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 52 countries.

## 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 over 300 world trade centers in over 80 countries. Since 2002 we have assisted companies in generating more than \$1.9 billion in increased export sales, creating more than 24,900 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.



# OUR 2018 IMPACT IN REVIEW

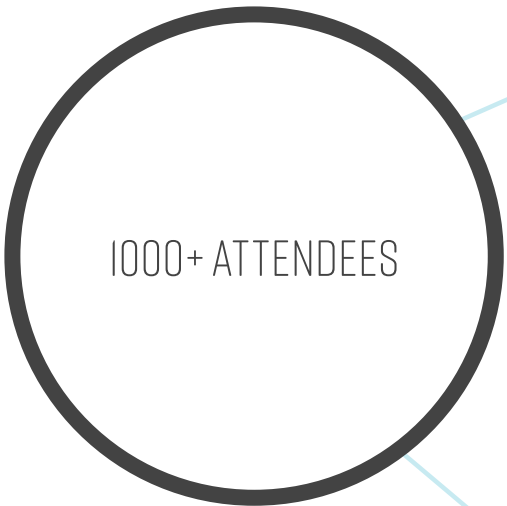
The WTCGP is constantly seeking new markets and diverse opportunities, giving our clients a truly competitive advantage and support of a global organization focused on their international trade.

WITH 30+ YEARS OF EXPERIENCE FROM GM TO MANAGING PARTNER IN A MEDICAL DEVICE START-UP, I AM GLAD TO PROVIDE MY EXPERTISE TO A TEAM THAT DELIVERS THIS WORLD CLASS SERVICE.

Joe D'Antonio, MBA

Director of International Trade Services, WTCGP

WTCGP HOSTED A RANGE OF EVENTS THAT RESULTED IN:



268 COMPANIES RECEIVED TRADE COUNSELING SERVICES, RESULTING IN:



“HAVING WORKED IN THE PRIVATE SECTOR AS AN EXPORTER FOR OVER 25 YEARS,

I am pleased to be able to assist WTCGP clients in Southeastern Pennsylvania and Southern New Jersey with international trade counseling and market research. Also, I encourage our clients to participate in overseas trade missions and shows, and to attend our educational seminars and workshops including export finance.”

Dino Ramos  
Chief Operating Officer, WTCGP

“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 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.

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

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), 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](http://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.



LEARN FROM THE BEST



# 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.



## BRINGING THE WORLD TO PENNSYLVANIA

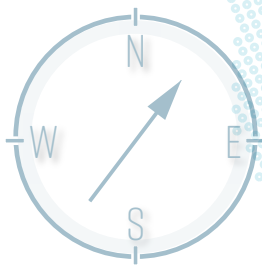
Each September, the Commonwealth of Pennsylvania organizes Bringing the World to Pennsylvania (BTW2PA), a series of events throughout the Commonwealth that connect companies to Pennsylvania’s 15 overseas representatives who cover 56 markets. During the week, the WTCGP arranges meetings between Southeastern 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.

## 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 a 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.



## 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.

# INTERNATIONAL DESIGN & ENGINEERING CONSORTIUM



## SHAPING THE GLOBAL LANDSCAPE

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 architectural, engineering, construction, project management, design and IT-related services to developers of infrastructure, port, transportation, environmental, office, residential and commercial real estate projects.



# OUR PROGRAMS

## DRIVING ECONOMIC GROWTH & 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
- 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.



# OUR PROGRAMS

## CHINA CLUB

China Club 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



### 2018 CHINA CLUB EVENTS

- February 22, 2018 - Chinese New Year Celebration at Lai Lai Gardens.
- June 22, 2018 - Delegation from the Tianjin Binhai Hi-Tech Area Delegation
- November 6, 2018 - Breakfast Roundtable with Amy Gadsden, Executive Director, Penn Global and Executive Director, Penn China Initiatives at the University of Pennsylvania, and Scott Moore, Director, Penn Global China Program at the University of Pennsylvania



# OUR PROGRAMS

## EXPORT REVENUE ASSISTANCE PROGRAM (ERAP)

The Export Revenue Assistance Program (ERAP™) is a new initiative that helps international companies achieve their business expansion goals by selling their products and services into the USA.

