

Who We Are

World Trade Center Harrisburg is a private, non-profit, membership supported organization. Originally called the Southcentral Pennsylvania International Network, we were founded in 1991 by area companies interested in promoting international trade. In 2002, we successfully applied for a license through the World Trade Centers Association and changed our name to World Trade Center Harrisburg, becoming one of 330 World Trade Centers located in 100 countries that connect local companies with global opportunities.

We offer 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. Our organization is also the regional partner for the State's free export assistance services. As such, we are able to offer free export assistance and connect companies in the south-central PA region to the comprehensive resources that the Commonwealth offers.

The Impact of Trade in our Region

\$14,444,590,000 *total exports*

were generated from the eight counties in the southcentral region in 2012, second only to the five counties around the Greater Philadelphia area and ahead of the eight counties around the Greater Pittsburgh area.

More than 60,000 *jobs were created*
in the southcentral PA region from these exports.

The region saw a 54.92% increase
in real export value from 2003-2012, the greatest percentage increase when compared to other regions in PA.

Harrisburg MSA is #1
The Harrisburg Metropolitan Statistical Area led the nation as the number one US metro area in which exports contributed most to the post recession growth (2009-2012), with a staggering 1259.7%.

Questions for Planning a Facility

Will it be a Class A commercial real estate project reflecting the World Trade Center's international mission?

What makes the location especially attractive to companies who would become tenants?

Is new construction necessary or can an existing building serve the need?

Do the developer and architect understand the difference between a World Trade Center and a traditional office project?

Does this project need components to draw "street traffic" (retail, restaurants, etc.)?

What special attributes will the project have that highlight its international market niche?

How can different business units grow in the building if demand should warrant and how can new units be added?

Which business units can be grouped together in the project?

At what place in the building can tenants, members and visitors meet one another to develop social/business ties?

What special characteristics of the community can be reflected in the World Trade Center's design and layout?

The Value of a World Trade Center Building



WORLD TRADE CENTER®
HARRISBURG
SERVING CENTRAL PENNSYLVANIA

World Trade Center Harrisburg

600 N. Hartley Street, Suite 110, York, PA 17404

Phone: 717-843-1090 • Fax: 717-854-0087

Email: info@wtccentralpa.org

www.wtccentralpa.org



What Is a World Trade Center?

There are two components of a World Trade Center:

Physical Facility & Trade Services

These two components work in close cooperation with each other, producing the uniqueness and effectiveness of a World Trade Center. The **physical facilities** are typically in the hands of a real estate developer and responsibilities include design, finance, construction, rentals and management. **Trade services** are typically provided by a non-profit membership organization and responsibilities include providing trade services such as information, training, education, trade missions, newsletters, club activities and reciprocity with other World Trade Centers.



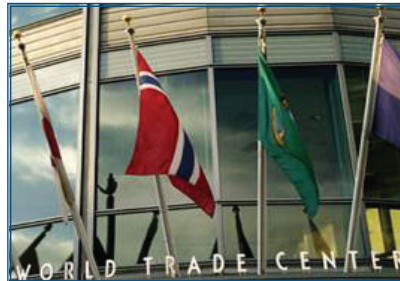
A World Trade Center designation is a valuable commodity, which creates a **uniquely branded** real estate and trade service project. The designation differentiates the real estate as well as the trade services in a competitive marketplace. A World Trade Center is a powerful brand that can attract prominent companies.

World Trade Centers are generally characterized by:

- Higher Occupancy Rates**
- Premium Rents**
- Lower Turnover and Marketing Costs**
- Reduced Financial Risk**



World Trade Center Miami



World Trade Center Seattle



World Trade Center Arkansas



World Trade Center Baltimore



World Trade Center Portland



World Trade Center Savannah

Why Build a World Trade Center?

Any World Trade Center is influenced by the same factors that affect other real estate projects, such as location, tenant services and the quality of amenities. But if those basic factors are in place, the additional World Trade Center designation, together with trade-related services, can make a WTC the **most desirable property** in the market place.

A tenant profile which includes international trade organizations, trade service providers and companies with international connections should lead to a higher rate of occupancy and higher than average rent.

A World Trade Center brings value to the community:

- Attracts new business to a region**
- Boosts regional trade**
- Stimulates economic growth**
- Increases airport and hotel traffic**
- Increases capabilities of the regional trade community**

An effective World Trade Center is the result of integration of both a physical facility and trade services. There is no standard formula. Every World Trade Center is unique, reflecting the needs and capabilities of the region it serves.

A successful real estate project depends on close coordination between the developer and non-profit, with a clear written agreement defining the roles and responsibilities of the parties in quantitative terms.

Attributes & Amenities

Successful World Trade Centers, although all are unique, share many attributes:

- Reflect the role of international trade in the community**
- Project a sense of power and optimism**
- Serve as an international focus point**
- Reinforce a sense of exclusivity for tenants and members**
- Incorporate the most advanced technology**

Some WTC Amenities can include:

- Business services for international business travelers**
- World Trade Center Club**
- Temporary offices**
- Showcase exhibits for local companies to display their products and services**
- Trade show facilities**
- Meeting and Convention facilities**
- Hotel**
- Restaurants**



World Trade Centers usually offer a range of **business services** to international business travelers, such as short term office space, telecommunications and video conference services, as well as access to meeting space.