

REAL ESTATE PRINCIPLES WHICH CHARACTERIZE WORLD TRADE CENTERS

A WTC project has proven ability to provide **six value-adding elements** which make any large-scale real estate project successful in their respective markets:

1. “Targeted Purpose”,
2. “Branding”,
3. A proven history of economic development,
4. Raising the project significance by internationalizing its profile,
5. Attracting “alliance partners” who value the instant international recognition and connectivity, and
6. Being part of a high profile international organization

The “**targeted purpose**” represents the aggregation of like-minded tenants in any sector of international trade. Examples are New York aggregating international financial services and media tenants, as well as Rotterdam (Europe’s largest port) supporting international ocean-going shipping tenants.

As for “**branding**”, World Trade Centers are the only major form of commercial real estate which are;

- Worldwide, located on five continents,
- Known by more people than any other brand of real estate, and
- The locational choice to enter markets by many international companies.

The issue of attracting “alliance partners” is an important tool in financing a World Trade Center. For instance, appropriate alliance partners are entities whose goals are aligned with those of a WTC and share the objective of engaging in international trade or international exposure of a product. In this regard, three U.S. state universities are owners of World Trade Centers: University of Arkansas, University of Montana, and Bryant University.

UNIQUE REVENUE STREAMS FOR WORLD TRADE CENTERS

In addition to tenancy, their **Return on Investment** as commercial real estate projects is augmented by exclusive forms of income. Throughout the organization, the following income streams can be found;

- Specialized CAM charges to support the trade services,
- Membership fees,
- Fee-for-services for trade assistance, and
- Revenues from specialized world trade-oriented dining clubs.

The following are some **income generating facilities** which are also prevalent in selected World Trade Centers;

- Exhibition facilities
- Conferencing facilities
- Guest offices and services
- Business/Dining Club
- Language training
- Trade education and training, and
- Legal offices dealing with local tax and regulatory counseling.