

World Trade Center New Orleans Previews New Business Expansion Platform

Based on AI Technology from Expandigo, the online platform will make it easier for businesses to find and connect to information, resources and companies they need to fuel growth

November 4, 2020 – New Orleans, LA – Today, at its annual International Trade Day event, the World Trade Center New Orleans (WTCNO) unveiled a platform that will enable companies to more efficiently and affordably make the connections needed to grow. This Business Expansion Platform, developed with Artificial Intelligence (AI) technology by Expandigo, will help overcome the frustration companies face in finding and connecting to current data, relevant resources and strategic partners.

https://youtu.be/luv6if_ne9M

“As we set our sights on making 2021 a year of renewed growth for our members, the World Trade Center New Orleans recognizes that businesses need a better way to navigate a new normal,” said Ed Webb, CEO of World Trade Center New Orleans. “Our members have an opportunity to preview a powerful new offering so they can build communities of companies aligned with their business goals.”

The Business Expansion Platform, accessed via the World Trade Center New Orleans website (www.wtcno.org), will make it fast and easy for businesses to find and stay connected to the companies, data and resources they need to achieve their stated objectives. Users start by describing their business, what industry and markets they serve, and what they are trying to achieve. The platform then matches a user’s company to relevant companies: prospective customers, suppliers, service providers and more.

“To be successful in today’s environment, businesses must act quickly to find information, resources and markets; but most solutions are too costly and time consuming for a typical business,” said Marco Capuano, CEO of Expandigo. “We’re thrilled to partner with World Trade Center New Orleans to create an easier and more affordable way for companies to build the communities that will help them grow.”

Throughout the preview phase of the new Business Expansion Platform, WTCNO members will help inform the development of additional features, such as recommended connections to resources and data that are also tailored to individual business objectives. The platform employs AI technology, meaning its functions get smarter and provide more value the more businesses use the platform.

About World Trade Center New Orleans

The World Trade Center New Orleans (WTCNO) is the oldest of more than 300 World Trade Centers across the Globe and comprises Louisiana and Gulf Coast based businesses that span a diverse set of industries and educational institutions. There are hundreds of World Trade Center organizations in 90 countries, all of which are members of the World Trade Center’s Association (WTCA) headquartered in New York City. For more information, visit www.wtcno.org.

About Expandigo

Expandigo develops AI technology to make it fast and easy for businesses to find and stay connected to the data, resources and companies they need to achieve their goals. Its customers include companies operating in any industry seeking relevant information, valuable connections based on their business objectives, and high visibility in a preferred ecosystem; as well as business service organizations seeking to provide value-



added engagement to members they serve through meaningful data insights, resources, and connections across a global ecosystem. For more information, visit expandigo.com.

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