

# WORLD TRADE CENTER WARSAW

## 25 YEARS OF COOPERATION AND TRADE

Stanisław Błaszczyk talks with Jacques Tourel, Chairman of the WTC Warsaw.



The WTC Warsaw is a recognised and respected symbol of local focused economic strength, for its excellent services, quality operations and world wide international network.

The WTC Warsaw is a member of the global prestigious World Trade Center Association with headquarters in the WTC tower in New York.

The WTC Warsaw cooperates closely with ministries, business organisations and agencies, dedicated to promotion of international trade and investments.

Bringing to Poland in 1990 the WTC Association, the world's best known business organization, the WTC Warsaw mission was to actively support Poland's historic transformation and successful integration into the global economy.

### What is the concept of WTC association?

The concept consists, in fact of two simple ideas: first, to promote peace and stability through trade; and second, to encourage reciprocal relations and programs from one World Trade Centre to another, include exchange of business information, trade missions, educational programs and advance technologies. It operates beyond political and geographic borders, and beyond religions, colour and race.

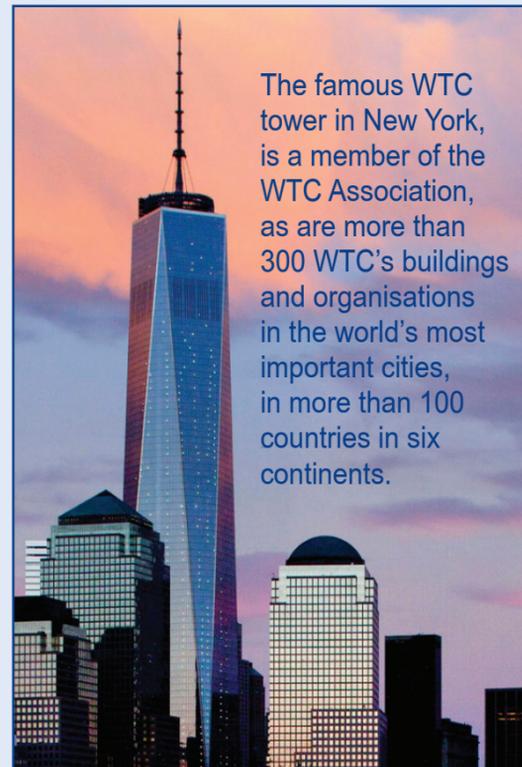
If you need information and contacts in Poland and Warsaw, you would come to me. If I need information about your area, wherever it might be I would contact the local WTC. They know the right people, that know the right people I want to meet. It's all about the proper network that opens doors, foster friendship and promote good business and trade.

A typical WTC building brings under one roof, leading businesses and companies, together with governmental and city agencies involved in investment and commerce, chambers of commerce and business organisations. WTC in many cities are iconic buildings recognised as the most important business address in their respected cities, stimulating the local economies with their global reach.

### Does the WTC Warsaw compete with other organisations?

The WTC Warsaw is not competing with other business organisations but it assists, cooperates and complements them by offering a different set of services and possibilities not available elsewhere.

The WTC Warsaw is known for its ability to arrange one on one high level meetings with officials, as well as with potential suppliers, buyers, distributors and potential partners. What is the WTC formula that brings the successful match-making results?



We believe that the most important element in finding a business partner is quality information. Everyday companies are going out of business, new companies are born, companies change direction and profile, old people are out and new managements are in. You need reliable updated information.

We don't just introduce companies and people to local partners because they are in the same kind of business. We screen them, meet and check if they are ready and able to provide what you are looking for. Only then we shall recommend to arrange direct talks. I believe that nothing can replace face to face meeting and a handshake.

### How does the WTC Warsaw support international trade?

We are often asked to actively participate in negotiations and assist to bring deals to successful conclusion. If needed, we can arrange financial guarantees and may become a party to the deal, bringing our relations, credibility and trust. This saves precious time and money and have higher probability for long term positive results.

We also can offer our excellent marketing ability to open the Polish market for foreign brands, placing their products on the shelves, generate demand, and making them household names.

We are very proud of our strong international relations. Business people and companies are calling us from other countries to help them source investments and products in the right price, and help to negotiate deals.

### How is the WTC Warsaw involved in organising Trade delegations?

We promote different delegations in close cooperation with the Polish Chamber of Commerce, the President Office, the Ministry of Development and other ministries and agencies. WTC participates from time to time in official delegations as well as in business focused missions around major trade events. In many cases we contact the local WTC in the destination city and obtain their local support. At the same time we also assist in preparing effective visit programs for incoming foreign delegations to Warsaw.

### The WTC Warsaw is also known for its excellent relations with the diplomatic community.

Indeed we cooperate closely with ambassadors and the diplomats. We see their need for more economic, cultural and social networking. We support ambassadors in their efforts to promote their countries, and bilateral economic relations.

The WTC Warsaw in cooperation with the Polish Chamber of Commerce has established the Ambassador Club, for informal high level networking. The Mission of this club is to foster economic ties, cultural links, and friendship, by bringing together foreign diplomats with Polish vip's from politics, culture, science, media, sport and business. Meeting are organised from time to time and on special occasions.



### The World Trade Centers Values:

- **SERVICE ORIENTED:** We continuously seek to better understand our members 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 relations built on trust and respect.
- **INNOVATIVE:** We are strategic, entrepreneurial, forward-thinking, out-of-the box and results oriented.
- **ETHICAL:** We conduct our affairs with integrity and transparency.
- **CULTURALLY DIVERSE:** We promote friendship, productivity and mutual appreciation, across cultures and nationalities.

You are invited to contact the WTC Warsaw, located at the Polish Chamber of Commerce building, ul. Trembacka 4, in the heart of Warsaw, nearby the Presidential Palace, the National Opera, the Bristol and Sofitel hotels.

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