



**WE
GROW
TRADE**

WTC TACOMA UPDATE

Economic Development Committee
of the Tacoma City Council
April 28, 2026



1

SME Disruption



2

Emergency Response Tariff Education and Training



Keynote Address at the Center for Advanced Manufacturing of the Puget Sound



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Readiness & Actionable Insight Events

DATE	EVENT	DESCRIPTION	RESULTS
10/15	Propeller Club	WTCTA ED presented on tariff impacts	Pre-2025 tariff event familiarizing club members with scenarios and likely impacts
1/24	Port of Olympia	Presentation on federal tariff policy	Secured Port of Olympia membership
2/27	Tri-County Tariff Forum	Guest speaker on tariff resilience	Boosted WTCTA visibility in King & Snohomish
3/18	CAMPS Luncheon	Keynote to regional manufacturers	Advanced strategies on tariff responses with substantial manufacturer input
4/29	Multi-County Tariff Webinar	Panelist with well-attended audience from Pierce, King, Snohomish, Kitsap	Provided SMEs with actionable insights

Total Participants ≥250



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Trade Promotion Education and Outreach

2025 Programming



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Education and Outreach Programs

- Q1 '25
 - ✓ **1/22 Vietnam Embassy Visit (DC):** Elevated South Sound–Vietnam ties; showcased region to Chief Economic Consul.
 - ✓ **3/25 Can Tho Delegation Reception:** Secured future trade mission invitation to additional region in Vietnam
- Q2 '25
 - ✓ **4/12 PLU Study Abroad Event:** Inspired 50 students and faculty on international trade careers.
 - ✓ **5/8 SelectUSA Lunch & Learn:** Connected 40 international investors with local ecosystem.
 - ✓ **5/21 Export Roundtable (EXIM):** Featured several Globe Award winning exporters; 40+ attendees.
 - ✓ **6/21 Afri/Pac Forum:** Sparked initiatives including Africa-based “Alibaba” concept and interest in regional trade group formation
- Q3 '25
 - ✓ **7/23 Export Readiness Webinar (WEOT):** Featured guest, positioned WTCTA as SME resource.
 - ✓ **7/30 Fireside Chat (REAL Network):** Addressed trade, SMEs & global policy.
 - ✓ **9/8 Chinese Language Program Launch:** Strengthened China engagement.
 - **9/25 Globe Awards:** Annual flagship fundraiser.
- Q4 '25
 - **10/4 Diwali Festival:** Co-sponsoring + speaking on India trade opportunities.
 - **10/16 Latin America E-commerce Event:** Strategies with Chilean expert.
 - **10-11/TBC Vietnam Delegation: Reception and trade program for high-level incoming Vietnam delegation**
 - **11/17 TCC Presentation:** Exchange with 50-student & professor cohort from Denmark.
- Q1 '26
 - **03/12 How to Make Your Website Worldwide**



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2024 Trade Missions



Japan



China



Vietnam



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2024 Trade Missions

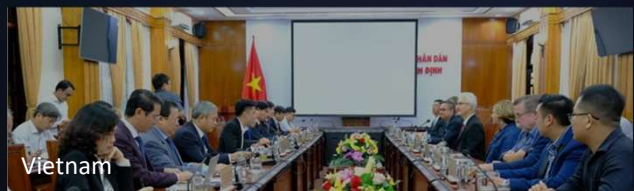
↓ 2025 Outcomes



Japan



China



Vietnam



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2025 Outcomes

- | | |
|----------------------------------|---|
| Trade Promotion | <ul style="list-style-type: none"> ✓ Japan: Video game sales, localization, licensing, and co-development ✓ China: Sourcing support for new & current importers |
| FDI Promotion | <ul style="list-style-type: none"> ✓ Vietnam: CEO Education/Matchmaking jointly with UWT MSB ✓ Japan: Support for manufacturing investment and employment initiatives ✓ China: Technology transfer and investment facilitation |
| Investing in the Next Generation | <ul style="list-style-type: none"> ✓ China: Continued student engagement and study visits ✓ Vietnam: Ongoing UWT MSB Study tour to Hanoi ✓ Encouragement from the classroom |



