

**FOR IMMEDIATE RELEASE**

December 7, 2020

**Contact:**

Jacie Roberts Lallis: (202) 359-5097

[jroberts@rrbitc.com](mailto:jroberts@rrbitc.com)

**Ronald Reagan Building and International Trade Center Transforms its 9<sup>th</sup> Annual Winternational Embassy Showcase into a Virtual Marketplace**

*The new online platform, presented by World Trade Center Washington, DC, offers visitors an exciting embassy-curated shopping experience featuring artisans from around the world*

**Washington, D.C.** – Today is “Winternational Day,” proclaimed by the District’s Mayor Muriel Bowser, as the Ronald Reagan Building and International Trade Center (RRB/ITC) launches the 9<sup>th</sup> Annual Embassy Showcase, Winternational, in a new virtual, year-long format. **Presented by World Trade Center Washington, DC (WTCDC) in partnership with over 35 embassies, the Virtual Marketplace celebrates DC’s diverse diplomatic community and its artisan diaspora.** This online emporium features visual and decorative arts, handcrafts, apparel, jewelry, and artisan-crafted culinary fare. Additional embassies will be debuting artisans throughout the year. The Virtual Marketplace will be open through December 2021—a unique place to shop for holidays and special occasions.

Last year, more than 5,000 enthusiastic guests attended this live, in-person event celebrating international culture, travel, tourism and trade at the RRB/ITC. “While the COVID-19 pandemic presented our communities with profound challenges, it also presented a unique opportunity to re-imagine our signature event and evolve our partnership with the world’s largest diplomatic community,” said Andrew Gelfuso, Director of WTCDC. Over the next year, the WTCDC will connect these artisans with the vast network of the World Trade Centers Association and additional strategic international trade partners to facilitate new export opportunities.

“After what has been a daunting year for many small businesses, this bustling online global marketplace demonstrates TCMA’s continued commitment to our diplomatic partners and to the prosperity of their artisan communities as they rebound from the economic impacts of the pandemic,” said John P. Drew, President and CEO of TCMA (A Drew Company), the exclusive manager of the RRB/ITC. **Key program stakeholders including Marie Royce, Assistant Secretary, Bureau of Educational and Cultural Affairs, U.S. Department of State and Kimberly A. Bassett, Secretary of State of the District of Columbia, offered messages of support for the Virtual Marketplace as part of the virtual Launch Event.**

[Watch the virtual Launch Event and shop the marketplace.](#)



**Presented By:**

World Trade Center Washington, DC (WTCDC)

**Participating Embassies:**

Bahamas, Barbados, Bulgaria, Canada, Cote d'Ivoire, Czech Republic, Egypt, Eritrea, Ethiopia, Georgia, Ghana, Guatemala, Guinea, Haiti, India, Indonesia, Kyrgyz Republic, Latvia, Lithuania, Madagascar, Mexico & the Mexican Cultural Institute, Montenegro, Morocco, Myanmar, Nicaragua, Nigeria, Oman & the Sultan Qaboos Cultural Center, Panama, Peru, Philippines, Portugal, Rwanda, Saudi Arabia, Senegal, Slovak Republic, Sri Lanka, St. Kitts and Nevis, Trinidad and Tobago, Uganda, Ukraine, Uzbekistan and more to come!

**Sponsors:**

TCMA (A Drew Company), Washington Diplomat, and WebPort Global

**Promotional Partners:**

American Association of Foreign Service Worldwide, Arab America Foundation, Azar Foundation for Children of the World, Cultural Tourism DC, Dialogue on Diversity, Sustained Dialogue Institute, Washington Intergovernmental Professional Group, Washington Performing Arts Society, Women's Business Collaborative, World Trade Center Barcelona, World Trade Center Boston, World Trade Center Dublin, World Trade Center Leeuwarden, World Trade Centers Association, and 80M Signs.

###

**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 Reagan Building is 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.

Through the World Trade Centers Association, WTCDC utilizes a global network of 750,000 affiliated business from 300 trade centers in over 100 countries to maximize its connections and capabilities. With this extended network, WTCDC 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.rrbitec.com](http://www.rrbitec.com) or follow us @ReaganITCDC.

**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](http://www.drewcompany.com).