

WORLD TRADE CENTERS ASSOCIATION DAY

JUNE 11TH, 2021

**Global connections,
Local growth**



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JUNE 11, 2021

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World Trade Centers Association Day 2021

Our Moderators



SÉBASTIEN CANN

Manager

World Trade Center Brest



NICHOLAS BEATY

Coordinator

World Trade Center Rennes Bretagne

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Our Speakers

SPECIAL THANKS TO



**ROBIN
VAN PUYENBROECK**
*Executive Director,
Business Development
WTCA*



**ABDUL
QADIR BAHMAN**
*Founder | CEO
WTC Kabul*



**ALEKSEI
B. SAVRASOV**
*Head of Section |
Int'l Business Co. Dept.
WTC MOSCOW*



**JOSÉ
MAGRO**
*Vice President
WTC LISBOA*



**EDEM
KOFI YEVUTSEY**
*General Manager
WTC ACCRA*



**HIAGO
TAVARES**
*Int'l Business
Manager
WTC-SOUTH BRAZIL*

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WTCA - USA



ROBIN VAN PUYENBROECK

***Executive Director | Business Development
World Trade Centers Association, USA***

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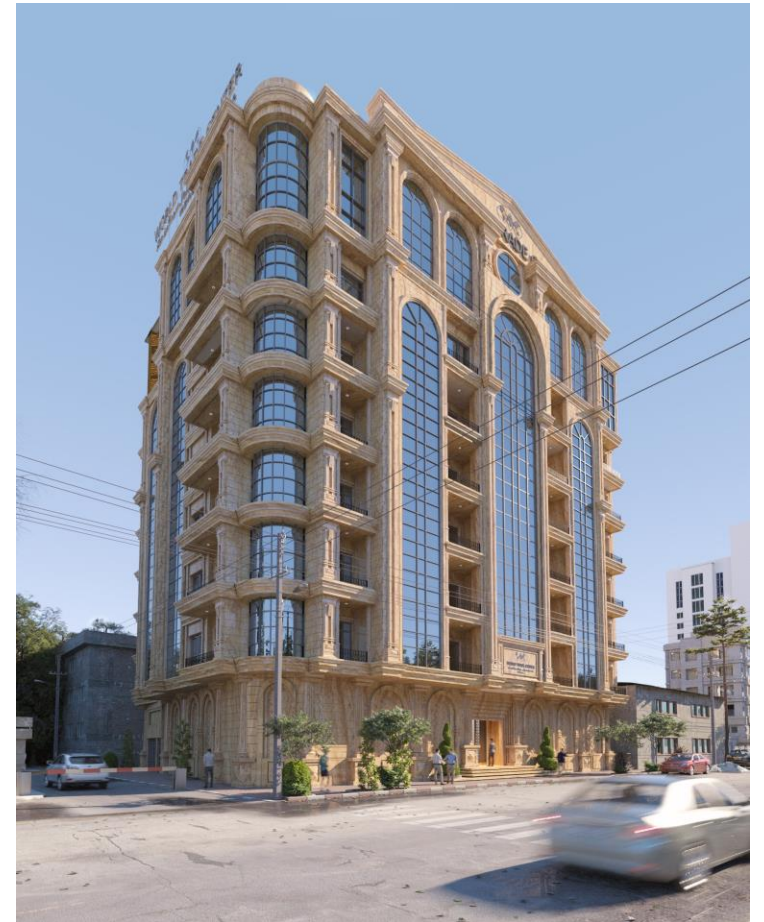
WTC KABUL



ABDUL QADIR BAHMAN
Founder | CEO
WTC Kabul, Afghanistan

INTRODUCTION

- ◉ The License for World Trade Center Kabul is approved by WTCA in December 2019, and it was officially inaugurated in October 2020.
- ◉ We have started the operation of WTC Kabul from our current office in Kabul city with limited facility and full-service package.
- ◉ The brand property of WTC Kabul will be opened in 2022 at the city center (shar-e-naw) of Kabul city.
- ◉ Currently we have 23 Member companies and the number is increasing.



TOP INDUSTRIES / POST- PANDEMIC SITUATION

⦿ **Top 3 major industries:**

- Agriculture
- Mining
- Energy (Hydro, Solar and Wind)

⦿ **Post Covid-19 economic recovery plan:**

- The government made the Post Covid-19 Economic Recovery Plan with the help of WB and other International Organizations, received and provided some sort of support to SME's.

