

International Development & World Trade Center Tacoma

Economic Development Committee
June 27, 2017

A faint, circular seal of the City of Tacoma is visible in the background on the right side of the slide. The seal features a mountain, a ship, and the text "SEAL OF THE CITY OF TACOMA".

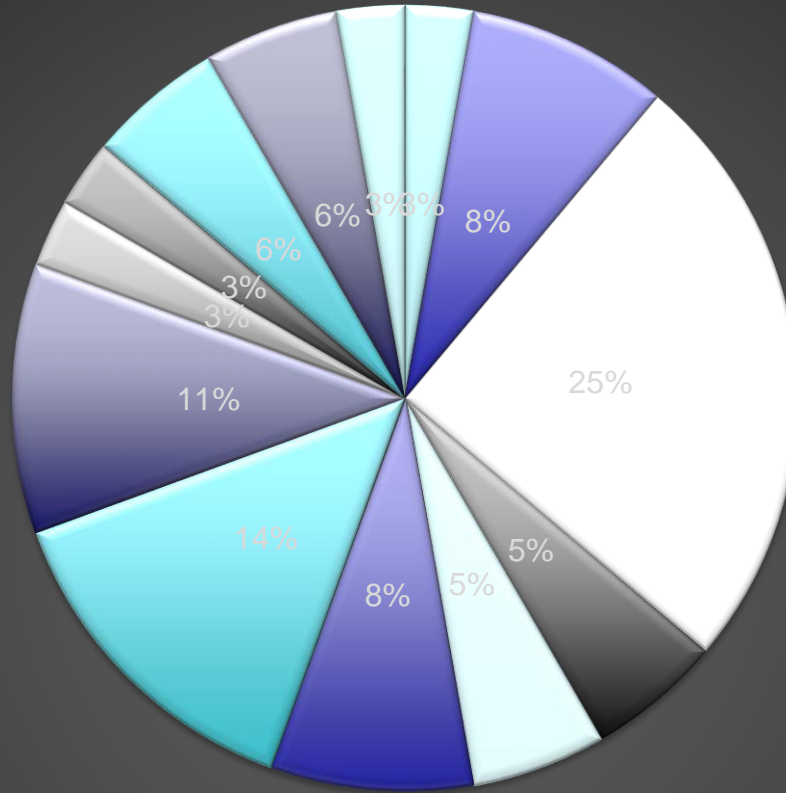
Overview

- Update on World Trade Center
- Trade Missions
- Education & International Students
- Foreign Direct Investment Projects



- Motto: We Grow Trade & Investment
- One of 320 WTC's in 90 countries worldwide
- Only full-service WTC in Northwest
- Funded by Private/Public partnership

WTC Membership by Industry



- Law
- Manufacturing
- Professional Services
- Public
- Industry Organization
- Partner Organization
- Transportation & Logistics
- Financial Services
- Healthcare
- Outdoor Recreation
- Individual
- Education
- Agriculture

WTC Trade Services



Consulting & Trade Desk

- Nutritional bar sales in China
- Costco diligence
- Tacoma firm trade services



SME-Oriented Events/Education

- Globe Awards
- Import/Export Seminar
- Cultural Do's and Taboos
- STEP Grant Seminar
- Travel Security

B2B Cross-border e-com

Nearly half world's . . .

- 468M shoppers = 40% world¹
- \$589 billion in 2015²
- Growth projection: 50% annually³

1. <http://www.pfsweb.com/blog/2016-china-ecommerce-market/>

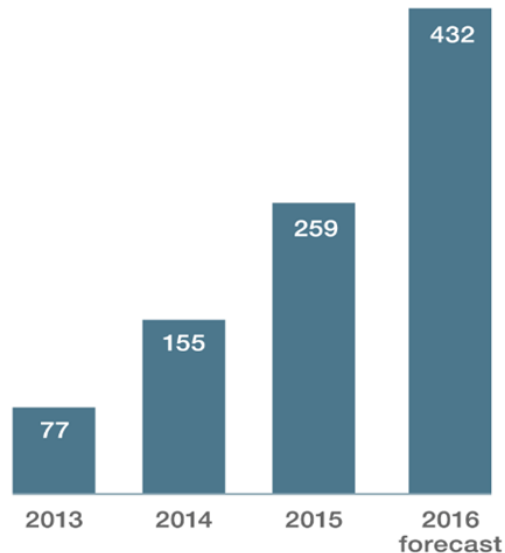
2. <https://www.internetretailer.com/2016/01/27/chinas-online-retail-sales-grow-third-589-billion-2015> cites <http://www.stats.gov.cn/n>

3. <http://www.mckinsey.com/industries/high-tech/our-insights/crossborder-ecommerce-is-luring-chinese-shoppers>

. . . and growing quickly

Higher quality and lower prices are behind the rapid growth of B2C cross-border e-commerce in China.

Size of China's retail import market, billion RMB¹



Top two purchasing factors, % of respondents²

Product quality

68

Product price

66

¹6.475 RMB = \$1.

²2014 survey of online habits and consumption behavior by iResearch via iClick Community (n = 525).