We provide consulting services to international companies who are interested in:

- investigating the viability of selling their products and services
- developing an appropriate sales channel
- establishing a physical presence, preferably in the Greater Philadelphia region, or elsewhere in the USA

Our strategic three-phase process is designed to be cost effective without making a long-term commitment. Each stand-alone phase delivers valuable market intelligence and can be concluded without moving on to the next phase.

### PROVIDES AN OVERVIEW OF THE PRODUCT AND THE INDUSTRY

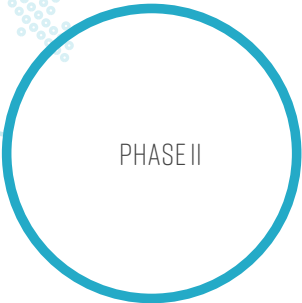
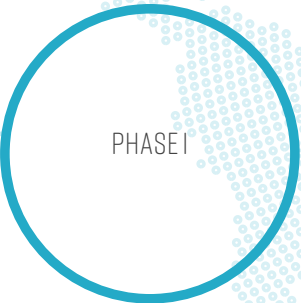
It answers the basic question “Should I enter the market?”

### A MARKET ASSESSMENT INCLUDING COMPETITIVE ANALYSIS AND IDENTIFYING POTENTIAL PARTNERS

It answers the question “How should I enter the market?”

### THE TACTICAL IMPLEMENTATION OF THE ERAP™ INITIATIVE ACTIVELY MANAGED BY OUR EXCLUSIVE PARTNER, USA STRATEGIC VENTURES LLC

It answers the question “Who is going to do it?”



CONTACT ALFRED N. BASILICATO, DIRECTOR OF INTERNATIONAL BUSINESS DEVELOPMENT  
215-454-6225 | abasilicato@wtcphila.org

# OUR PROGRAMS

## TRADE MISSIONS & 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, 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.



### 2018 VISITING DELEGATIONS

- July 26, 2018: Roundtable Discussion with Ambassadors and Diplomats from ASEAN region presented by the US-ASEAN Business Council
- November 8, 2018: Roundtable discussion with Ambassador to the United States Hendrik Jan Schuwer, Kingdom of the Netherlands in partnership with Holt Logistics Corp.
- June 28, 2018: Tianjin Binhai Hi-Tech Industrial Development Area Delegation
- December 13, 2018: Hubei Delegation
- November 29, 2018: Roundtable discussion with H.E. Javlon Vakhavbov, Ambassador of Uzbekistan to the US presented by the Uzbekistan Chamber of Commerce

# OUR SERVICES

## GLOBAL BANKING SERVICES

The Export Finance Program provides a roadmap to export finance products 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 SBA, 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:

- TD Bank
- UPS
- Wells Fargo



### 2018 EXPORT FINANCE EVENTS

- February 1, 2018 - Export Finance Bank Breakfast
- October 26, 2018 - Growing Your Business Globally Symposium in collaboration with UPS



"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

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

# MAZARS USA

## Your Local International Accounting Firm

Mazars Group Global Key Figures as of January 1, 2019

**Mazars USA LLP**

  
Over **100** Partners and  
**800+** PROFESSIONALS

 **8 offices in  
4 major geographies**

**A full-service firm with national  
focus and international reach**



980  
PARTNERS



86  
COUNTRIES



20,000  
PROFESSIONALS



\$2 BILLION  
REVENUE

Mazars USA is proud to support the World Trade Center of Greater Philadelphia.

Jim Welsh, CPA  
Pennsylvania Office Managing Partner  
[Jim.Welsh@MazarsUSA.com](mailto:Jim.Welsh@MazarsUSA.com)

**MeetMazars.com**



MAZARS

ACCOUNTING | TAX | CONSULTING

Mazars USA LLP is an independent member firm of Mazars Group



# 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 global 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.



## WHAT'S YOUR NEXT STEP?

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A woman wearing a floral hijab and glasses is looking at a laptop. In the foreground, there are several flags, including the flag of the Philippines. The background is blurred, showing other people in a professional setting.