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Annual Reach

60+

Technical Assistance

16

Programs and Events

17

Presentations

750+

Event Participants



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On the Horizon

International Soft Landing

Support this CED-led initiative to align partners and leverage global connections for local economic growth

Follow-up on Japan Game and Aerospace trade mission

In collaboration with the Secretary of State and other team members

Joint program with Coupang

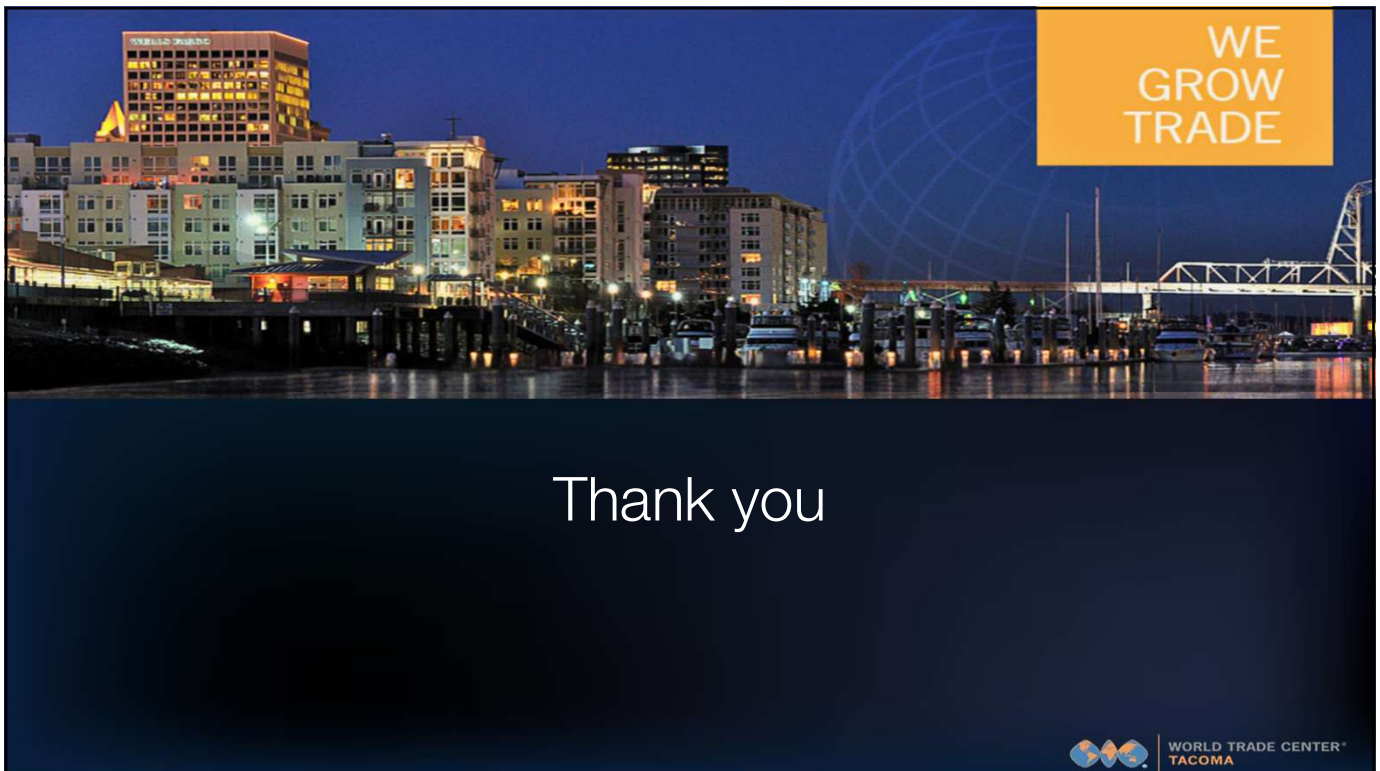
To bring local companies into the Korean & Taiwan markets

Hosting an African Executive Delegation

This initiative will connect African leaders with local companies, institutions, and experts



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