



WORLD TRADE CENTERS ASSOCIATION (WTCA) BRAND ONE SHEET

The one sheet is a summary of all the branding work to provide to internal stakeholders, gain corporate clarity and engage all aspects of product development around the brand.

WTCA Executive Leadership final approval 9-26-13

TAGLINE

convey qualities of our brand

We Grow Trade™

PURPOSE

why we exist

To provide a strong, active global network of successful World Trade Centers.

VISION

what we aim to achieve

To become the world's trusted global brand for international business connections and trade through our proprietary network of branded properties and integrated trade services.

MISSION

how we plan to achieve our vision

To expand the reach and increase the quality of our global WTCA network.

PHILOSOPHY

our aspirations, beliefs and inspiration

The WTCA aspires to build the world's premier global business network that empowers members with a common interest to grow trade.

CULTURE - VALUES

what we stand for and how we behave

Our culture supports our purpose, which is to build a strong, active WTC network. Our core values reflect our culture and what we aspire to be:

Service-oriented: We continuously seek to better understand member needs and offer solutions that deliver value and create long-term relationships.

Responsive: We strive for efficient and meaningful interaction.

Collaborative: We work together to create an enriching culture built on trust and respect.

Innovative: We are strategic, entrepreneurial, and forward-thinking.

Ethical: We conduct our affairs with integrity and transparency.

Culturally diverse: We create a culture that fosters creativity, productivity and mutual appreciation.

PROMISE

the #1 promise our brand can fulfill

We promise to leverage our brand, network of global contacts, world-class properties and integrated business services to grow trade.

POSITION

what makes us the preferred partner

The only Association with exclusive rights to license "World Trade Center" and its "WTC" brand to businesses and communities worldwide, empowering them to gain a competitive advantage and boost investment.

PERSONALITY

the style we deliver on our promise

- **Collaborative** and communicative.
- **Open-minded** and diverse.
- **Innovative** and entrepreneurial.
- **Responsive** and service oriented.
- **Trustworthy** and honest.
- **Social** and approachable.