# A REVIEW OF 2018 EVENTS

SEPTEMBER 11-12  
BRINGING THE WORLD TO PA &  
GLOBAL CONNECTIONS

LOEWS HOTEL & PSU GREAT VALLEY  
PHILADELPHIA CLEF CLUB OF JAZZ AND PERFORMING ARTS



# OVER 2 DAYS, 54 COMPANIES HAD 214 MEETINGS WITH PENNSYLVANIA'S 15 AUTHORIZED TRADE REPRESENTATIVES (ATR'S).

Day 1: September 11, 2018, Loews Hotel, Philadelphia, PA  
Day 2: September 12, 2018, Penn State Great Valley

## “INTERNATIONAL MUSIC JAM PHILLY STYLE”



WE DANCED  
WE JAMMED  
WE CONNECTED

We celebrated our PA Authorized Trade Representatives and our global business community with an evening of great music and networking. The pictures say it all.

# BRINGING THE WORLD TO PA

# GLOBAL CONNECTIONS



ANNUAL  
WORLD  
TRADE  
CENTERS  
DAY

GREATER PHILADELPHIA

MAY 3RD

WORLD TRADE CENTERS DAY

PENNSYLVANIA ACADEMY OF THE FINE ARTS







Global Business Leadership honorees, Leo Holt, Tom Holt Jr. and Michael Holt, Holt Logistics

ANNUAL  
WORLD  
TRADE  
CENTERS  
DAY

GREATER PHILADELPHIA



Member Company of the Year, New Jersey: TD Bank



Member Company of the Year,  
Pennsylvania: VideoRay, LLC

ANNUAL  
WORLD  
TRADE  
CENTERS  
DAY

GREATER PHILADELPHIA



Inaugural Legacy Award:  
First Member Company  
of the WTCGP: Chemtech  
International

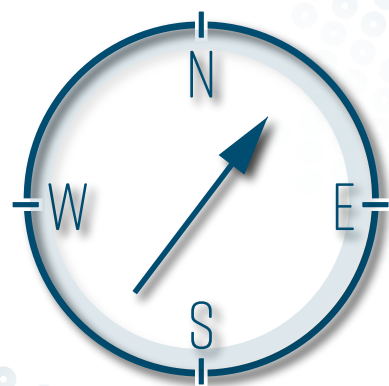


Emcee Ukee Washington, co-anchor, CBS

WORLD TRADE CENTERS DAY

AWARDS AND CELEBRATION





# XV GBC

THE 15TH ANNUAL GLOBAL BUSINESS CONFERENCE

Gearing for Growth on an Evolving Global Landscape  
March 14th | Behrakis Grand Hall, Drexel University



OVER 150 ATTENDEES FROM  
THE INTERNATIONAL BUSINESS  
COMMUNITY ATTENDED



GEARING FOR GROWTH  
ON AN EVOLVING GLOBAL  
LANDSCAPE

HIGHLIGHTS:

**"A New Era In Medicine:  
Transforming Healthcare for  
Genetic Disease"**

- Spark Therapeutics' vision is for a world where no life is limited by genetic disease. In 2017, the company received the first FDA approval for a gene therapy for a genetic disease, signaling a new era in medicine.
- Keynote Speaker: Jeffrey D. Marrazzo, Chief Executive Officer, Spark therapeutics interviewed by Stephanie Stahl, CBS Medical Reporter, KYW-TV
- Introduction by Ruth Frey, MSN, CPNP, Executive Director, International Relationships and Programs, Global Medicine, Children's Hospital of Philadelphia

**Panel: The Modernization of  
NAFTA Roundtable**

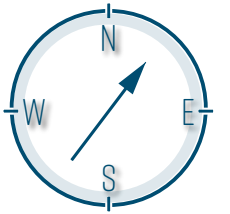
- Colin Bird, Minister-Counsellor for Trade and Economic Policy, Embassy of Canada, Washington, D.C.,
- Guillermo Malpica, Head of the Trade and NAFTA Office, Embassy of Mexico, Washington, D.C.
- Moderator: Amgad Shehata, Senior Vice President, International Public Affairs and Strategy, UPS

