



WORLD TRADE CENTER®  
DENVER

Mile High and Worldwide

# YOUR HUB FOR GLOBAL BUSINESS SUCCESS



World Trade Center Denver Overview

# From these mountains you can see the world

This is your World Trade Center, the hub of international commerce for the Rocky Mountain Region. This is where business leaders and entrepreneurs of Colorado come to connect, collaborate and succeed in international commerce.

We're practically in your backyard, yet through our network your reach instantly extends beyond these mountains and across the borders to 100 countries, over 300 trade centers and one million members. That's a lot of potential connections, and we're here to give you the global savvy you need to make the most of them.

Through peer-to-peer training courses, hosted networking events and expert consulting services, World Trade Center Denver gives you the tools and expert advice you need to choose your markets strategically. To increase revenues and operational efficiencies as you expand. And to navigate regulations and trade policies so you can thrive on the global stage.

No other business network can come close to the breadth and depth of unbiased expertise you have right here, all in one place.

Denver is at your doorstep, but the whole world is within your reach.



# Colorado is stronger when we trade

Our mission is to build a strong future for the remarkable industries of the Rocky Mountain Region by helping our members collaborate locally, connect strategically and thrive on the global stage. We seek to inspire our business communities to think bigger. To see what global trade can do, not just for our bottom lines, but for the places we call home. It isn't just about imports and exports. It's about bringing prosperity to our state and neighborhoods by forging ties with other neighborhoods around the world. It's about a better future for all of us.

Trade matters.

95% of the world's population and 70% of the purchasing power lies outside of the United States.

Less than one percent of America's 30 million companies export – a percentage that is significantly lower than all other developed countries. And of U.S. companies that do export, 58 percent export to only one country. Many businesses could benefit from learning more about these international opportunities and resources available to help.



Here in the heart of Denver,  
you have the power of local  
trade experts and the entire  
World Trade Center network  
on your side.

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**1 in 5 jobs** in the US are created due to trade

**733,900** Colorado jobs supported by trade

Colorado exported over **\$22B** in goods and services in 2017

Customers in **every country** world-wide buy Colorado-made goods and services

## **Focus** Dedicated exclusively to Colorado's international business success.

No need to call New York or fly to Chicago, you get face-to-face access to world-class global resources right here in your own backyard. Our sole purpose is to help local companies succeed internationally. Global commerce isn't just one of the things we do, it's the only thing we do.

## **Expertise** The highest level of unbiased trade expertise in the region. Period.

No other organization offers the breadth and depth of global expertise you get here. We are a global trade association run by people who've experienced success in international business, who know the intricacies of government policy, and who keep current and informed on every change and nuance. Our subject matter experts are the best of the best, and if they can't answer your question they will get you to someone who will. We aren't here to judge, we're here to advise, solve problems and help you put your best foot forward.

## **Connections** The local place to make global connections.

With one million members and over 300 trade centers in 100 countries, this is a network that opens doors around the world. Here you can collaborate, exchange ideas and cultivate relationships with the largest concentration of global business-minded professionals in the region. In addition to networking and training events, we facilitate introductions to get you to the right people in the right geographies.

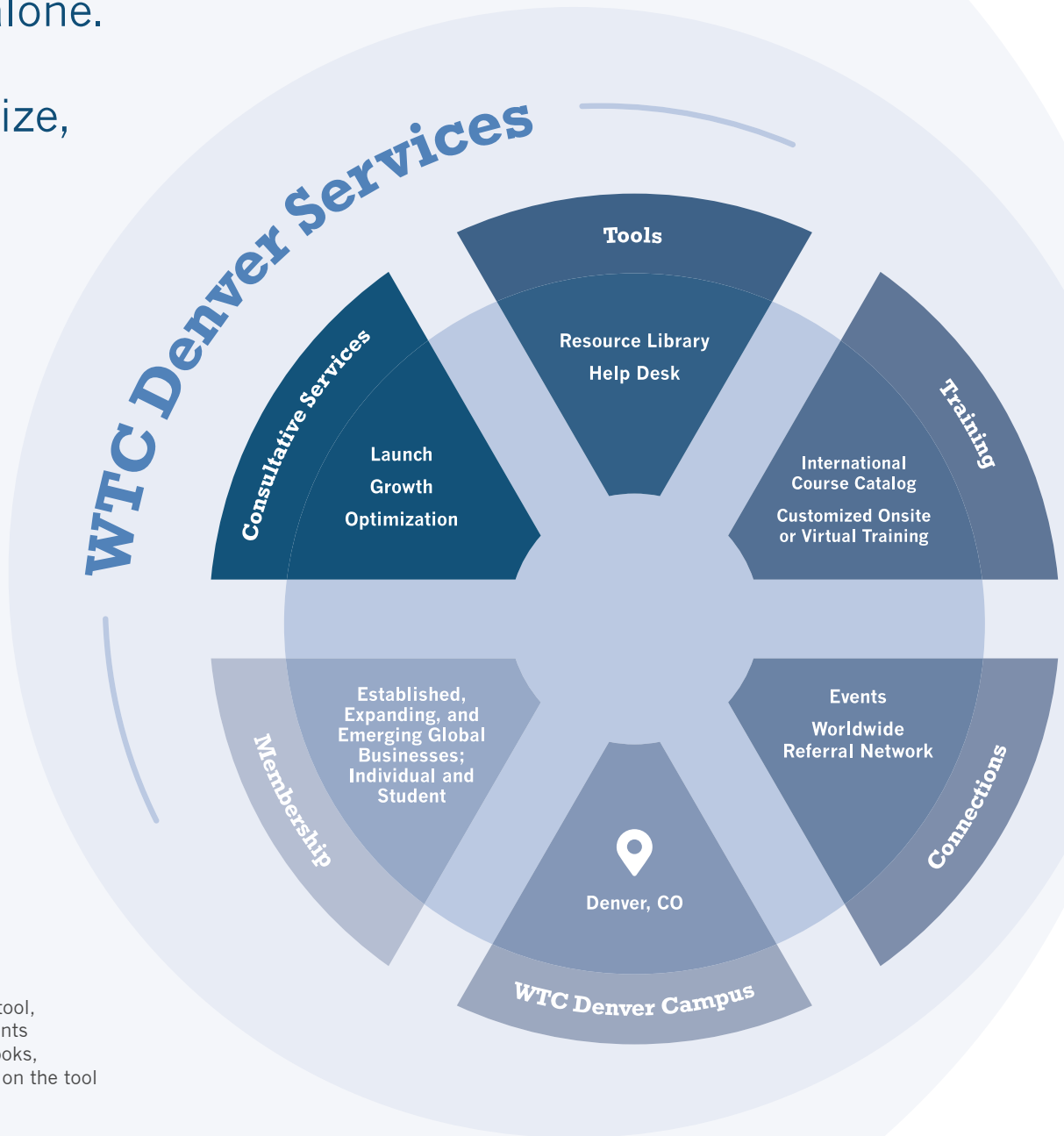
## **Services** Services and educational resources that improve bottom line results.