RECIPROCITY

- ⦿ **Top 3 services** that members from other WTCs can have access in WTC Kabul:
 1. Access to local business addresses and hosting trade missions
 2. Foreign Company registration
 3. Assistance in connecting with local authorities and government officers, chambers, trade organizations, embassies and others
- ⦿ A success story to share: We established the Women Leaders & Entrepreneurs Club

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WTC MOSCOW



ALEKSI B. SAVRASOV

Head of Section

International Business Cooperation Department

WTC Moscow, Russia

INTRODUCTION

- WTC Moscow got its license from WTCA in 1974 becoming the first and only WTC in the Soviet Union: In 1981 (and in 2012) we welcomed WTCA GA 1981/2012 participants
- As of 2021 WTC Moscow is:
 - 300 000 sq. meters of mixed-use real estate; 3 office towers - WTC branded
 - 750+ rooms in 3 own hotels - Crowne Plaza/Holiday Inn branded; Congress Center with 32 rooms of different capacity; 14 restaurants (own and tenants'); sports club with a swimming pool of course;
 - International/Regional Business Cooperation and Business Facilitation function - in partnership with the Chamber of Commerce and Industry of the Russian Federation (our major shareholder) present in 82 Russian regions with 185 representative offices and 52 000+ member companies
 - WTC Moscow has 500+ tenants including large state-owned and international companies (Russian Export Center, Eurasian Development Bank) and MSMEs.



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TOP INDUSTRIES / POST-PANDEMIC SITUATION

- ◉ **Top 3 local industries:** Economic development agencies and banks/finance; Real estate management companies; High-tech/IT and industrial companies' headquarters.
- ◉ **Post Covid-19 Economic recovery plan in Moscow, Russia:**
 - Safety measures and vaccination!!! vaccination and safety measures!!!
 - Structure of the Russian economy:
 - The service sector is not that large in Russia → small effect on the economic performance of the country;
 - Mostly large state-owned companies → helped with employment during the lockdown
 - Still 1.7 million people (out of 145) to get employment (having been affected by the pandemic)
 - Targeted social and financial aid to increase the purchasing power and employment.



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RECIPROCITY

3 services that members can access in WTC Moscow:

1. Business facilitation:

- Market research, Business contacts and introduction (52 000 members of the Russian Chamber; 500+ tenants and partners of WTC Moscow)
- Trade missions (virtual and real)

2. Webinars, virtual trade missions:

- Special topic of your interest with our partners in Russian regions

3. Major International Business Events:

- Bringing a major (100+) business delegation led by the head of state
- Employing our extensive infrastructure (congress center, hotels/restaurants)

Success stories



President of the Czech Republic
with business delegation



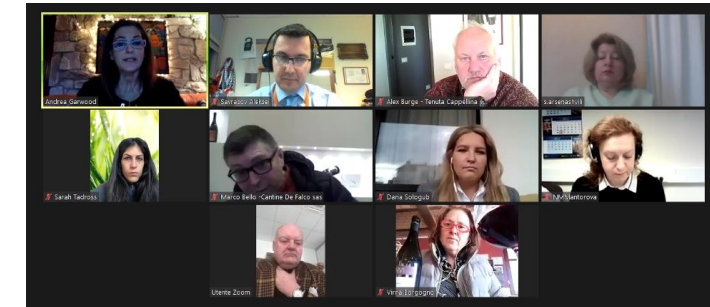
President of Croatia
with business delegation



Accra business delegation



President of Mozambique
with business delegation



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WTC LISBOA



JOSÉ MAGRO
Vice President
WTC Lisboa, Portugal

INTRODUCTION

- ◉ World Trade Center Lisboa was established officially in 2019:
 - The WTC Lisboa buildings – *25.000m2 office & 4.000m2 retail* – ready end 2021 in a prime location with excellent accessibility.
 - The WTC Lisboa Business Club was established this year and members are now being invited to join. It also started with a business mission from WTC Accra and events – webinar with Euronext Lisbon President (7 *stock exchanges in EU*) and Embraer.



TOP INDUSTRIES / POST-PANDEMIC SITUATION

⦿ Top 3 local industries:

1. Cluster of Car industry & Spare parts (*VW, PSA, Mercedes, Bosch, etc.*) & Cluster of Aeronautic Industry (*Embraer & others*).
2. Tourism & Wine – Hotels, resorts, golf, beaches, surf (*Pestana, SANA, Sheraton, etc.*), famous Port Wine and several more wines.
3. Technology & Start-ups – Lisbon became a key global hub for tech start-ups with several unicorns (*Farfetch, Outsystems, etc.*) and organizes the biggest annual technology start-up event every November – Web Summit.

⦿ Post Covid-19 Economic recovery plan in Portugal (10,3mln Hab / US\$240bln GDP 2019)

- Recovery plan of 14€bln, directed to economic and industry recovery, digitalization and sustainability including renewable energies.

