



WORLD TRADE CENTER®
LAS VEGAS

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WORLD TRADE CENTER LAS VEGAS CLOSES CES® 2018 ANNOUNCING PARTNERSHIP WITH WORLD TRADE CENTER TRIESTE

LAS VEGAS – The Las Vegas Convention and Visitors Authority (LVCVA) and the Consumer Technology Association (CTA)TM, owner and producer of CES®, closed out CES 2018, with an official Memorandum of Understanding (MOU) between the [World Trade Center Las Vegas](#) and the World Trade Center Trieste to enhance international business relationships.

Through the agreement, Las Vegas and Trieste will co-market under the World Trade Center brand creating access to key trade information, market research, and facilitate business trade opportunities around the world.

The WTCA encourages mutual assistance and cooperation among its members. In 2010, CTA was granted the rights to the World Trade Center Las Vegas license and partnered with the LVCVA in an effort to attract more international visitors and trade events to Las Vegas. Currently, 19-percent, or nearly six million of all Las Vegas visitors are international travelers, and over the next decade, the LVCVA's goal is to increase that figure steadily.

“International visitation represents a tremendous growth opportunity for Las Vegas as a leading destination for business and leisure travel,” said Rossi Ralenkotter, CEO of the LVCVA. “Today’s MOU signing and the impressive delegation coordinated with WTC Trieste is a testament to the benefits of leveraging the strength of the Las Vegas brand, the convention center’s World Trade Center designation and our global relationships.”

The partnership between WTC Las Vegas and WTC Trieste has already produced beneficial opportunities for both destinations as the groups successfully arranged a delegation of more than 100 Italian attendees to participate in CES 2018. WTC Trieste has expressed intention to return to Las Vegas in 2019 to exhibit at CES once again.

“Thanks to the strong support of WTC Las Vegas this year, for the first time, the Italian presence of qualified startups at CES is huge with more than 100 startup representatives,” said Cristina Sbaizero president of World Trade Center Trieste. “This MOU will further enhance collaboration

to build Las Vegas as global business destination in our country, and for Trieste, this bridge is very important to better highlight our location to develop business in Europe and all of these assets are internationally connected thanks to the World Trade Centers Association Network.”

“Our alliance with the LVCVA and the World Trade Center Las Vegas have paved the way for outstanding opportunities to elevate visibility for Las Vegas and CES on a global stage,” said Gary Shapiro, president and CEO of CTA. “By forging business connections with other World Trade Centers in global cities, the LVCVA and CTA strengthen the potential for growing international opportunities. We look forward to celebrating continued successes through our newest agreement with WTC Trieste.”

Las Vegas is the only destination in North America with a World Trade Center designation on the campus of a convention center.

In addition to the MOU with WTC Trieste, the WTC Las Vegas has signed memorandums of understanding with WTC Montevideo, WTC Dulles Airport, WTC Taipei, WTC Mexico City, WTC Brussels, WTC Beijing, WTC Miami, WTC Istanbul, WTC Seoul, WTC Sao Paulo, WTC Ft. Lauderdale and WTC Santiago.

The LVCVA also has a Memorandum of Understanding with the U.S. Department of Commerce’s International Trade Administration to promote travel and tourism exports.

For visual assets, please visit the [LVCVA Newsroom](#).

ABOUT THE WORLD TRADE CENTER LAS VEGAS

The World Trade Center Las Vegas is a partnership between the Las Vegas Convention and Visitors Authority (LVCVA) and the Consumer Technology Association (CTA)TM, owner and producer of CES[®], the world’s leading innovation event. In addition to marketing and branding Southern Nevada as a tourism and convention destination worldwide, the LVCVA operates the Las Vegas Convention Center, the nation’s only convention center designated as a World Trade Center site and one of the largest convention centers in the United States. Together, the LVCVA and CTA market Las Vegas to business travelers around the globe under the World Trade Center brand. For more information, visit www.vegasmmeansbusiness.com and www.CTA.tech.

ABOUT THE LVCVA

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center. With nearly 150,000 hotel rooms in Las Vegas alone and more than 11 million square feet of meeting and exhibit space citywide, the LVCVA’s mission centers on attracting ever increasing numbers of leisure and business visitors to the area. Download the virtual reality app, Vegas VR, to experience Las Vegas from your iPhone or Android by visiting <http://www.vrtv.vegas/>. For more information, go to www.lvcva.com or www.visitlasvegas.com.

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