

Date: 18-19 April 2026

WTC Goa participates in the Universal Trade Services (UTS) Training Programme in USA.

Mr. Cyril Desouza, Regional Director – Trade Promotion, World Trade Center Goa, participated in the Universal Trade Services (UTS) Training Programme, a strategic initiative launched by the World Trade Centers Association (WTCA) as part of the WTCA Board's special initiatives aimed at strengthening the trade services capabilities of member World Trade Centers and was organized from 18th to 19th April at the Marriott Downtown Hotel in Philadelphia, PA, USA. The pilot programme was designed to equip WTCA members with practical tools and methodologies to expand their business footprint into new international markets, enhance engagement with local and national governments, and create sustainable revenue-generating opportunities. The initiative seeks to strengthen the value proposition of World Trade Centers by enabling them to deliver a broader range of trade and investment facilitation services to their business communities. The programme was developed and delivered by Trexl, a Canada-based company led by Ms. Gwenaele Montagner, CEO along with Ms. Kelly Coubrough, Manager. The training drew extensively from the highly successful trade services model established by World Trade Center Toronto, which is widely recognized for its effectiveness in supporting international business growth and market expansion. Participation in this programme has provided WTC Goa with valuable insights, best practices, and practical frameworks that can be adapted to further strengthen its trade promotion activities and enhance services offered to exporters, investors, and businesses seeking international market opportunities.

The meeting was held on April 18-19, 2026