**Panel: Markets to Watch: The  
Giants of Asia – China and India**

- Alan Turley, Deputy Assistant Secretary for China and Mongolia, U.S. Department of Commerce
- Dr. Mukesh Aghi, President, US-India Strategic Partnership Forum
- Moderator: Craig Snyder, President and CEO, World Affairs Council of Philadelphia

**2018 Economic Outlook**

- Brendan LaCerta, Economist, Moody's Analytics



THE 15TH ANNUAL

GLOBAL BUSINESS CONFERENCE





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### 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





# THE VALUE OF MEMBERSHIP

## CLUB LEVEL MEMBER- \$1,500

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

## CLUB LEVEL 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



## 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
- 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

# HEAR IT FROM OUR MEMBERS

"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

"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.

"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

"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

"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

"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





## MEMBER CONVERSATIONS

Where WTCGP Members Connect

We were excited to launch our new members-only series, "Member Conversations," where WTCGP members can get together, informally, to meet, exchange ideas and find ways to collaborate.

Our inaugural December 5th Member Conversations was a big hit! Members gathered in our conference room to just...have a conversation in an informal setting. Business cards slid across the table....and some follow-up private appointments were set.

Get to Know Each Other

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# OUR MEMBER LIST

## SUSTAINING MEMBERS



## LEADERSHIP COUNCIL MEMBERS



# OUR MEMBER LIST

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# OUR MEMBER LIST

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## NATIONAL DISEASE RESEARCH INTERCHANGE:

NATIONAL DISEASE RESEARCH INTERCHANGE: WORKING 365 DAYS A YEAR TO PROVIDE BIOSPECIMENS FOR BIOMEDICAL RESEARCH TO PROVIDE BIOSPECIMENS FOR BIOMEDICAL RESEARCH | BY GRAZIELLA DINUZZO

9/26/2018

Bill Leinweber, President, and CEO of National Disease Research Interchange (NDRI) admit that NDRI's work is complicated because medical research is complex. For nearly 40 years, NDRI has accepted the challenge of meeting increasing demands of the medical research community, who rely on high-quality, healthy, and diseased biospecimens to conduct lifesaving research.

"There is not another organization that does everything we do," explains Leinweber. "We serve researchers across the full spectrum of the life-sciences and provide everything from brain to miniscule tissues that scientists may need."

The phone rings daily at NDRI, and trained call center staff work 24 hours per day, 7 day per week, 365 days per year to screen offers for tissues and organs from donors ranging from cadaveric to those being evaluated for transplant.

The requests are quite specific and follow strict protocol.

"We screen all protocol criteria until we have a match. This includes the volume, type of medium, how the biospecimen is preserved (fresh, fixed, or frozen), how it should be shipped, the day the lab will accept it- and the age, sex, and the medication the donor was taking," Leinweber describes.

NDRI partners with a nationwide network of over 130-tissue source sites, including organ procurement organizations, tissue banks, eye banks, hospitals, and individual donors. As the liaison between procurement sources and the research community, NDRI is supporting major advances in the treatment and cure of human diseases.

"In the US there are 58 organ procurement organizations and we work with 56 of them," emphasized Leinweber. "All deaths that occur in an acute healthcare setting in the United States by law have to be referred to an organ procurement organization for screening, so if someone passes away, even if they are not registered as a donor, their death has to be reported."

Recently, NDRI received an \$800,000 National Institute of Health (NIH) grant to support research for Alzheimer's Disease, Autism, and HIV/AIDS; this in addition to a \$6.5 million five-year NIH award given in August 2018 for recovery and distribution of human organs on behalf of the Research resource for Human Tissues and Organs (RRHTO).

A unique element of NDRI's work supported through this agreement is provision and distribution for neurological research supported by the National Institute of Neurological Disorders and Stroke (NINDS). In the last five years, NDRI has provided 884 neurological biospecimens to 79 researchers, including normal and pathological tissues for diseases

including ALS, Alzheimer's disease, Parkinson's disease, muscular dystrophy, pure autonomic failure, Lewy body dementia and spinal muscular atrophy. The National Heart, Lung, and Blood Institute also provides funds for tissue collection, storage and distribution in support of research into rare lung disease lymphangioleiomyomatosis (LAM), and other heart, lung, and blood tissue research.