McKinsey&Company | Source: China e-Business Research Center; iResearch; McKinsey analysis

WTC Trade Missions

- Specific Industry Focus
- Opening of new distribution channels
 - E-commerce
 - More-V Platform
 - Linca PFTZ
- Brings awareness and interest to local products
- Realized transactions



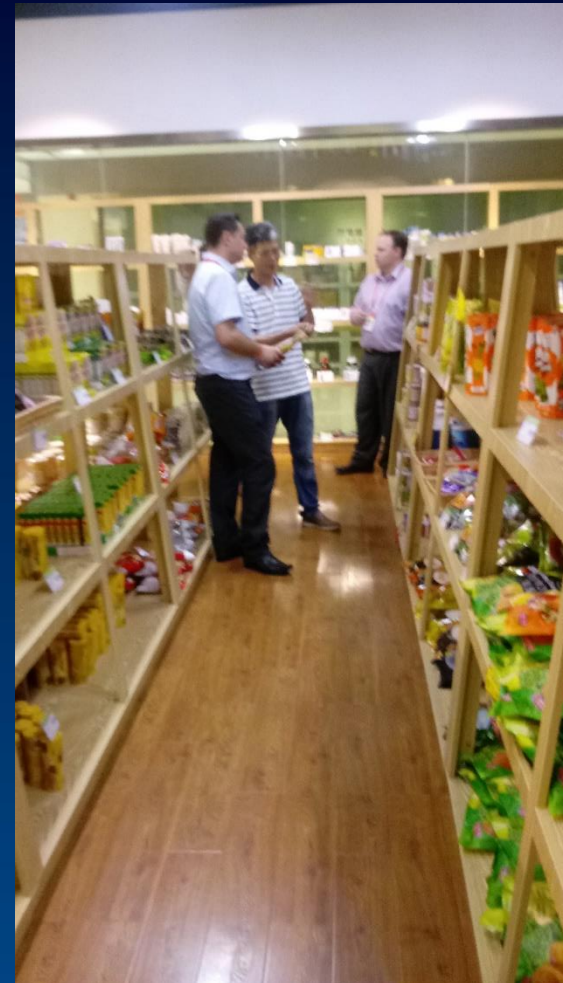
SIAL Food Exhibition



Developing Alibaba Inroads



Fuzhou Pilot FTZ Mall



China Program

- Background
- Mission: Trade & Investment
- Support for Investment Projects
- Alignment with Market Opportunities
- Initiation of WTC e-commerce effort



Estimated Direct Economic Impact of Incoming Students this Past School Year

20 student impact:

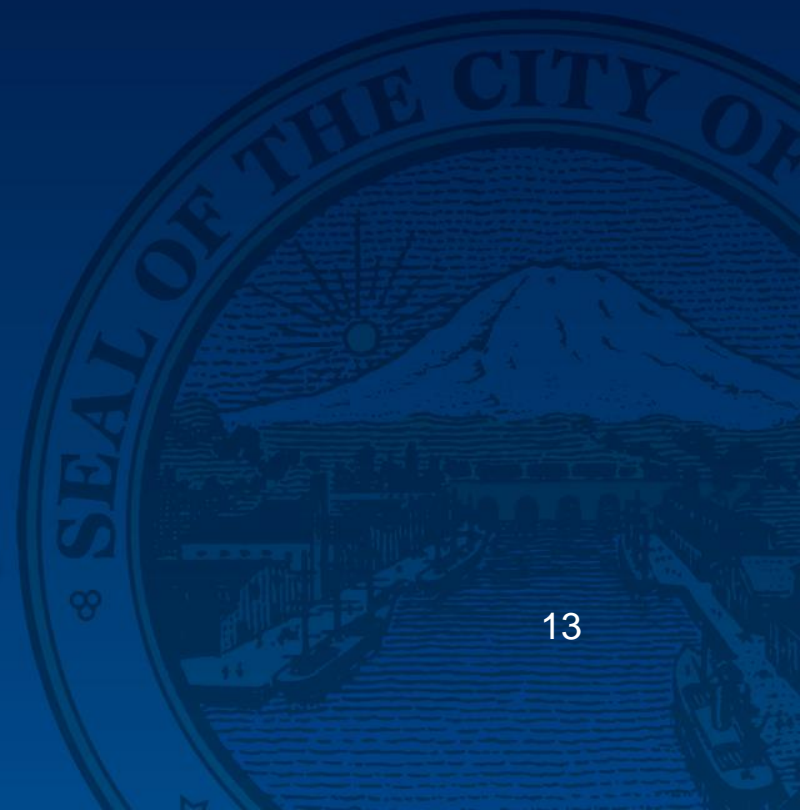
Tuition:	\$350,000
Homestay families:	\$180,000
TBI fees:	\$440,000
Shopping estimate*:	<u>\$330,000</u>
	\$1,300,000

*Includes 24 parent visitations



Partnerships

- World Trade Center Tacoma
- Port of Tacoma
- Public/Private Education System
- International Chambers of Commerce
- Washington State China Relations Council
- Washington State Department of Commerce
- Greater Seattle Trade Development Alliance
- Sister Cities
- Mayor's Commission on International Relations



Foreign Direct Investment

- Convention Center Hotel
- Town Center Development
- Main Library Parking Lot



Foreign Direct Investment Town Center Development



TACOMA CONVENTION CENTER HOTEL

Foreign Direct Investment Town Center Development



Foreign Direct Investment Main Library Parking Lot



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