

FOR IMMEDIATE RELEASE

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Cultivating Connections: WTCDC Sparks World Trade Month with Engaging Programs

(WASHINGTON, DC) — The warmth of May also marks the beginning World Trade Month, a global initiative aimed at promoting U.S. trade and diplomatic ties. The World Trade Center Washington, D.C. (WTCDC) is proud to be part of this endeavor, dedicated to advancing the exchange of American products and services in the global market by managing the trade mission of the Ronald Reagan Building and International Trade Center (RRB/ITC). Through a variety of educational programs, business seminars, trade advisory sessions, and cultural events, WTCDC remains committed to fostering international commerce and cultural exchange in 2024.

To kick off this year's World Trade Month, WTCDC is excited to continue its partnership with the U.S. Commercial Service as a private sector partner and are thrilled to highlight a dynamic array of both in-person and virtual programs throughout May from our network of strategic partners in the public and private sectors. The events will showcase niche opportunities and educational sessions on trade promotion and international relations.

"World Trade Month celebrates the indispensable role of international trade in the U.S. global economy," said Allyson Browne McKithen, executive director of WTCDC and vice president of International Programs at Trade Center Management Associates (TCMA). "It is a wonderful opportunity for our Center to recognize the invaluable efforts of our public and private sector partners assisting Small and Medium-sized Enterprises (SMEs) navigate the challenges of international commerce. Together, individual ecosystems like ours, drive sustainable development and enhance the livelihoods of communities around the globe."

This year's programming includes:

- **April 22-23**: U.S. Hispanic Chamber of Commerce Legislative Summit
- **April 23**: The Department of Commerce: Building Bridges to Global Markets
- **April 30**: Washington Intergovernmental Professionals Group (WIPG): A Conversation with H.E. Shaikh Abdullah Bin Rashid Al-Khalifa, Ambassador of Bahrain
- **May 6-10**: U.S. Commercial Service Export Week Virtual Programs
- **May 6**: World Trade Center Delaware: Kick-Off to the U.S.-Africa Business Summit
- **May 9**: World Trade Week NYC Kick-Off
- **May 10**: Washington Intergovernmental Professionals Group (WIPG): A Conversation with Her Excellency Hanene Tajouri Bessassi, Ambassador of Tunisia

- **May 10:** Washington International Trade Association (WITA): 1st Annual European Union Virtual Intensive Trade Seminar (Virtual)
- **May 18:** World Trade Centers Association: Make Trade Work Webinar Series: Session 4
- **May 29:** World Trade Center Denver: World Trade Day
- **May 31:** Washington Performing Arts: Embassy Adoption Program

To close out the month, WTDCDC will present the second quarterly TradeWinds of 2024, the Center's official newsletter, in a new digital format. Explore additional content and resources from WTDCDC by visiting rrbitc.com/world-trade-center.

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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, RRB/ITC is the official World Trade Center Washington, DC (WTDCDC), and a premier conference and event venue with executive office space, attractions, dining, retail, parking, and community activities.

Through the [World Trade Centers Association](#), WTDCDC utilizes a global network of 750,000 affiliated businesses from 300 trade centers in over 100 countries to maximize its connections and capabilities. With this extended network, WTDCDC works diligently to ensure the RRB/ITC offers a rich mix of signature events such as high-profile economic summits, conferences and cultural programs. These initiatives foster international dialogue, enhance diplomacy, and generate business opportunities. Visit www.rrbitc.com or follow us @ReaganITCDC.

About TCMA (A Drew Company)

Trade Center Management Associates (TCMA) is the exclusive manager of Ronald Reagan Building and International Trade Center (RRB/ITC). TCMA's team specializes in International Trade Services, Real-Estate Management and Hospitality. For more information, visit www.drewcompany.com.