



For Release 17 September 2013:

Mayor Nutter, Global Philadelphia Association Declare Start of GlobalPhilly™ 2013 Exposition with Opening Ceremony Sponsored By the Philadelphia Convention & Visitors Bureau

PHILADELPHIA – The Global Philadelphia Association officially saw the launch of GlobalPhilly™ 2013 on Sunday, September 15. The first of its kind modern, international exposition will run throughout the city until November 1 and will feature over 100 global events and activities across 7 categories. To mark the beginning of GlobalPhilly™ 2013, an Opening Ceremony was held on the evening of September 16 at the Top of the Tower Vista in Center City.

Jack Ferguson, President and CEO of the Philadelphia Convention and Visitors Bureau, spoke about his organization as an international business that markets Philadelphia overseas. The PHLCVB was the Official Sponsor of the Opening Ceremony and is one of the leading sponsors of the entire GlobalPhilly™ 2013 exposition. The organization was an early supporter of the initiative.

“GlobalPhilly 2013 will showcase globally minded organizations that call Philadelphia home and make it a world class destination,” said Ferguson. “As the international tourism promotion agency for the City of Philadelphia, we are thrilled to partner on this event to leverage the international networks of dozens of organizations and communities to attract global conventions, visitors and business to the modern renaissance city of Philadelphia.” At the event, the PHLCVB invited attendees to help tell Philadelphia’s story to the world as PHL ambassadors. To learn more or to become an ambassador, email PHLpartners@discoverPHL.com.

Global Philadelphia Association's Board Chair and President, John F. Smith III, spoke on behalf of the Association about the genesis of GlobalPhilly™ 2013, thanking the many people involved in seeing the exposition become a reality. GPA Executive Director, Zabeth Teelucksingh, introduced the GlobalPhilly™ 2013 “Passport” for the exposition, and spoke about the various dimensions of the exposition that will enable the general public to take part in GlobalPhilly™ 2013 on a wide scale.

The highlight of the evening was an appearance by Mayor Michael Nutter. Nutter made a major announcement heard by the public for the first time.

Mayor Nutter stated that due to the efforts of multiple individuals and organizations, Philadelphia has been granted the status of an Observing City Member of the Organization of World Heritage Cities (OWHC). The Global Philadelphia Association has been a long-term partner in this effort, making Philadelphia the first city in the United States to be part of the OWHC. With this new status, Mayor Nutter and representatives of the City will be eligible to attend the XII World Congress of the Organization of World Heritage Cities in Oaxaca, Mexico this November.

The WHC announcement, the work of PHLCVB and the GlobalPhilly™ 2013 exposition, are efforts working in tandem to the future of the Philadelphia region as a global hub of commerce and culture.

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The Global Philadelphia Association is a Pennsylvania nonprofit, tax-exempt, 501(c)(3)-certified corporation. Founded by nine institutions in 2010, it has grown to over 90 members today. Its mission is to assist – and encourage greater interaction among – the many organizations and people who are engaged in one form or another of international activity within the Greater Philadelphia Region, to promote the development of an international consciousness within the Region, and to enhance the Region’s global profile.

www.globalphiladelphia.org