RECIPROCITY

⦿ **Top 3 services** that members from other WTCs can have access in World Trade Center Lisboa:

1. Access to businesses in Portugal, EU and Portuguese speaking countries (Brazil, Angola, etc.) to members from other WTCs and access to international markets to Portuguese businesses via the World Trade Centers in EU, the USA, Brazil, Northern Africa, Middle East and Asian countries .
2. Meetings/Events with top business and academic leaders such as this event with Euronext open for members from all WTCs.
3. Organization of business missions – we welcomed a business mission of WTC Accra and are now evaluating with Brazil, Algeria and others for possible missions to Lisbon in the future.

⦿ Success stories to share:

- The construction of the new WTC Lisboa is a great starting point for WTC in Portugal and will be a center to promote international trade and international business at global scale.
- The business mission of WTC Accra to Lisbon, showed how the Portuguese business leaders are interested in these missions organized by World Trade Center.

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WTC ACCRA



EDEM KOFI YEVUTSEY

***General Manager
WTC Accra, Ghana***

INTRODUCTION

⦿ About WTC Accra:

- Licensed by the WTCA in 2008
- Situated in the Central Business District in Accra
- 14-story office building with adjoining convention centre (2nd Tallest Building in Ghana)
- Host of GA 2022



TOP INDUSTRIES / POST-PANDEMIC SITUATION

⦿ **Top 3 local industries** (major players, clusters, etc.)

- Cocoa – Contributes 30% of export earnings, major players: Cargill, Armajaro, Cocoa Processing
- Oil – 189,000 barrels per day; ENI, Tullow, Kosmos, Aker Energy
- Gold – Ghana is Africa's #1 gold producer; AngloGold Ashanti, Newmont.

⦿ **Post Covid-19 economic recovery plan in Accra, Ghana:**

- Government established GHS100b CARES fund
- 4 covid related new taxes introduced

RECIPROCITY

- ⦿ **TRADE MISSIONS** – WTC Accra sends delegations to other WTCs trade shows for potential business engagements.
- ⦿ **BUSINESS DELEGATIONS** – WTC Accra can host a delegation of businesses traveling to Ghana. Open space offices and serviced offices available.
- ⦿ **LOCAL REPRESENTATION OF COMPANIES AND BRANDS** – WTC Accra can take on the duties of a local office for a business club member of other WTCs that wants to have a presence in Africa.

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WTC-SOUTH BRAZIL



HIAGO TAVARES

International Business Manager

WTC-South Brazil

Curitiba | Joinville | Porto Alegre

WTC SOUTH BRAZIL



WTC SOUTH BRAZIL



Population: 1.9M

Population MR: 3.6M

GDP: R\$83,8 Bi

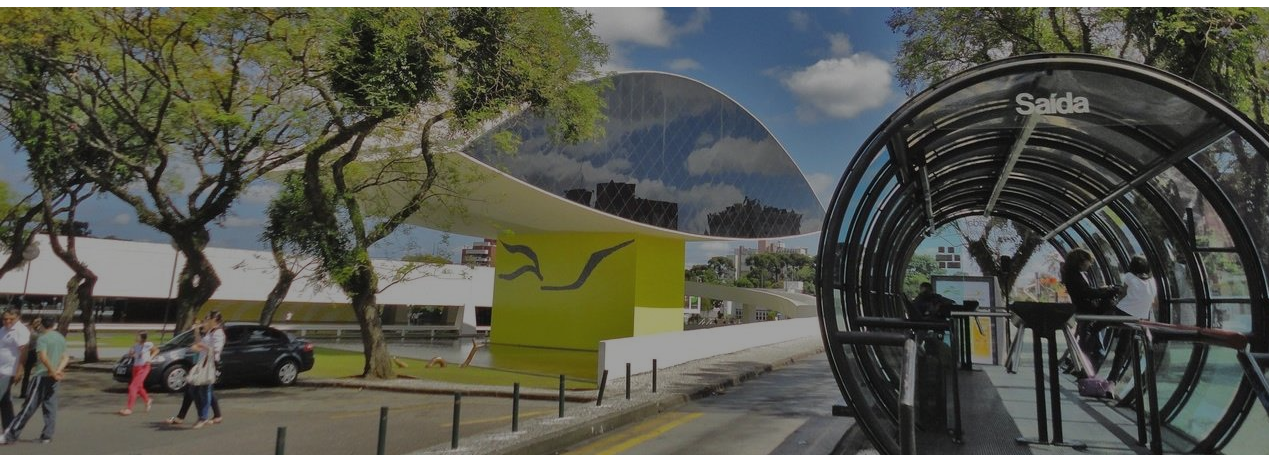
GDP MR: R\$165 Bi

MR: 29 cities

Curitiba is the fifth largest city in Brazil with more than 100 companies, such as Volvo, Bosch, Electrolux, etc.

Across the region there are more than 150,000 companies, two large automakers (Renault and Volkswagen).

The capital is known internationally for its urban planning, its tourist attractions, and several times it was chosen by experts as the best Brazilian city to do business.