"For a researcher, acquiring human specimens can be costly," Leinweber reminds me, "The fees that are charged to a researcher by NDRI are about passing on the cost for the procurement of the tissues. Our support from the NIH allows us to provide this service at a discounted rate to scientists supported by the NIH."

NDRI employs 45 full-time staff, which includes Ph.D. scientists, a 24/7 call center and executive management. Every order is customized, and some may require additional consultation from NDRI's expert scientists.

"We provide both normal and diseased tissue. Surprisingly, about 60% of what we provide is normal tissue. There may be breast cancer tissue that is removed and the scientist is also interested in the normal tissue that surrounds the cancer that was excised," Leinweber says.

NDRI has supported select research projects including one in partnership with the Cystic Fibrosis Foundation and Vertex Pharmaceuticals. "There is no animal model for cystic fibrosis," says Leinweber. Using its extensive national network, NDRI provided suitable human biospecimens to support the development of several therapeutic compounds by industry partners that are now helping Cystic Fibrosis patients lead more productive lives.

"We continue to work with the Cystic Fibrosis Foundation on the procurement of explanted lungs which were used to support the development of the first and second drugs to treat specific mutations of cystic fibrosis," adds Leinweber.

Identifying therapeutic targets for neuropathic pain is another research project, which investigates alternatives to using opioid-based treatments for pain. Scientists at pharmaceutical companies and academic institutes reached out to NDRI's dorsal root ganglia (DRG) program which provides researchers with a human model system to study both pain and non-pain neurons. The result? The investigators can experiment directly on human neurons leading to peer-reviewed published medical articles in Nature Medicine and Neuron.

For the past 25 years, NDRI has been partnering with Japan's non-profit organization, Human and Animal Bridging Research Organization (HAB) to facilitate research using non-transplantable tissue from post mortem human donors, which have been extracted for research use in the US and Europe. At one time, extraction of human organs for research and implant was forbidden in Japan.

Navigating diverse, global cultural ethics in medical research is challenging. Nevertheless, NDRI remains eager to increase its entry into international markets. Dale Foote, International Trade Specialist for the World Trade Center of Greater Philadelphia (WTCGP), has been assisting NDRI to investigate opportunities in, the UK, Canada, South Korea, and Singapore. NDRI has already shipped some biospecimens to China.

When asked what obstacles NDRI may have, Leinweber replies, "Science is constantly changing and it becomes both a challenge and an opportunity. It requires us to be able to adapt. We have learned over time that researchers are doing more with less. There was a time when a researcher may have needed a whole liver to conduct a study, maybe now he or she may just need a little bit. Also, 60 to 70% of tissue we provide is fresh tissue v. frozen."

Leinweber paints the picture, "The researcher may be from Phoenix, we may end up getting the eyes from Brigham and Women's Hospital in Boston, and the donor may have come from somewhere in New Hampshire. Then, we have to get the courier involved, and it's all happening in real time."

At the end of the day, the entire NDRI team has each had a hand in advancing medical research. From their downtown office in Philadelphia, NDRI is navigating the complex web of delivering the organ and tissues entrusted by donor families. Once the package arrives, there is another team waiting to maximize the use of its precious contents to conduct research in hopes to ultimately extend and save lives.



# 2018 MEMBER SUCCESS STORIES

## ARCADIA UNIVERSITY

DR. AJAY NAIR, NEWLY APPOINTED PRESIDENT OF ARCADIA UNIVERSITY, IS PASSIONATE ABOUT RACIAL AND SOCIAL JUSTICE, AND DESI RAP | BY GRAZIELLA DINUZZO

9/25/2018

Dr. Ajay Nair is the first person of color to be appointed the president of Arcadia University, one of the first university presidents in the United States of Indian heritage who was born and raised in Philadelphia and one of the first leaders in higher education to be called a disruptor.

Nair credits his parents, who are community leaders and advocates in Philadelphia through the Kerala Art & Literary Association of America, for influencing his desire to serve the community. "At an early age, I was able to better understand that cultures are fluid and dynamic and that we do not and should not live in cultural boxes," Nair states.

