

# TTC FACILITATES WTC COOPERATION

by Dr Tom Iseley and Saleh Behbahani, TTC at LA Tech

The TTC has strengthened its international leadership over recent years, establishing a number of agreements, and the organisation's Dr Tom Iseley participating in workshops, lectures and meetings with other industry professionals in China. Most recently, TTC participated in a significant agreement signing ceremony between the two WTC brand organisations in the US and China.

The Trenchless Technology Center's (TTC's) participation in an agreement signing ceremony between two World Trade Center (WTC) brand organisations – WTC-Indianapolis and WTC-Harbin – reflects the growing strength of its international leadership. After a Memorandum of Understanding (MoU) was signed between the two organisations, discussions later centred on the opportunities for cooperation on professional services provided by the TTC and WTC-Indianapolis.

## LEADING THE WAY

As a result of Louisiana Tech University's (LA Tech's) TTC Associate Director of International Operations Dr Tom Iseley's efforts, TTC has strengthened its international leadership during the past couple of years.

In China, TTC has established agreements with the China University of Geosciences in Wuhan, Xi'an Jiaotong University in Xi'an (XJTU), the Institute of Geosciences and Environment in Wuhan and Tianjin Qingcheng Waterworks Engineering (TQCW) in Tianjin.

In partnership with XJTU, Dr Iseley gave a lecture with an overview of Trenchless Technology on October 2016. He received a three-year Adjunct Professor appointment from XJTU President Dr Shuguo Wang and celebrated the MoU signed by LA Tech President Dr Les Guice and Dr Wang with Vice Dean Professor Jianxun Ma.

In January 2017, Dr Iseley travelled to Harbin, China where he assisted with workshops for the Harbin Institute of Technology, the Heilongjiang Zhongda Road and Bridge Group and the Harbin Tianda Control Co.

He also had meetings with Harbin



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Institute of Technology Associate Professor Dr Jilong Li and Heilongjiang Zhongda Road and Bridge Group Director, Research and Development Center Dr Wenting Rong, as well as having the opportunity to tour the Harbin International Ice and Snow Festival.

## WTCA

The World Trade Center Association (WTCA) was founded in 1969 and headquartered in New York City. It is a non-profit organisation with more than 320 member organisations in 90 countries, creating an 'international ecosystem' of reciprocal global connections, commercial properties and integrated trade services under the WTC brand.

The WTCA and its 15,000 associated professionals worldwide stimulate trade and investment opportunities for commercial property developers, economic development agencies and international businesses looking to connect globally and prosper locally.

WTCA members are exclusively licensed to

develop and operate a WTC in their region.

WTC services include: trade information and education; trade missions; business-to-business matchmaking on an international scale; legal and business services; dining and membership club services; exhibition services and tenant services.

## PROSPEROUS AGREEMENT

In 2017, WTC-Indianapolis was granted a provisional license by the WTCA and is finishing its application process in Spring 2017, while WTC-Harbin was granted its license in 2015. Both organisations are seeking to increase economic prosperity for their prospective regions through increased trade and foreign investment.

WTC-Indianapolis is focused on helping small to mid-market companies in Indiana access new global markets, while WTC-Harbin is focused on commercial real estate development, agricultural trade and technology.

On 11 January 2018, Dr Iseley and his

colleague Saleh Behbahani joined WTC-Indianapolis and Lieutenant Governor Suzanne Crouch in welcoming a trade and investment delegation from WTC-Harbin to the Indiana Statehouse.

A MoU was signed by Ms Crouch, WTC-Indianapolis Chair Greg Zoeller, WTC-Indianapolis President Doris Anne Sadler and WTC-Harbin Executive Director Steven Lo, on behalf of WTC-Harbin Chairman Hongshan Zhang.

