

## Report - World Trade Center Bhubaneswar achieves global recognition for International Trade Promotion initiatives

World Trade Center Bhubaneswar participated in the 54<sup>th</sup> Global Business Forum 2024, an annual flagship event of World Trade Centers Association held at WTC Bengaluru, Karnataka from March 3 to 6.

The event brought together WTCA Members and their Global Members along with International Delegates as well Business Member under a single platform. Almost 250 attendees from nearly 110 WTC Businesses representing 52 industry sectors and 32 countries attended GBF 2024.

WTCA Champions Award is a program to recognize excellence throughout its global network and honour the members who are a tremendous resource for local businesses and communities. The 3<sup>rd</sup> Biennial Champions Awards was announced during GBF 2024 and World Trade Center Bhubaneswar emerged as a Champion in the category “Local Connectivity” for its tremendous efforts to assist local businesses to mark their presence in the global market. WTC Bhubaneswar was recognized for its trade promotion and trade education initiatives in the state of Odisha and organized more than 50 international trade promotion and education activities in the current year.

World Trade Center Bhubaneswar has around 200+ registered business members from various sectors/industry bodies with six Think Tank verticals (*Tourism, Infrastructure, Agriculture, IT, International Trade & Women Entrepreneurs Forum*) where the center focuses on each sector with specialized initiatives as well as programs that addresses the current issues or trends. WTC Bhubaneswar has been working actively for over a decade, connecting Odisha globally and has recently been entrusted as the Export Facilitation Cell (EFC) by MSME Department, Govt. of Odisha and has conducted more than 35 trade promotion programs under the EFC in a duration of nine months. WTC Bhubaneswar has executed and has facilitated various crucial initiatives like the flagship consignment of first ever direct export of Agri Products from the State by a Women Led Enterprise, commencement of Air Cargo Operations from BPIA Bhubaneswar, commencement of Container Cargo from Paradip Port etc. WTC Bhubaneswar led a successful delegation to Ho Chi Minh City, Vietnam, hosted an inbound delegation of 22 members from Vinh Long province, Vietnam and facilitated the participation of its center’s Business Members in Food Taipei 2023, Taiwan’s International Food Fair. The center has on-boarded linkage with 5 National Export Promotion Councils, Development Authorities/ Associations, Indian Consulates overseas creating over 50 linkages between the local business community and global trade opportunities.

WTC Bhubaneswar has been working relentlessly to strengthen the WTC brand by entering MoUs with Local Industry Associations, Government e-marketplace, Entrepreneurship Development Institute of India, Export Promotion Councils of Government of India, leading

Universities of the State etc. In addition to that, WTC Bhubaneswar has been recently accredited by the World Trade Centers Association for Trade Services and Business/Member Services.

WTC Bhubaneswar also signed a MoU with WTC Bengaluru, Chennai, Kochi to collaborate and explore areas of mutual co-operation for the economic growth of the regions during GBF 2024.

*The event was held from 3<sup>rd</sup> to 6<sup>th</sup> March, 2024 at WTC Bengaluru, Karnataka.*

#### **Captions for the Photographs:**

**377A3663 – In Photo:** All the awardees post the announcement of Champions Award 2024 by WTCA

**377A3575 – In Photo:** Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar (L) receiving Champions Award for Local Connectivity from Mr. John E. Drew, Chairman, World Trade Center Washington, D.C (R)