Nair's book, *Desi Rap: Hip Hop and South Asian America*, co-edited with Murali Balaji, is a collection of essays from South Asian American activists, academics and hip-hop artists who write about racial identity, class status, gender, sexuality, racism, and culture.

"In many ways, my own unique identity development shaped my interest and scholarship in race and ethnicity." In the introduction to *Desi Rap*, Nair writes, "Hip-hop was the language for those of us who rebelled against both the expectations of the Anglo society and of our South Asian parents. Through this genre, we were able to carve out our own identity that allowed us to exist – quite vocally – in the expansive gray area between Black and White."

In the afterword, Nair and Balaji adeptly summarize the essays, "Our voices and actions ultimately yield a kaleidoscope critique of our racial ambiguity and invisibility; we are empowered to evoke our multiplicity through action, reflection, debate, and dialogue."

Nair entered college in the early 90's "during turbulent times – racial uprisings in L.A., Mount Pleasant, Crown Heights, Washington Heights, Eastside Lexington, among many political challenges. "Racial and social justice became a primary focus of my work in college and beyond. I wanted to seek positive transformation for our world and I saw higher education as a vehicle for change."

Changing the landscape in higher education has been Nair's career mission. With leadership and faculty positions at the University of Pennsylvania, Columbia University, the University of Virginia and the World Language Institute in Kwangju, South Korea, Nair has carved his role to be "a difference maker in the lives of students."

Most recently, Nair served as senior vice president and dean of Campus Life at Emory University and has served on a wide range of university and civic boards including as director of the Division for Equity, Inclusion and Social Justice for NASPA (Student Affairs Administrators for Higher Education)

"We have a unique opportunity in higher education to discover new ways of knowing and understanding, and we should apply these ways to various societal issues domestically and internationally."

Since his days as a student, Nair admits that today's students face other challenges.



# 2018 MEMBER SUCCESS STORIES

"There is increased scrutiny on higher education because of rising costs, lack of access, poor retention of students, among many things. The value of higher education has been called into question. Many students and families ask, "Is College worth it?"

Nair believes Arcadia's value proposition is clear. "We will help students become both work-ready and life-ready."

Nair was attracted to Arcadia's bold history, which dates back to 1853 in Beaver, Pennsylvania formerly known as Fort McIntosh, created by General McIntosh of Washington's Colonial Army during the Revolutionary War. In December of 1853, a charter was granted and Beaver Female Seminary was founded. By 1872, the school was named Beaver College after receiving its college status. In 2000, the board of trustees made a historic decision to change its status and become Arcadia University.

Today Arcadia University delivers bachelor's, master's and doctoral programs to over 4,000 students and holds its number one ranking for its study abroad program.

"Arcadia has always been forward-thinking. This is exciting. This is what we need to build on, and we must continue to be bold through academic, international, extracurricular and campus opportunities."

Nair's vision for Arcadia and the future of higher education is clear – he sees it as a global destination that delivers an "affordable, distinctive and relevant liberal arts experience." He answers his own question, "How will we get there?"

"Arcadia will get there by creating and maintaining a community in which scholars of all cultural backgrounds and thought perspectives are welcome and encouraged in their academic pursuits; a community that attracts and retains the faculty and students that are the best-fit for Arcadia and for whom Arcadia is the best fit for them. I see a University that doesn't simply follow best practices, but creates them."

Moving back home to Philadelphia to become the 22nd president of Arcadia University was a dream-come-true for Dr. Ajay Nair.

"The rich and diverse heritage of Arcadia, Glenside, Cheltenham, and Philadelphia, as well as the global communities in which Arcadia serve, provide us with an extraordinary platform to be change agents. I feel I've been awarded the world."



# 2018 MEMBER SUCCESS STORIES

## BASSETTS ICE CREAM

### SOUTH KOREA “LOVES” PHILLY’S BASSETTS ICE CREAM – 31 STORES AND COUNTING! | BY GRAZIELLA DINUZZO

5/30/2018



“I am certain that my great, great grandfather would be both amazed and proud that Bassetts Ice Cream is now available on the opposite side of the world,” said Michael Strange, President of Bassetts Ice Cream.