WTC SOUTH BRAZIL



Population: 600K

(the biggest city in the State)

Population MR: 1.3M

GDP: R\$23 Bi



Joinville is the 3rd largest industrial pole in the South Brazil. The state of Santa Catarina has 4 ports to help in the international trade.

Companies like BMW, General Motors, Whirlpool, Weg, Tupy, Krona and others has manufacturing units in the state.

Annually Joinville hosts the biggest dance festival in the world and also the biggest event of international trade in South Brazil.



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WTC SOUTH BRAZIL



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PORTO ALEGRE

Population: 1.4M

Population MR: 4,5M

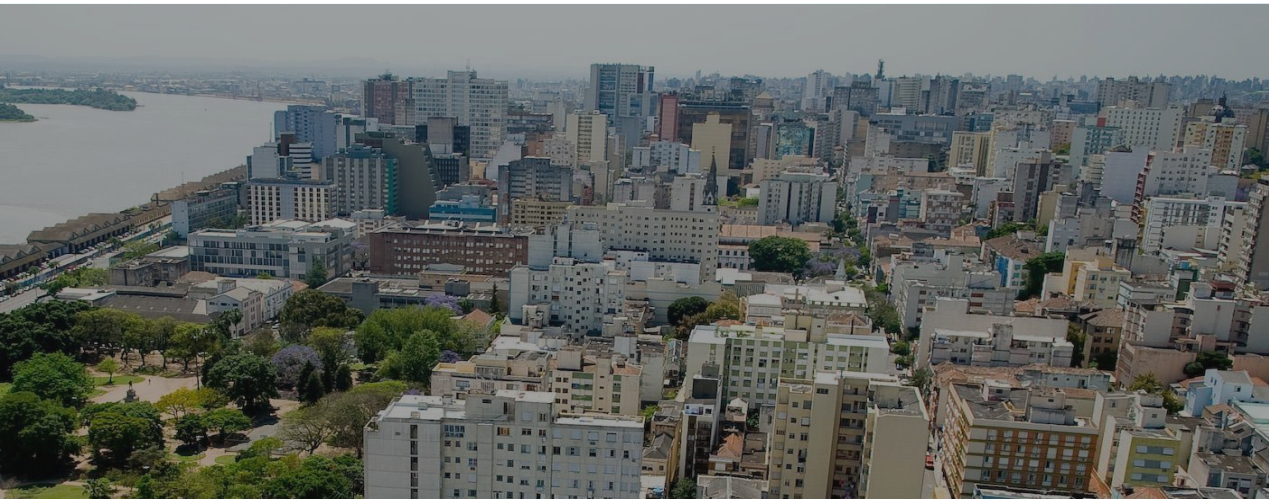
GDP: R\$68,2 Bi

GDP MR: R\$160Bi

MR: 34 cities

Porto Alegre has the second GDP in south Brazil and its economy is based on industries and services.

The city is strategically positioned for access to the MERCOSUR and because of this Porto Alegre has been chosen by companies that want to expand their operations focusing on commercialization with these countries.



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CURITIBA

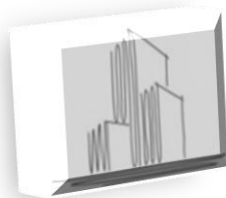


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JOINVILLE

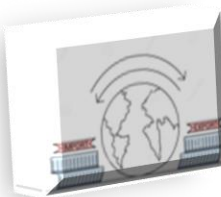


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PORTO ALEGRE

WORLD TRADE CENTER *SOUTH BRAZIL*



REAL ESTATE



INTERNATIONAL
PROJECTS



COMPETITIVENESS
PROGRAM



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- ⦿ WTC South Brazil was created in 2012, and since 2017 is under administration of Josias Cordeiro da Silva, our President;
- ⦿ Currently, we have more than 200 members divided between the Business Club and the Competitiveness Program;
- ⦿ The Program has the purpose of positively impacting the scenario of companies through relevant knowledge and exchange of experience;
- ⦿ It is divided into themes such as: Taxes, Smart Cities, Real Estate, ESG, Funding and M&A and others.

WTC SOUTH BRAZIL – INTERNATIONAL

- ⦿ Program "Doing Business With"
- ⦿ Out-bound Services
- ⦿ In-bound Services
- ⦿ Events
- ⦿ Matchmaking
- ⦿ Research
- ⦿ Business Development

BUSINESS DEVELOPMENT

LOCAL

Tax Planning

Human Resources

International Trade

Logistic

M&A

Funding

Financing

Government Resources

Business Club

Exponents

Consulting

Business Intelligence



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PORTO ALEGRE

THANK YOU!

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Q&A Session

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***Thank you for joining in
with us to celebrate
#WTCADAY2021!***

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WTCA DAY 2021: Networking



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WTCA DAY 2021: Networking



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#ConnectingTheBusinessWorld



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