



It is a big world out there...

Prosper in it!

EDA Philadelphia Regional Training Conference

*Loews Hotel
Philadelphia, PA*

* * * * *

*Enhancing Global
Competitiveness*

March 23, 2010

*Dino Ramos
Chief Operating Officer
WTCGP*



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*Quote from Ass't. Sec. of Commerce
John Fernandez to Congress 3/10/10*

“The Administration is committed to moving the nation from recovery to rebuilding our economy by building a new foundation for the long-term job creation and prosperity for all American families. EDA is an integral part of President Obama’s economic recovery team and is committed to sustained economic growth through its efforts to create jobs, harness innovation and increase capital investments in economically distressed areas.”



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Our Mission

The World Trade Center of Greater Philadelphia provides a world-class portfolio of international trade services and key global connections to help the region's companies succeed in global markets, expanding the economic growth of the region as a whole.



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Our Vision

Our vision is to distinguish the WTCGP as an economic development organization that helps the region grow through international business development. Through a comprehensive program of counseling, market research, trade missions, and educational programs, the WTCGP enables companies to find new and expanding international markets for their products and services resulting in increased revenues and employment.



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World Trade Center of Greater Philadelphia

- Founded October 2002
- 9 Employees / 2 Interns
- 4 International Trade Specialists
- Regional outreach: Southeast Pennsylvania and South New Jersey



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World Trade Center of Greater Philadelphia

- Licensed and certified member of the World Trade Centers Association
- Reciprocity with 334 WTCs in 92 countries worldwide
- 501(C)3 non profit organization



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WTCGP Goals

- Grow Greater Philadelphia Region as a **global center**.
- Improve **knowledge** base for conducting international business.
- Stimulate **economic development** in the region through international business and trade assistance.
- Encourage **exports and foreign direct investment**.
- **Increase exports and imports** through the Greater Philadelphia region ports.
- Improve **networking** of local and international companies.



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Services & Programs

- One-on-one counseling
- Trade education programs
- Market research reports
- Project management
- Specialized programs
- Regional representative for PA Center for Trade Development Export Program
- International trade missions
- International trade shows



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Counseling Services



- Export Readiness Assessment
- Company commitment
- Product/market selection
- Market entry strategy
- Operating forecast
- Legal and regulatory requirements
- Partner selection
- Methods of payment
- INCOTERMS
- Cultural differences
- Access available resources
- Case studies



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Trade Education

- Diverse Programs
- Timely & Relevant Topics
- Different Venues and Audiences
- Beginner to Advanced Levels
- High Quality
- Excellent Presenters
- Hand-Out Materials





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Trade Education Programs



- Czech Republic and Poland
- Business Opportunities in the Middle East
- Chile, Argentina, and Peru
- Globalizing Your Website
- Export Management: Business Development, Legal Issues & Finance
- Assessing Country Risk
- Intellectual Property Protection
- Regulatory Marks and Certifications
- Quarterly Briefings
- India Exchange
- Export Finance Initiative



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Market Research

- Single market, single product report
- Industry sector report
- Customized reports
- Partner/distributor search in target country
- Utilize available resources including:
 - other WTC's: wtca.org
 - US Commercial Service: export.gov
(Country Commercial Guides)
 - Transparency International: transparency.org
 - Doing Business: doingbusiness.org
 - Country Risk Classification: oecd.org
 - Overseas AMCHAMs
- Numerous resources at wtcphila.org/resources.asp



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Market Entry

- Agent / Distributor Agreements
- Joint Ventures
- Licensing
- Franchising
- Overseas Sales Rep Offices
- Overseas Branch Offices
- USA Overseas Subsidiaries



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Specialized Programs



- EDA Developing International Trade Opportunities in Industry Clusters
- PA Export Block Program
- Latin American Trade Development
- Trade with Emerging Markets
- Developing International Opportunities for Services
- American Business Practices for International Students
- CEO China Operations Club
- Export for Scholars Program
- Export Financing Initiative
- India Exchange
- Online Resource for International Trade



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Trade Missions

- Hong Kong / Malaysia with Drexel March 2009
- Colombia/Panama June 2009
- Shanghai/Beijing China with Drexel March 2010
- India with Temple January 2011
- Support and Recruit for all PA Center for Trade Development Missions/ Shows





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International Trade Shows and Conferences



- Futuralia, Qatar May 11-13, 2009
- US-India Trade Fair Expo Philadelphia July 2009
- World Trade Centers Association General Assembly Spain October 2009
- Medica Germany November 2009
- Pennsylvania Trade Reps (14) Visit: March 10, 2010
- ExpoMin Chile April 2010
- Canada Global Petroleum Show June 2010



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WTCGP Annual Signature Events

- Global Business Conference, February
- World Trade Centers' Day Dinner, May
- Philadelphia International Showcase
- State of the Port Luncheon, November

WORLD TRADE CENTER OF GREATER PHILADELPHIA, INC.

- Your local connection to global markets
- Consulting, market research, seminars and trade missions
- Reciprocity with 300 World Trade Centers in 100 countries worldwide

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www.wtcphila.org



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WTCGP Services Results / Impact

- Over \$424 MM export sales directly attributed to our work
- Equates to over 5,500 new jobs
- Annually assist approximately 400 companies
- Hosted and co-hosted over 220 professional seminars with over 4,500 in attendance
- Recruited over 350 participants for international trade shows and trade missions



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EDA Industry Clusters Program

- *Program duration: Sept 2005 to March 2009*
- *Clusters: Medical Equipment/Technology, Business Process/IT, Chemical, and Aviation*
- *Active clients: 25*
- *Export sales reported: \$50.1 million*



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Examples of Clients in EDA Clusters Program

- Custom Chill: Medical chillers used in laser surgery
- ETC: Hyperbaric chambers for medical oxygen therapy and flight simulator trainers
- Davidson: Sheet metal fabricators for aviation
- Deval: Aviation support equipment
- LCR: Electromagnetic interference (EMI) filters used in appliances and aircraft
- Portascience: Veterinarian test kits for cows
- Therm-Omega-Tech: Self actuating valves for temperature control and conservation of energy



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WTCGP is ready to assist US companies grow their business overseas and to assist overseas companies grow their business in the US.



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