Dear Members and Friends:

The past year has seen tremendous growth in our membership, the presentation of Greater Philadelphia’s first modern international exposition, GlobalPhilly™ 2013; and the first concrete steps toward Philadelphia’s becoming a World Heritage City. A vibrant website and this report tell the story. We can feel—Philadelphia’s sense of itself as an important international city is growing—and you, the members and friends of the Global Philadelphia Association, are making it happen.

We look forward to your joining us, and to continuing on this remarkable adventure together.

John F. Smith, III
Chair of the Board of Directors
GLOBALPHILLY™ 2013

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. Membership rose from month to month as a diversity of organizations and businesses were keen to contribute their events to the expo.

The Council of World Heritage Cities was also circulated to Oaxaca to attend the 12th World Congress. Events. A press release about the delegation was released, and GPA was featured on the radio multiple times and in the Philadelphia Inquirer. (Contact: PR@globalphiladelphia.org)

Exposition Dates: September 15 - November 1
Number of Events: 117
Circulation of GlobalPhilly™ 2013 Passport: 5,000
Number of Categories: 7 (events classified as one or more categories)


GLOBALPHILLY™ 2013 SPONSORS

The Global Philadelphia Association is a Pennsylvania 501(c)(3) nonprofit corporation. Its mission is to assist—
and encourage greater international among the many organizations and professionals who are engaged in one form or another of international activity within the Greater Philadelphia region; to promote the development of an international focus curriculum within the region; and to enhance the region’s global profile.

John F. Smith, III
SHEA CHAIR
Zabith Teelucksingh
EXECUTIVE DIRECTOR
Asmaa Lahou
PROGRAM AND MARKETING DIRECTOR
Marline Havel
WEBMASTER
Rhona Gold
ADMINISTRATIVE COORDINATOR
Peter Chawaga
COORDINATOR, INTERNATIONAL JOURNALISTS PROGRAM EDITOR
Rayo Ruche Carmona
MEMBERSHIP DEVELOPMENT MANAGER

Over the course of 2013, we introduced an ongoing campaign for Philadelphia to show their global pride. The Association's first promotional materials, lapel buttons saying "I Am a Global Philadelphian" and baggage tags with a message were given out at several events, and even accompanied Mayor Nutter on his autumn trade mission to the UK and Israel.

The campaign continues to spread global messaging, inspiring the Association from within to reach out, and make everyone in Philadelphia feel that they belong to the city’s international community.

"The GlobalPhilly™ Expo turned up the volume on what is happening now, what’s ahead and how as a region, we can engage in the global market place together." - Meryl Landis, President & CEO, Visit Philadelphia™

We are delighted to build upon our members' work to showcase the next top-level experience at the beginning of their international careers. We place great emphasis on global fluidity and cultural competency. In 2013, our training expanded to social media marketing, event planning, research and much more, all geared toward the global millennium. Our intern, co-op student and volunteers have come from both undergraduate and graduate programs at Temple, Drexel, UPenn & Chestnut Hill College. They have contributed. By the end of 2013, over 50 EIJP articles had been published in the Global Philadelphia International Magazine.

IMPLEMENTING THE GLOBAL GATEWAYS INITIATIVE

Global Gateways: In 2014, we are introducing the concept of our Members acting as "Global Gateways" for the PHL region and the entire globe, portals through which visitors, goods, culture, ideas, investments, information, immigrants, travelers, and opportunities of all kinds flow, both into and out of the region. The developing Global Gateways Initiative will serve as a means for GPA Members to be recognized as worldwide leaders in their respective fields and industries. #ImAGlobalPhiladelphian

GPA Cluster Conversations: Our Association is particularly fortunate to work with a diverse array of experts and professionals who meet to broaden Greater Philadelphia’s global reach in the following areas:

- Educating Citizens & the World
- Immigration & National Origin
- Knowledge & Culture as International Assets
- Attracting Large International Events

As you see from this document, 2013 has been a big year for GPA. Moving forward we are delighted to build upon our members’ work to showcase the next chapter of our mission putting Philadelphia on the map as a global city.

In particular our program for 2014 focuses on Global Gateways—a 365 day, 24/7 program in which we feature our members’ work through their global events, the World Cup, World Days and other big international events in Philadelphia—the World Forum FDI, for example. This work has begun in earnest and we invite you to join us for the journey.

As we continue the process of heralding Philadelphia as a World Heritage City, expect to be enthralled and surprised. Our goal is to collaborate with you to find new opportunities for Philadelphia on the global level. We thank you for your support.

Yours sincerely,
Zabith Teelucksingh
EXECUTIVE DIRECTOR

www.globalphiladelphia.org

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GLOBAL PHILLY EARNED MEDIA

I AM A GLOBAL PHILADELPHIAN

KEY INITIATIVES

Over the course of 2013, we introduced an ongoing campaign for Philadelphia to show their global pride. The Association’s first promotional materials, lapel buttons reading “I Am a Global Philadelphian” and baggage tags with a message were given out at several events, and even accompanied Mayor Nutter on his autumn trade mission to the UK and Israel.

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“I Am a Global Philadelphian.” Project World Heritage City: Independence Hall has been a United Nations Educational, Scientific, and Cultural Organization (UNESCO) World Heritage Site since 1979. The Hall continues to be recognized for its profound significance in the annals of world history.

In September at the GlobalPhilly™ 2013 Opening Ceremony, Mayor Michael Nutter made the official announcement that Philadelphia had been accepted as an Observer Member of the Organization of World Heritage Cities. Of more than 200 member cities worldwide in the OWHC, Philadelphia is the only U.S. city to reach this status. A public/private partnership has been formed between the Association and the City of Philadelphia to bring together experts in Philadelphia’s civic, political and cultural community to prepare a formal proposal to UNESCO’s World Heritage Cities program.

Emerging International Journalists Program: We began our Emerging International Journalists Program (EIJP) in January 2013 for undergraduate & graduate students to tell the stories of the global work done by our Members. The EIJP acts as a training ground and platform for new voices on international topics connected to the Philadelphia region. Students from Temple, Drexel, UPenn & Chestnut Hill College have contributed. By the end of 2013, over 50 EIJP articles had been published in the Global Philadelphia International Magazine.

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#ImAGlobalPhiladelphian

Twitter hashtag: #ImAGlobalPhiladelphia

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