

## **WTCA: A Network fostering Goa's connect to the Globe**

World Trade Center Goa (WTC Goa) successfully celebrated the 22<sup>nd</sup> Anniversary of the World Trade Centers Association (WTCA) and its Global Business on 12<sup>th</sup> June 2024 at Panaji Goa.

The WTCA, a diverse network comprising approximately 300 WTCs in over 90 countries, aims to foster growth and global connections. WTC Goa plays a vital role in this network by collaborating with local businesses and connecting them globally.

The event commenced with the introduction of six MoUs signed by WTC Goa with other WTCs based in Cyprus, Poland, Algiers, France, Netherlands and Armenia. These agreements signify WTC Goa's commitment to enhancing international business relationships and expanding opportunities for local enterprises.

The MoU introductions were followed by a brainstorming session which highlighted a variety of Goan products and services poised for the global market and which could be offered to these WTCs. The products and services reflected Goa's diverse capabilities and its potential to contribute significantly to the global market.

The session identified key products such as agro commodities like spices and teas, Ready to eat millet products, Masalas and even the Kunbi sarees which is the traditional attire of the indigenous Kunbi community of the state. The discussions also identified opportunities for exploration in several service sectors, including Green Building Concepts, Metals & Metallurgy, Medical Tourism, Health and Wellness, Yoga, Engineering and Financial Services, Ship Design, Ship Building, Ship Repairs, and M.I.C.E services.

The event not only commemorated the WTCA's anniversary but also set the stage for future collaborations and business expansions for Goan enterprises.

**The event was held on June 12, 2024, at Nalanda Hall, EDC House, Panaji, Goa.**

### **Caption:**

**Top and bottom right:** Delegates at the WTCA Day celebration

**Bottom Left:** Mr Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa addressing the Delegates



Delegates at the WTCA Day celebration