

Economic Development Partner Commitments

- > Designate a dedicated WCA liaison
- > Actively participate in WCA planning and operations
- > Make annual financial contributions to execute WCA's mission
- > Attend annual board meetings to determine WCA business strategies



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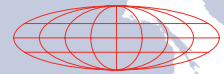
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World Cities Alliance

An international
joint venture for advanced
economic development

- > *Attracting Business Investment*
- > *Creating Partnerships*
- > *Stimulating Trade*
- > *Increasing Worldwide Exposure for
Economic Development Organizations and
Corporate Partners*

W o r l d C i t i e s A l l i a n c e



WCA Objectives > > >

An international joint venture between professional Economic Development (ED) organizations and corporations, the World Cities Alliance (WCA) will increase inward investment and trade for major world business centers, and generate business-to-business activities for companies engaged in international commerce. The WCA will also create value in the form of exposure to all WCA partners. As members of the WCA, government-based or private ED organizations and corporate partners share a complementary business mission of stimulating region-to-region commerce. The WCA partnership is a significant and unique collaboration between ED organizations, and industry-leading international corporations, which distinguishes it from any other organization.



WCA Advantages > > >

An Elite Brand

- > Partnership in a widely recognized, elite international economic development consortium.
- > Specialized branding and promotion of the Alliance, its EDPartner organizations and corporate partners, as a unique global business development organization.

Business Investment Recruiting

- > Access to business expansion and new investment opportunities in EDPartner regions.
- > First-rate marketing and communications plans with resources to reach key audiences in North and South America, Asia and Europe.

Business Efficiency

- > EDPartners gain cost efficiencies of participation in a distributed global marketing and consultancy organization.
- > World-class marketing and promotion not available to any single region provide EDPartners with shared services, information and access to top-notch staff in multiple markets.

Engineered Business Networking

- > Regular business networking events, including trade delegations between EDPartner regions.
- > The WCA Business Information Exchange Platform (BIEP), a dedicated IT connection which will link businesses in EDPartner regions. The BIEP will provide market information, business-to-business functions and the full consultancy capabilities of the WCA and EDPartner staff.
- > The WCA Business Incubator Link – an interface between companies in business incubators in each EDPartner region for the purpose of sharing information and facilitating business and partner relationships.

Information

- > Customized, world-class market information and business intelligence on key market segments.
- > An unparalleled network of business intelligence created by shared information from EDPartner organizations.

Expertise

- > Specialized staff expertise in key business sectors.
- > Staff dedicated to WCA business in strategic EDPartner regions throughout the world.