LOOKING BACK AT
The SUCCESS of
GLOBAL PHILLY™ 2013
In the fall of 2013, the Global Philadelphia Association excited Greater Philadelphia by presenting the Region’s **FIRST modern international exposition, GlobalPhilly™2013**. Expo participants offered more than 110 events of every variety in the space of 47 days, attracting over 25,000 attendees. More than a dozen leading institutions and businesses participated as sponsors.
GLOBALPHILLY™ 2013 was not only the Philadelphia region’s first modern, international exposition, it was also a major source of momentum for the Association’s growth and development throughout the entirety of 2013. The seven categories: advocacy, arts, commerce, cuisine, education, heritage and sports, that the events were divided into highlighted the different areas that Philadelphia’s global profile covers. Membership rose from month to month as a diversity of organizations and businesses were keen to contribute their events to the expo.
A ROBUST MEDIA strategy was adopted in 2013 with the increased development of the Association’s public relations arm. Co-branded press releases were distributed in collaboration with the Children’s Hospital of Philadelphia and the Philadelphia Bar Association to promote their major GlobalPhilly™ 2013 events. A press release about the delegation to Oaxaca to attend the 12th World Congress of World Heritage Cities was also circulated internationally as a collaboration with the City of Philadelphia.
GPA also took on its FIRST VENTURES INTO ADVERTISING while promoting GlobalPhilly™ 2013, utilizing magazine and newspaper ads and SEPTA railcars as vehicles to spread the message. In 2013, Association leaders made several television appearances, several videos about GlobalPhilly™ 2013 were released, and GPA was featured on the radio multiple times and in the Philadelphia Inquirer.

..and supported by advertising, too!
GLOBALPHILLY™ 2013 TEAM
MEMBERS & CONTRIBUTORS

MEMBER ORGANIZATIONS
AKA Rittenhouse
Al-Bustan Seeds of Culture
Al Dia
Alliance Française de Philadelphie
Alois Global Trade Strategies, L.L.C.
American Friends Service Committee
American INSIGHT
Arcadia University
Berlitz Learning Center Philadelphia
Brazil Cultural Center of Philadelphia
Campus Philly
Center for the Study of Force and Diplomacy (CENFAD)
Center City Film and Video
Center for East Asian Studies of the University of Pennsylvania
CETRA Language solutions
Chamounix Mansion International Hostel and Meeting Center
Chemtech International, Inc.
Chesnut Hill College
Children's Hospital of Philadelphia
China Partnership of Greater Philadelphia
Chinatown Learning Center
City of Philadelphia
Citizens Bank
Citizen Diplomacy International of Philadelphia
Commonwealth of Pennsylvania
Community College of Philadelphia
Consular Corps Association of Philadelphia
Curtis Institute of Music
Dialogue Institute
Diversified Search
Drexel University Office of International Programs
DRVPC Delaware Valley Regional Planning Commission
Economy League of Greater Philadelphia
Econsult
Eisenhower Fellowship Program
Encyclopedia of Greater Philadelphia
Envera
Estudia Chile
Fairmount Water Works Interpretive Center
Foreign Policy Research Institute
Free Library of Philadelphia
Free Tours By Foot
Freedom Theatre
Friends of Independence National Historical Park
Geographical Society of Philadelphia
German American Chamber of Commerce
Global Education Motivators
Global Interdependence Center
Greater Philadelphia Cultural Alliance
H2L2 Architects
HIAS Pennsylvania
Independence Charter School
International House Philadelphia
International Montessori Schools
International Opera Theatre
Italian Professionals in Philadelphia
Japan-America Society of Greater Philadelphia
Keswick Theater
KSK Architects Planners Historians, Inc.
Laws Project for Nuclear Awareness
Library Company of Philadelphia
The Lipman Prize
Lithuanian Music Hall Association
Lockheed Martin
M. Night Shyamalan Foundation
Main Line Chinese Cultural Center
Mexican Cultural Center
Mid-Atlantic Hispanic Chamber of Commerce
Mid-Atlantic - Russia Business Council
Middle East Center of the University of Pennsylvania
MOIMA
MTM LinguaSoft
Mural Arts Program
Museum of the American Revolution
National Board of Medical Examiners® (NBME®)
National Constitution Center
National Label Company
Nationalities Service Center
Norwegian-American Chamber of Commerce Philadelphia
PaCIE
Pan American Academy Charter School
Peace Day Philly
Philadelphia Bar Association
Philadelphia Chamber Music Society
Philadelphia Convention and Visitors Bureau
Philadelphia Foundation
Philadelphia Global Water Initiative
Philadelphia International Airport
Philadelphia International Medicine
Philadelphia Oxfam Action Corps
Philadelphia Zoo
Philagrifika Projects
Philly PR Girl
Progressive Business Publications
Project for Nuclear Awareness
RBS Citizens
Reed Smith LLP
Rita’s Water Ice
Rough Cut Productions
Russian Mosaica Heritage Festival
Select Greater Philadelphia
South Asia Center of the University of Pennsylvania
Sub-Saharan Africa Chamber of Commerce
Swedish-American Chamber of Commerce - Philadelphia
TeamPA
Temple University Office of International Affairs

