



WORLD TRADE CENTER®
HARRISBURG
SERVING CENTRAL PENNSYLVANIA

For Immediate Release

**WORLD TRADE CENTER serving CENTRAL PA
NEW LOOK and LOGO**

York, PA, January 3, 2013: As we begin the New Year, the World Trade Center has some exciting news to share. We are transitioning to a new look, logo and website for our organization.

Over the past few months, the World Trade Centers Association has been working diligently with its members to standardize the logos of licensed centers around the globe. Not only will standardized logos ensure trademark protection, but they will help greatly with global branding initiatives for all World Trade Centers. Being part of the global network of over 330 World Trade Centers provides us with additional resources to better serve you and our members have access to the reciprocal services of other centers. The World Trade Center designation also showcases our region's significant global engagement.

The World Trade Centers Association rules dictate that all centers be linked to a city, not a region, state, province or country, and the city name is part of the official logo. Although we have been operating as the World Trade Center of Central Pennsylvania for many years, our licensed name is World Trade Center Harrisburg. Our new logo incorporates our official name, World Trade Center Harrisburg, as well as the region we serve.

Along with our new look, we are pleased to also announce outreach office locations in Reading, Harrisburg and Chambersburg. Our new outreach locations are located with our economic development partners: Greater Reading Economic Partnership, Harrisburg Regional Chamber & CREDC, and Franklin County Area Development Corporation. We will have regularly scheduled office hours at these locations and be available by appointment as well. We still maintain our York office with our longstanding partner, MANTEC. We would like to thank our economic development partners in all the counties we serve for their ongoing support of our organization.

The World Trade Center Harrisburg serves companies in central Pennsylvania by promoting global trade and delivering relevant educational programs, up-to-date trade information, practical trade assistance, and research & referral services for our members and clients to help them compete and prosper in a global economy. We are a licensed member of the World Trade Centers Association and one of more than 330 World Trade Centers located in 100 countries, connecting local companies with global opportunities.

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