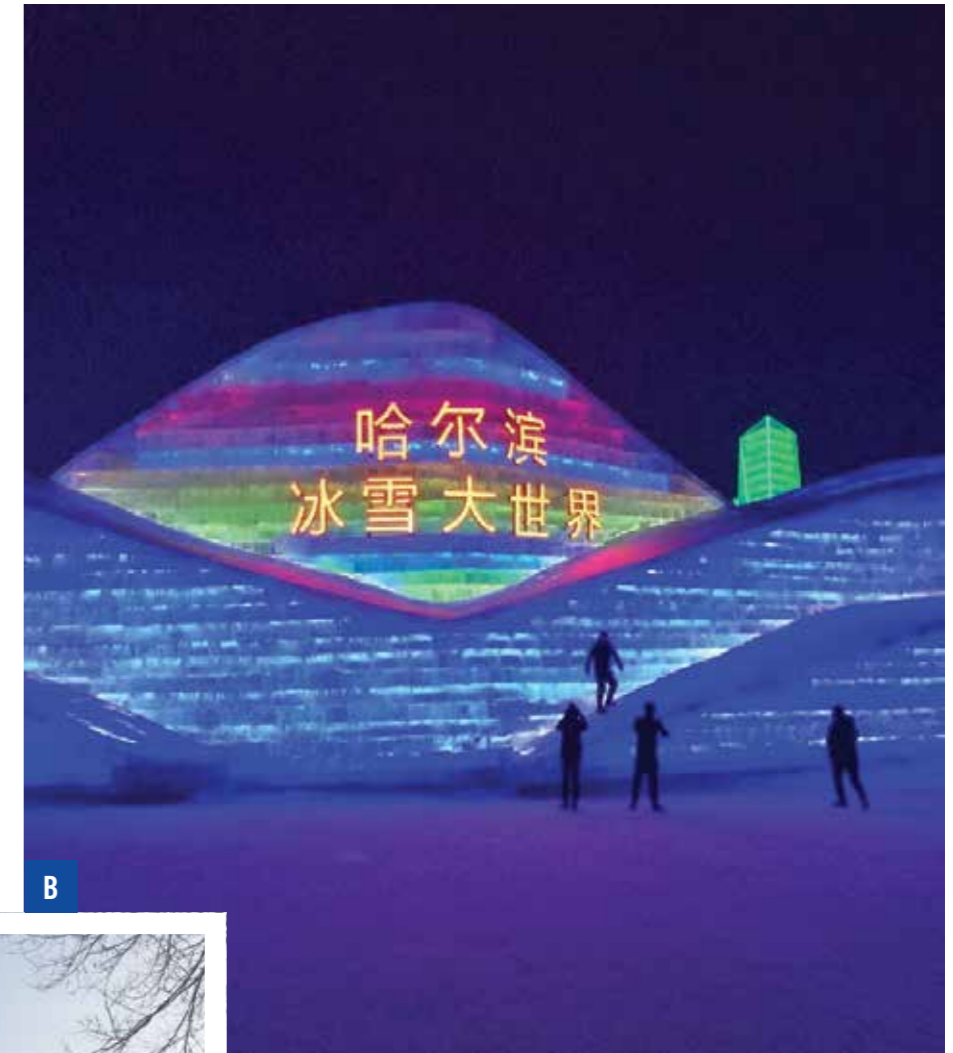
The next day, Dr Iseley and Mr Behbahani had a meeting with WTC-Indianapolis' Ms Sadler and Randy Marra to discuss the future collaboration between TTC and the WTC-Indianapolis on underground infrastructure technical and management solutions.

During the meeting, they also discussed the options for comprehensive cooperation on other professional services provided by the TTC and WTC-Indianapolis.

Dr Iseley says he is very excited to see the development of WTC-Indianapolis and WTC-Harbin. ❶

A: The signing of the MoU.

B-C: The Harbin International Ice and Snow Festival in China.



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## THE TRENCHLESS TECHNOLOGY CENTER-TIANJIN-EXPERIENCE CENTER

The Trenchless Technology Center-Tianjin-Experience Center was established in 2016, with a Memorandum of Understanding for the TTC work jointly to assist with identifying, validating, transferring and commercialising trenchless technical solutions into China, and moving technologies from China into the global market.

The centre is an impressive trenchless industry resource. Established in the heart of the financial business district in Tianjin, it accommodates approximately 1,133 m<sup>2</sup> of mixed use space, including meeting rooms, a fully equipped conference room, a private dining room and a high-tech exhibit room.

It will allow research to be put into practise, technology providers to overcome barriers to market entry, and Chinese utilities to visit and experience specific solutions to ongoing challenges. The exhibits provide a multimedia experience for users – including providing a virtual application of the solution; approximately eight technologies currently occupy the exhibit space.

For more information visit [www.tc.latech.edu](http://www.tc.latech.edu)