The Restaurant School at Walnut Hill College
U.N. Association of Greater Philadelphia
University City Science Center
University of Pennsylvania
African Studies Center
Middle East Center
South Asia Center
Center for East Asian Studies
Penn Museum of Archaeology and Anthropology
Usiloquy Dance Designs
Villanova University Center for Global Leadership
Visit Philadelphia
Wagner Free Institute of Science
Welcoming Center for New Pennsylvanians
Wistar Institute
Women's Campaign International
World Affairs Council of Philadelphia
World Trade Center of Greater Philadelphia

INDIVIDUAL MEMBERS

Enid H. Adler
Peter Alois
Rick Altman
Richard Atkins
Sue Badeau
Yelena Barychev
Walter Beck
Amanda Bergson-Shilcock
Trachanda Brown
Lyn Buchelt
Luz Cardenas Blandine
Chantepie-Kar
Linda Conlin
Dr. M. T. Cooke
Diane Penneys Edelman
Yo (Harvey) Feng
Adelaide Ferguson
Jack Ferguson
Michael Fitzgerald
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Chantal Westby
John Wolf
Steven Wray
W. David Woods
Mikhail Zorich
Over 150 Global Philadelphians were present on September 16th 2013 at The Vista, Top of the Tower venue, for the Global Philadelphia Association’s Opening Ceremony. This fabulous space overlooking the city of Philadelphia from the 51st floor was a perfect location to hail the start of the GlobalPhilly™2013 events. Mayor Nutter opened the event by announcing that Philadelphia was becoming a member of the Organization of World Heritage Cities, and saluted the hard work of GPA, in addition to recognizing and commending their dedication to achieving this goal. Following this, the GP13 team unveiled the Passport for the exposition, as well as the interactive treasure hunt and culinary component.

The reception, generously sponsored by PHLCVB, included A "Global Agora" which enabled GPA members and guests to share their organizational information with those present who included Consuls, civic and business leaders. Cake and hor d’oeuvres were served throughout the night while networking was encouraged and organized for all attendees.
On November 4th, 2013 the Closing Reception for Global Philly™2013 was hosted at One Liberty Place in the offices of sponsor Reed Smith. Over 100 people attended a Global Marketplace designed to show how many international activities can be found right here in Philadelphia.

Participants included Chinese Dragon dancers, Russian Artists, Middle Eastern calligraphers, and the galleries also showcased international arts and crafts as well as a plethora of global cuisines.

Daniel Fitzpatrick, President and CEO of Citizens Bank presented to the assembly and spoke of the importance of Philadelphia’s global presence for the business community. The winners of the Treasure Hunt organized by GlobalPhilly™2013 were announced and generous prizes donated by PHLCVB were shared. GPA and its members basked in an aura of global glory at the end of a wonderful 47 days of events branding Philadelphia as a truly global city.
In addition to many other new initiatives in the past year, Global Philadelphia has been rigorously raising the bar for its social media and marketing outreach. Now stronger than ever before, the reach of the Association has grown to over ten thousand global-minded people, and continues to increase.

The Association has been doing its best to highlight the global players in the region and showcase these sometimes hidden gems to the Greater Philadelphia Region. In the coming year, the goal will stretch into illustrating to the world what an international city Philadelphia truly is.

As Philadelphia’s global profile becomes more recognized and the city nicknamed the “melting pot of the United States,” GlobalPhiladelphia continues to be the mixing spoon with our events, expositions, and goals. Our initiatives in progress will lead to awareness of Philadelphia being a local, national, and universal treasure.
Getting behind this new idea.................some of the biggest names in Philadelphia became sponsors!
In 2013, we highlighted the global aspects of the city to those who call this place home. Now in 2015, we will show the world what a global city Philadelphia is.
GlobalPhiladelphia on the Social Map

For further information on opportunities with us, contact:

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