



WTCO NEWSLETTER

April 2014

Week 1

LOCAL

[Central Florida to celebrate traditions of military service and respect for Veterans at Medal of Honor Event](#)

ORLANDO, FL, USA — World Trade Center Orlando will be proudly honoring Medal of Honor recipients and war veterans at a dinner in the spring of 2014. Guests will have the opportunity to meet and greet Guest of Honor Hershel ‘Woody’ Williams, the last living Iwo Jima Medal of Honor Recipient.

[Emmy Award Winning Linda King partners with WTCO to Offer Media Training Program](#)

ORLANDO, FL, USA — World Trade Center Orlando will be sponsoring on-site media training hosted by Linda King, who has extensive award-winning knowledge and expertise as a journalist. Communications seminars will help professionals improve clarity, impact, and effectiveness in their communication skills propelling them forward in the globalizing and increasingly competitive business market.

[BEING GOOD AT WHAT YOU DO IS NO LONGER ENOUGH IN THE NEW ECONOMY](#)

Despite a lifetime of hard work, small business owners, consultants and ‘corporate escapees’ often find themselves underpaid, undervalued and under recognized. Over 8 hours, each speaker will deliver a potent 40 minute talk to arm you with simple and proven methods for becoming highly valued, highly paid and recession proof no matter what your industry of expertise. Remember, in the ideas economy, building a thriving business based on your skills, talents and expertise won’t happen by itself. It takes preparation and design to get it right. KPI has an event June 5th in Orlando. By the end of this day you will be crystal clear on what you must do in 2014 in order to own your niche, capture your value and make a name for yourself in the new economy.

WTCO EVENTS CALENDAR

May 2, 2014: [Medal of Honor](#) — Orlando, FL, USA

May 15, 2014: [International Heritage Day](#) in City Hall — Orlando, FL, USA

May 21-23, 2014: [Max Sacks Sales Training](#) — Orlando, FL, USA

June 5, 2014: [KPI Sales Training](#) — Orlando, FL, USA

WORLD TRADE NEWS

[The Hurdles of Scaling Globally](#)

Expanding a business overseas involves the careful consideration of risk and cost. The most important thing to keep in mind during these difficult economic times is to take the proper steps to protect the company while doing so. Before deciding to scale internationally, here are a few key issues small- and mid-sized companies should consider.

North America

[Obama Changes Rules for NSA Data Collection](#)

In a speech delivered at the Department of Justice in Washington today, President Obama announced a change to the way your personal cell phone metadata is stored by the U.S. government. An independent third party will hold the data instead of the government itself. Also, the U.S. government will only be able to pull phone records from that third party storage facility that are two steps removed from a terrorist organization.

Africa

[Step Change: GDP](#)

An estimate for Nigeria’s GDP in 2013 has been revised from 42.4 trillion naira to 80.2 trillion naira (\$510 billion), an 89% increase. The revision means Nigeria leapfrogs South Africa to be Africa’s largest economy. It rises to 24th in the list of the world’s big economies, behind Poland and Norway and ahead of Belgium and Taiwan.

Europe

[Does a 6-Hour Workday Lead to Better Productivity? Sweden’s About to Find Out.](#)

For one year, a group of municipal workers in Gothenburg, the country’s second-largest city, will have their workdays reduced to a mere six hours - all while still earning full-time wages. The economic experiment aims to stack up the performance of one group of employees who work 30-hour weeks against another group with standard hours -- both of whom will receive the same pay.

[New Greek bond says more about Germany than Greece](#)

The Greek government floated 3 billion euros worth of 5-year bonds at 4.95 percent on Thursday. While some may argue that this signals Greece is coming back, Europe is coming back, and the Eurozone crisis is finally over, none of it is true. While there were gasps at the low rate at which Greece was able to borrow, it still isn’t low enough; the cost of Greece’s debt is still greater than its growth.

Asia

[US Slams Russia’s Claims](#)

The U.S. Department of State released a statement Sunday criticizing Russia’s claims of non-intervention in Ukraine, and accused President Vladimir Putin’s government of promoting hate and inciting violence in the region. The statement by the state department said that the Ukrainian government has arrested more than a dozen armed Russian intelligence agents in Ukraine and that pro-Russian protesters have been paid to create unrest in the country.

[WTO sees global trade growing faster in 2014](#)

World trade is expected to grow at a faster rate in 2014, which will provide some support to India’s exports that contracted for the second consecutive month in March. India’s exports rose 3.96% to \$312 billion in 2013-14 from the previous fiscal, but missed the target of \$325 billion. Asia’s exports are projected to growth 6.9% in 2014 and 7.2% in 2015.

Latin America

[Brazil Economists See Inflation Nearing Target Range Limit](#)

Brazil economists raised their 2014 and 2015 inflation forecasts for the second straight week, as a food price shock adds to inflationary pressure in the world’s second-biggest emerging market. Brazil’s inflation will accelerate to 6.47 percent this year, compared with the previous week’s forecast of 6.35 percent.



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