



WORLD TRADE CENTER®
LAS VEGAS



FOR IMMEDIATE RELEASE
February 13, 2019

Contact: Amanda Peters
(702) 892-7658
apeters@lvcva.com

Cara Clarke
(702) 743-9362
cclarke@lvchamber.com

WORLD TRADE CENTER LAS VEGAS PARTNERS WITH LAS VEGAS METRO CHAMBER TO DRIVE INTERNATIONAL BUSINESS

LAS VEGAS – The Las Vegas Convention and Visitors Authority (LVCVA) and the Consumer Technology Association (CTA)® have announced a partnership with the Las Vegas Metro Chamber that marks the next major step in demonstrating to the world that ‘Vegas Means Business’. During the February 12 LVCVA Board of Directors meeting, a Memorandum of Understanding (MOU) agreement was signed that designates the Las Vegas Metro Chamber as the World Trade Center Las Vegas Business Club.

This agreement brings the WTC Las Vegas and the Las Vegas Metro Chamber together to advance business relationships and maximize economic opportunities stemming from international business visitors coming to Las Vegas. The WTC Las Vegas and the Las Vegas Chamber will join forces to welcome incoming delegations to Las Vegas; develop and implement programming to educate visitors on how to do business in Las Vegas; connect local businesses with interested international partners; and promote WTC initiatives.

“The LVCVA’s involvement with the World Trade Centers Association has provided tremendous opportunities to elevate Las Vegas’ reputation as a leading business destination on a global scale and we view this new partnership with the Las Vegas Metro Chamber as an avenue for developing meaningful connections between the outstanding professionals in our community and the millions of international business travelers that come to Las Vegas each year,” said LVCVA President and CEO Steve Hill. “It’s an honor to formalize this agreement with an MOU and we are eager to get to work developing programs that support our community.”

The World Trade Centers Association encourages mutual assistance and cooperation among its members. In January 2010, CTA was granted the rights to the World Trade Center Las Vegas license and partnered with the LVCVA to attract more international visitors and trade events to Las Vegas.

“Las Vegas is the world’s leading destination for hosting trade shows and getting business done,” said CTA President and CEO Gary Shapiro. CTA owns and produces CES^(R) – the world’s largest business and tech event, held each January in Las Vegas. “Both CES and Las Vegas have experienced tremendous growth and success over the past few decades, and CTA’s partnership in the WTC Las Vegas endeavor is an excellent way to leverage some of the world’s most respected brands to drive business forward.”

The LVCVA has been engaged in growing the number of international visitors to the region, particularly as meetings and conventions, such as CES^(R) have become global in scope. In 2017, Las Vegas welcomed a record-breaking 6.6 million business travelers, of those, 12 percent were from outside of the U.S.

“Las Vegas has become an important center of global business. The designation of the Las Vegas Metro Chamber as a World Trade Center Las Vegas Business Club will help create connections between our Nevada companies and business people from around the world come to Las Vegas every week looking for investment and business growth opportunities,” said Terry Shirey, chairman of the Las Vegas Metro Chamber.

The World Trade Centers Association has 326 current license holders around the world representing 91 countries and regions. The Las Vegas Metro Chamber of Commerce represents thousands of Nevada businesses and their employees. The combination of resources between the two entities provides countless opportunities to develop global relationships that will foster economic development in Las Vegas economic development.

“Business clubs are an important amenity that many World Trade Centers offer their members tenants, or visitors,” remarked Scott Ferguson, Chief Executive Officer of the World Trade Centers Association. “These clubs provide a forum for executives and decision makers to connect and engage with each other, which in turn nurtures the kinds of important relationships that lead to new opportunities. With members all over the world, WTCA deeply understands the importance of connecting with others one-on-one, and our members’ business clubs are a great way to do so outside of larger, more formal events.”

The agreement with the Las Vegas Mero Chamber of Commerce marks WTC Las Vegas’ 19th MOU. Each MOU signing party shares the vision of further enhancing the Las Vegas brand as a global business destination and growing international visitation and trade. Additional partnerships include, WTC Beijing, WTC Brussels, WTC Denver, WTC Dulles Airport, WTC Ft. Lauderdale, WTC Istanbul, WTC Leeuwarden, WTC Miami, WTC Mexico City, WTC Montevideo, WTC Santiago, WTC Sao Paulo, WTC Saskatoon, WTC Seoul, WTC Taipei, and WTC Twente. The LVCVA also has Memorandums of Understanding with the Nevada Governor’s Office of Economic Development and the U.S. Department of Commerce International Trade Administration to promote travel and tourism exports.

For more information about WTC Las Vegas and the destination’s business offerings, please visit www.vegasmmeansbusiness.com.

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. 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.

ABOUT THE LAS VEGAS METRO CHAMBER OF COMMERCE

As the leading business organization in Nevada, the Las Vegas Metro Chamber of Commerce is committed to ensuring Nevada businesses have the environment and resources they need to succeed, create jobs, and thrive in a global

economy. Founded in 1911, it has been an integral part of the community for more than 100 years and serves as the Voice of Business on behalf of its members and the community at all levels of government. www.LVChamber.com.

###