In 1861, using a mule-turned churn on his farm in Salem New Jersey, Lewis Dubois Bassett invented what would become America’s oldest ice cream – Bassetts. And it’s safe to say that Mr. Bassett was not thinking of selling his ice cream to South Korea or anywhere outside of Philadelphia, Pennsylvania, at that time.

By 1885, Bassetts Ice Cream was sold at 5th and Market Street and by 1892 moved to its current location inside Reading Terminal. Ice Cream production was also moved into the basement of the Reading Terminal location.

Bassetts Ice Cream has always been a homegrown Philly favorite and its now becoming a popular dessert treat in China and South Korea.

With the help of the World Trade Center of Greater Philadelphia (WTCGP) trade specialist, Dale Foote, and the Commonwealth of Pennsylvania Office of International Business Development, Bassetts began exporting to China in 2008 and on June 7, 2017, opened its first store in South Korea.

“They don’t rush to enter a new market,” says Foote. “Bassetts uses many of the international trade services of the WTCGP and the PA in-country Authorized Trade Representatives (ATRs) to help them do market research, including government food/ice cream import rules, regulations, required certifications, partner searches and background due diligence, market entry strategies, consumer taste testing/preferences, new market trends, packaging, etc.”

Almost a year later, on May 15, 2018, Bassetts opened its 31st store in South Korea.

“We were confident that we would see rapid growth,” says Brian Bebee, Bassetts Vice President, Sales, and Marketing, but we were still surprised at the rapid pace in adding new stores. We also had the luxury of having partners who fully embraced our brand, have extensive knowledge of franchising and are well versed in the culture of South Korea.”

I asked our South Korean Temple University student and WTCGP intern about Bassetts. “It’s a different style of ice cream,” said Yunjin Jo. “Some of my friends tried it and love it.”

“One of the reasons for our success in Asia is that our ice cream is less sweet than many of our competitors,” says Bebee. “From our experience, it seems it’s something the Asian palate prefers. We also found that the milkshake is not yet as popular in Asia as it is in the United State – yet.”

“Bassetts ice cream is something new that we want,” adds Yunjin Jo. “They offer numerous flavors, and they are even specialized only for ice cream. There are not many ice cream specialized brands. We were thirsty for a new style of ice cream.”

# 2018 MEMBER SUCCESS STORIES

Fruit, nut and green tea flavors are all very popular in South Korea, “says Bebee. “But our best seller in South Korea is cookies and cream. And in both China and the United States our best seller is plain ole vanilla!”

Bassetts stores are called “Bassetts Ice Cream Café” in South Korea and unlike the Reading Terminal Market store; they serve sandwiches, beverages, coffee and desserts, such as ice cream cakes.

Bassetts Ice Cream cake became available in the United States in 2013.

“We were able to introduce ice cream cakes in late November 2017 in South Korea,” Bebee explains. “It went really well and was just in time for the Christmas season and the Korean Lunar New Year; despite the fact this winter was one of the coldest in Korean history.”

So what’s next for Bassetts in South Korea?

“While our Korea customer certainly has plans to sell Bassetts Ice Cream through foodservice and grocery channels, and is laying the groundwork for that now, the initial focus has been on opening the Bassetts Ice Cream Cafes in order to establish brand recognition,” says Strange. “We expect that they will move into the new channels over the next several months.”

According to Dale Foote, whatever sales direction Bassetts decides to take internationally, will likely yield success. “Bassetts is very open, adaptable and flexible when it comes to considering new flavors, such as green tea for the Asian market, and/or introducing ice cream cakes for the South Korea market. Bassetts’ exporting experience(s) for both China and South Korea should prove to be very beneficial as we continue to work closely with Bassetts to expand into additional new markets and countries in Asia and/or the Middle East. “

And we think that Great Great Grandpa would be very proud!!!



