ABSTRACT

The World Trade Center Associations is a very well-known association in the world. In some countries, its existence is supported by the government because they realize that trading is very important. Companies around the world are looking forward to selling their products in the global market and gaining access to customers from other countries. People around the world start using Internet in trading. New products are being put on the Internet all the time. It’s a great facilitator of trade.

The WTCA was established in 1970 to facilitate international trade by bringing those together exporters, importers and service providers. The WTCA is a not-for-profit, non-political association that fosters the World Trade Center concept and develops inter-WTC cooperative programs. WTCA membership includes nearly 300 World Trade Centers in almost 100 countries. Over 750,000 companies are affiliated with WTCA members worldwide. World Trade Centers are global marketplaces, which are modern, highly sophisticated shopping centers for the international business community. They offer every essential service for veteran traders as well as those new to international trade.

However, in Indonesia, although WTC Jakarta has been around since 1973, but its’ services and facilities are still unfamiliar to business players in Indonesia. The number of registered users in WTCA Online is also still far from the initial expectation. This mainly caused by the lack of marketing effort for WTCA Online. Therefore, we would like to evaluate, analyze, develop, and recommend Marketing Strategies in order to help WTC Jakarta enhance their reputation in Indonesia.

Keywords: WTC, WTCA, Internet, Marketing, Marketing Strategy.