Online libraries and peer-to-peer training are just the beginning. We provide tools, resources and customized advisory solutions to help you choose markets strategically, mitigate risks and increase revenues and operational efficiencies as you expand.

You don't have to go global alone.  
No matter your industry or size,  
whether entrepreneur or  
global enterprise. Through  
our services we strive to  
improve understanding,  
increase revenues  
and inspire confidence in  
global trade.

#### Supporting Members' Global Initiatives

Colorado headquartered Western Union was launching a new trade tool, called Edge, to allow importers and exporters to make direct payments in 40 currencies. WTC Denver co-branded and produced several eBooks, infographics and video thought leader spots to feature as resources on the tool to strengthen the users' experience.



Whether you import, export, have global operations, or support companies who do, there's a place for you here. Our membership levels are designed to fit the aspirations of everyone from well-established international businesses to companies or individuals just getting started in global trade.

#### Training and Collaborating with Industry Experts

"The WTC Denver Institute's training programs cover all of the practical pillars of understanding international trade. The WTC Denver has a team of five-star experts guiding you through the global business process. You learn in an interactive environment conducive to hands-on learning. In addition, you have the valuable opportunity to meet international business leaders in Colorado."

Marcia Wright, Cognizant

## Established Global Businesses

*We need consulting and promotional opportunities*

**Pinnacle Membership** | Maximize promotional and sponsorship opportunities, exclusive events and connections, strategic consulting, speaking and convening priorities, leadership roles, and an invitation to the international WTC Association conference

**Summit Membership** | Access promotional and sponsorship opportunities, exclusive events and connections, strategic consulting, and free training

## Expanding Global Businesses

*We need growth strategies and solutions*

**Alliance Membership** | Tap into basic promotion, discounted consulting, free training, and connections

**Apex Membership** | Uncover discounted consulting, free training and connection opportunities

## Emerging Global Businesses

*We need connections and training*

**Expansion Membership** | Benefit from global network referrals, free training and roundtables, full trade document services, and member interest networks

**Explorer Membership** | Acquire training and networking opportunities to learn from peers, receive document support, and member interest networks

## Individuals and Students

*I want to learn and contribute*

**Individual Membership** | Build a network of other globally-minded individuals, free training and roundtables, and member interest networks

**Student Membership** | Test global business savvy with a free training and roundtable, and take 50% off member rates of additional courses and events, and opportunity to join the NextGen Committee



# Building momentum

## World Trade Center Denver 2020

Denver's RiNo Art District will soon become the epicenter of globally-driven activity in Colorado. Opening in 2020, your new World Trade Center campus will include state-of-the-art conference center and training facilities, a flagship business hotel and globally-themed restaurants and retail stores. It will be both the headquarters for established global companies and an incubator for aspiring global entrepreneurs. An exciting and vibrant international hub in the heart of Denver.

Your full headquarters or just your global operations can be here too. Choose from co-working or independent office space, and join a thriving ecosystem of like-minded businesses.

### Convening the Denver International Business Community

The Mayor's Office of Economic Development asked the WTC Denver to support a request from the Chinese Premier's Office, who was visiting the United States accompanied by 100 Chinese business leaders on a US tour. With just two weeks notice, the WTC Denver learned that 100 Chinese CEOs were coming to Denver and they wanted a 1/2 day Energy Forum and B2B Matchmaking opportunities. The WTC Denver planned this forum, found sponsors and speakers, and recruited 100 U.S. counterparts to meet with these executives and explore business opportunities.



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[wtcdenver.org](http://wtcdenver.org)