# 2018 MEMBER SUCCESS STORIES

## AMERICAN CABLE COMPANY

### MADE IN AMERICA: AMERICAN CABLE COMPANY, FAMILY COMPANY LIVING THE DREAM

| BY GRAZIELLA DINUZZO

1/15/2019

President, Carlos Gonzalez Jr., walked past the stacks of unwrapped Christmas presents towering in the corner of the conference room, a few floors above the American Cable Company warehouse in Northeast Philadelphia. "I still have to wrap my grandkids presents," he smiles.

"Welcome to American Cable Company."

"None of this would have happened if my dad hadn't won the lottery to leave Cuba with me, my sister and mom in the late 60's," Gonzalez says with outstretched arms pointing to the shelves lined with toy sized John Deere and Caterpillar trucks and cranes.

"When we got off the plane in Miami, the person greeting us asked my dad where he wanted to go and he said, north. We ended up in Queens New York. I still remember the milk crate on the fire escape we used as a refrigerator and how our laundry would get frozen stiff on the outside clothesline."

Six months after arriving in New York, Carlos Sr. accepted a job as a painter, and relocated his family to North Philadelphia. It wasn't long before Carlos Sr. was supervising 50 people. "He was a leader," Gonzalez says.

"He worked so hard, had an idea, and made it happen."

After a day of painting, Carlos Sr. would hand make replacement auto battery terminals— a part sought after by area mechanics.

"I would go around Philly collecting scrap metal."

"We would melt down the lead from scrap in a homemade 55-gallon drum furnace - in our garage. Back then we piped the exhaust through our home chimney," laughs Gonzalez. "No, we weren't afraid."

"My dad would go door-to-door selling to mechanics from the trunk of his car."

Carlos Sr. eventually quit his day job and dedicated the rest of his life to growing his idea into a business.

"I was in high school in 1976 when we first started the company," Gonzalez recalls. "The lead would be dumped into our yard and we would hand lift every bar. Friends and family would help. It was hard, but we did it."

Orders were coming in fast.

"Harry" was their first distributor – one of the first in a series of instrumental people who would become like family.

"We didn't have a contract, just a handshake, just our word."



# 2018 MEMBER SUCCESS STORIES

Quality Control Manager, Daryl Greene recalls, "I remember Carlos Senior's strength, in character. And physically, he was a strong man. A good man."

Matthew Tretter, Plant Manager adds, "This is a nice family run company. They treat everyone like family. Carlos Senior would tell us to get it done and get it right."

In the 1980s Edgar Huertado saw a man driving a forklift in the parking lot of American Cable's first warehouse. He asked the man for a job and the man, Carlos Sr., told him to come back the next day – he's been working with the family for 38 years.

"He was like a father to me," says Huertado, now an Engineer.

Gonzalez slaps Huertado on the back "And I remember my mom asking what Edgar wanted for lunch."

Today, American Cable Company, Inc. comprises five manufacturing divisions, which include battery cables, wiring harnesses, assemblies, components, and contract manufacturing. All products are made in America from its 170,000 square foot manufacturing facility located in Northeast Philadelphia, PA. American Cable sells its products to Original Equipment Manufacturers (OEM), defined as manufacturers who resell another company's product under their own name and branding.

American Cable customers also include John Deere, Caterpillar and small to medium-sized businesses requiring customized parts.

In 2005, American Cable began to export.

"Approximately 30% of our sales are export," says Henke de Vos, Global Sales Manager. "We export to the UK, Poland, Germany, India, Canada, Mexico, China, Japan, France, Brazil, Italy and most recently, Australia."

With the support of Dale Foote, World Trade Center of Greater Philadelphia International Trade Specialist, American Cable has set up distributors in Italy, Australia, and Poland.

"Our company is well known for delivery and flexibility and superior engineering support," adds de Vos.

In addition to its highly skilled, trained staff, American Cable hires and trains through IMPACT Services Corporation, a community organization that helps economically disadvantaged, as well as veterans and ex-prisoners find meaningful employment.

Carlos Gonzalez Jr. has been President of American Cable since 1990. Although retired, Carlos Sr. would start his day at the factory at 5 am every morning. In 2010, Carlos Sr. celebrated his last birthday, his 82nd – at the warehouse.

"I know what the American dream is – it's real. If you can make it anywhere, it's here. I know what it took for my dad to get here," says Gonzalez.



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