

Delaware is the Eastern Gateway  
To the United States

And

**WTC Delaware** is the Key™

Delmarva Freight Summit

7 June 2023

Carla Sydney Stone

President



WORLD TRADE CENTER®  
**DELAWARE**

# Our Mission

We help Delaware companies to benefit from their unique place in the world and expand the scope of their business leading to increased revenue, profitability, and numbers of employees.



**WORLD TRADE CENTER<sup>®</sup>**  
**DELAWARE**

# Who Are We?

Recognized by State of Delaware  
150<sup>th</sup> General Assembly  
HB 260

“...contact for State regarding international matters...”



**WORLD TRADE CENTER<sup>®</sup>**  
**DELAWARE**

World Trade Center® Delaware

part of the  
World Trade Centers® Association

320 World Trade Centers  
100 Countries  
+15,000 employees



WORLD TRADE CENTER®  
DELAWARE

# WTC Delaware Partners



BANNOCKBURN  
GLOBAL FOREX



WORLD TRADE CENTER®  
DELAWARE

# Why Do we Encourage Trade?

Companies that Export:

More stable

Less likely to go out of business

Pay higher wages

Greater variety of products for consumers and  
business

Grow more rapidly



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# Small Business Exports

Less than 5% of U.S. SME's export!  
Of those that do,  
58% sell to just *one* market.

Source: US Commercial Service/ World Bank, 2017



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# Our Exclusive Programs

WTC Delaware Procurement Partners

WTC Delaware On the Road

WTC Delaware At Your Doorstep



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# Paid Internship Program

**Admin/Operations**

**Communications**

**Graphic Design**

**Marketing**

**Program Coordination**

**Research/Trade Information**



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# Metrics FY 22

Assisted 143 individual companies, follow ups not included.

Posted 15,600 International job opportunities.

WTC Delaware organized and co-sponsored 29 events such as training, webinars, B2B introductions, counseling, or networking.

Promoted 147 events for partners.

Thanks to Zoom, Attendees 114,378+ people participated in our events last year.

Provided 290,912 referrals to our companies through our Automated interactive International Business Directory Online

Published 5<sup>th</sup> International Delaware™ Magazine

Represented Delaware at 3 Trade Shows



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# Success Stories, Large and Small

Two days after returning to the U.S., from his first trade mission with WTC Delaware, Mohamed Cisse's company, Tungsten Global Consulting, closed a deal on lab equipment to a connection made in Ghana. He's bidding on a laboratory information management contract with another prospect. And he's projecting **\$250,000** in sales for the year from the trade mission alone.

Several years ago, one of our members wrote to Governor Carney that with WTC Delaware assistance, the biotech company was projecting **\$100,000,000** in sales.



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# 17 BENEFITS of MEMBERSHIP

World Trade Center® Delaware

- 1 Training events & networking events & "Member Only" events
- 2 Assistance from any other WTC across the globe
- 3 Company Referral for your business
- 4 3 hours of FREE international business consulting services
- 5 Discounts to WTC Delaware events
- 6 Helping to promote your events
- 7 New conference room you can use to host a small meeting
- 8 Monthly Newsletter, World Trade Center Delaware News
- 9 Travel with us to trade fairs, Embassies, or US partner agencies, meetings, and events
- 10 Display your brochures, business cards, or samples in our office
- 11 Highlight your most recent offerings and achievements with WTC Delaware
- 12 LinkedIn page to post information, market your goods and services, or to seek suppliers
- 13 Display your banner, product/service brochures, or business cards at international trade shows and events
- 14 Advantage of our affinity partnerships with the Hotel DuPont, Bannockburn, University, and Whist Club.
- 15 Update your industry categories for our complete, searchable listing in the website Business Directory with link to your business's website
- 16 Become a Premier Member to get even more exposure, international business assistance, and the opportunity to offer a custom designed event, just for your company, members, or the public. We do the work; you get the credit.
- 17 Notary Services



Be sure to follow us on  
**Facebook, LinkedIn and Twitter**

Call or email us today to find how you can make sure that you are taking advantage of all that WTC Delaware membership offers. Email or call us today to set up an appointment to discuss how WTC Delaware can meet your needs. Or, drop by at our new office at 42 Reads Way, Suite B, New Castle, DE 19720  
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