

FOR IMMEDIATE RELEASE

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*****MEDIA ADVISORY*****

***Winternational, 11th Annual Embassy Showcase, Returns to Welcome the World to Washington at
Ronald Reagan Building and International Trade Center***

*Presented by World Trade Center Washington, DC, the free, global marketplace event
will connect the DMV community with the cultural traditions of over 60 countries*

Washington, D.C. – Ronald Reagan Building and International Trade Center (RRB/ITC) will host the **11th Annual Embassy Showcase, Winternational, Thursday, December 5, 2024, from 11 a.m. – 3 p.m.**

Presented by World Trade Center Washington, DC (WTCDC), the event offers a one-of-a-kind, global marketplace featuring representatives from **over 60 embassies promoting their countries through vibrant and interactive displays of visual art, food, and handcrafts, as well as travel, tourism and trade.** [Event registration](#) is free.

In a highly anticipated return, Winternational’s lively midday celebration invites the region to experience the world right here in Washington. Last hosted in 2019, the event welcomed over 5,000 guests. Attendees shopped the marketplace for artisanal goods like Peruvian jewelry and hats, or hand-carved Kenyan wood sculptures; and sampled delicacies like Turkish coffee, Uzbek plov rice, or Moldovan cookies and sweets; and explored countries’ exhibits featuring arts and culture, commodities, travel, and diaspora communities in traditional dress.

“We are thrilled to partner with the diplomatic community to bring back one of the largest embassy showcases in the world,” said Allyson Browne McKithen, Executive Director of World Trade Center Washington, DC and the event's founder. “Winternational provides over 60 embassies the chance to share their unique cultural traditions with Washington, emphasizing the connections that bind countries and cultures globally. Over our 25 years of advancing the trade mission of our center, we’ve learned that cultural appreciation is an essential foundation for building business connections, nurturing relationships, and fostering global trade.”

WHAT: **Winternational – 11th Annual Embassy Showcase**

WHO: **Participating Embassies and Organizations:**

African Union, Algeria, Angola, Argentina, Austria, Azerbaijan, Bahamas, Bahrain, Barbados, Bolivia, China, Costa Rica, Cote d’Ivoire, Ecuador, Egypt, Eritrea, European Union, Grenada, Guatemala, Guinea, Guyana, Haiti, Honduras, Ibero-America Cultural Attaché Association, Indonesia, Iraq, Jamaica, Jordan, Kandahar Treasure, Kenya, Korean Cultural Center, Kuwait, League of Arab States, Lebanon, Libya, Madagascar, Malawi, Maldives, Mauritania, Mexico, Moldova, Morocco, Myanmar, Nigeria, Oman, Organization of American States, Pakistan, Panama, Paraguay, Peru, Qatar, Saudi Arabia, Serbia, Sierra Leone, Sri Lanka, St. Kitts & Nevis, Sudan, Tajikistan, Tunisia, Türkiye, Trinidad & Tobago, Uganda, Ukraine, Uzbekistan, Vietnam, Yemen, and Zimbabwe.



Presenting Sponsors:

World Trade Center Washington, DC, Ronald Reagan Building and International Trade Center, and TCMA (A Drew Company).

Supporting Organizations:

Platinum Sponsors: Giant Food and League of Arab States

Gold Sponsors: World Trade Centers – Arkansas, Baltimore, Boston, Delaware, Denver, Dublin, Kentucky, Philadelphia, Savannah, and the World Trade Centers Association

Silver Sponsors: 80M Signs, Black Professionals in International Affairs, Ibero-American Cultural Attaché Association

Media Partners: *Tiempo Latino* and *The Washington Diplomat*

WHEN: Thursday, December 5, 2024 11:00am – 3:00pm ET

WHERE: Atrium, Atrium Hall and Atrium Ballroom
Ronald Reagan Building and International Trade Center
1300 Pennsylvania Avenue, NW, D.C.

MEDIA: Watch Winternational Video. B-roll and photos are available upon request. Interviews with diplomats, embassy exhibitors, sponsors and attendees coordinated by contacting Sheena Pegarido at spegarido@linksp.com or 202.559.4431.

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About Ronald Reagan Building and International Trade Center (RRB/ITC)

Ronald Reagan Building and International Trade Center is a dynamic hub for government, business, culture and community, in the heart of the nation's capital. As the first and only federal building dedicated to both public and private use, the RRB/ITC the official World Trade Center Washington, DC (WTCDC), and a premier conference and event venue with executive office space, attractions, dining, retail, parking, and community activities.

World Trade Center Washington, DC (WTCDC) is part of [World Trade Centers Association](#), a worldwide network of over 320 business centers, professionals, and organizations, across 90 countries, accelerating business growth and prosperity, and strengthening the global community. WTCDC oversees the international trade and cultural mission of the RRB/ITC to provide a platform for building connections, fostering diplomacy and advancing a more prosperous U.S. and global economy. RRB/ITC is exclusively managed by [TCMA \(A Drew Company\)](#) in collaboration with the U.S. General Services Administration. Visit www.rrbicc.com or follow @ReaganITCDC.