

World Market Center generates opportunities for ancillary businesses

Henderson businesses benefit from Las Vegas furnishings complex

HENDERSON, NEV. – It's only been one year since the opening of the World Market Center, and already the home furnishings showroom and convention complex is attracting more than simply dealers to the area for the shows – it has attracted businesses to lay down roots in Southern Nevada as well.

The World Market Center, an integrated home and hospitality contract furnishings showroom and convention complex in Las Vegas, has quickly emerged as a major player in the global home furnishing industry and has created prosperous new business opportunities for local and national manufacturing companies. When fully built, at 12 million square feet in eight buildings, it will be the largest trade show complex in the world.

According to the City of Henderson's Economic Development Division manager, Bob Cooper, the World Market Center is a unique community asset not available to businesses in nearby states. This provides local businesses as well as new businesses an ideal environment and opportunity to participate in this exciting business market.

“The World Market Center is already beginning to pay dividends in Henderson,” said Cooper, who has worked with several companies that have recently expanded or relocated to Henderson in the past few years.

Located adjacent to Las Vegas and minutes from McCarran International Airport via freeway, Henderson made a name for itself in the 1990s as being the fastest-growing city in the nation. In fact, Henderson – known for its master-planned communities, high-quality of living and business-friendly environment – has been at the front of Nevada's growth spurt, growing from just 60,000 people in 1990 to currently over 250,000.

Some of the city's newest business additions include A/P Digital Studios, a commercial photography studio specializing in furniture and product digital photography, and Environ Trading, a manufacturer and seller handcrafted accent furniture and accessories.

APA Marketing also relocated its distribution center to Henderson because of its healthy business climate. The company, which imports and distributes dining room and home entertainment furniture, moved to Henderson in December 2004 after 15 years in Southern California.

“There are more freight costs with moving further in-land but we're able to off-set it with real estate and operational costs,” said Al Schwerin, owner and president of the now 50-person Henderson-based company. “Plus, Southern Nevada has a great affordability and live-ability factor that our employees enjoy that they would not have otherwise had in California.”

All of these business ventures are can be linked, direct or indirect, to the World Market Center's opening.

"These emerging opportunities are a natural development when you consider the success of the initial markets held to date at the World Market Center," Cooper said. "We anticipate this growth being just the beginning of a trend."

And according to Schwerin, it's a trend that has and will greatly benefit his business.

"The World Market Center moving to Las Vegas was a great coincidence for us and the development of it has exceeded everyone's expectations," said Schwerin, who has also found business success in his newest venture, A/P Digital Studios.

A/P Digital Studios, which was established in 2005 as a direct result of the World Market Center, offers docking and merchandising services for other furniture companies in the area. The studio has partnered with Atlantic Studios in High Point, N.C., to provide services to the growing furniture industry presence in Southern Nevada.

"Atlantic Studios has the foresight to see business opportunities here just like we did," Schwerin said. "We've had a lot of success since we've relocated and the City of Henderson has bent over backwards to make our move to here one of the best business decisions I've made to date."

World Market Center is an integrated home and hospitality contract furnishings showroom and convention complex in Las Vegas. When fully built, at 12 million square feet in eight buildings, it will be the largest trade show complex in the world. The 12 million square foot campus is expected to be complete by 2012. The second building, which is currently under construction, will open in January 2007.

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