

October 22, 2025

Contact:

Jacie Roberts Lallis

jroberts@rrbitc.com

202-359-5097

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

**Winternational Expands with Performances and New Awards as
Embassies Showcase the World in Washington**

*12th Annual Embassy Event Brings Together Dozens of Countries in a Global Marketplace at the
Ronald Reagan Building and International Trade Center*

WASHINGTON, D.C. – Ronald Reagan Building and International Trade Center (RRB/ITC) will host the **Winternational – 12th Annual Embassy Showcase on Tuesday, December 9, from 11 a.m. to 4 p.m.**

Presented by the [World Trade Center Washington, DC \(WTCDC\)](#), the celebration highlights the cultural and culinary traditions of Washington's global diplomatic community as dozens of embassies showcase their nations through a one-of-a-kind global marketplace, featuring displays of visual art, cuisine, handcrafted goods, and insights into travel and tourism. Event registration is free.

The event continues to grow each year—this edition will offer an additional hour, due to its popular demand, and exciting new features, including an international performance stage and two “Best Embassy Exhibit” awards, selected by both a panel of judges and the public.

“Since 2011, we have had the privilege of partnering with one of the world’s largest diplomatic communities to celebrate and share their rich cultural heritage and traditions,” said Allyson Browne McKithen, Executive Director of the World Trade Center Washington, DC, and founder of the event. “While our mission is rooted in advancing global trade, we recognize that cultural understanding is the foundation for building trust, fostering meaningful relationships, and creating the conditions where international commerce can thrive.”

WHAT: [Winternational – 12th Annual Embassy Showcase](#)

WHEN: Tuesday, December 9, 2025, 11 a.m. – 4 p.m.

WHO: Participating Embassies and Organizations:

Algeria, Argentina, Azerbaijan, Bahamas, Bahrain, Barbados, Bolivia, Cameroon, Chile, China, Colombia, Costa Rica, Cote d'Ivoire, Cyprus, Democratic Republic of the Congo, Dominican Republic, Ecuador, Egypt, El Salvador, Ethiopia, Grenada, Guatemala, Guinea, Guyana, Haiti, Honduras, Ibero-American Cultural Attachés Association, Iraq, Jamaica, Kenya, Kuwait, League

of Arab States, Lebanon, Libya, Madagascar, Malawi, Malaysia, Maldives, Mauritania, Mexico, Moldova, Morocco, Nepal, Nigeria, Pakistan, Panama, Peru, Philippines, Qatar, Rwanda, Saudi Arabia, Sierra Leone, Slovenia, Sri Lanka, Sudan, Tanzania, Trinidad and Tobago, Tunisia, Uganda, Ukraine, Yemen, Zambia, and Zimbabwe.

Presenting Sponsors:

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

Supporting Organizations:

Platinum Sponsors: Giant Food and League of Arab States

Gold Sponsors: World Trade Center Boston and World Trade Center Dublin

Silver Sponsors: Ibero-American Cultural Attaché Association

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

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

MEDIA: Interviews with diplomats, embassy exhibitors, sponsors, and attendees can be arranged by contacting Sheena Pagarido at media@linksp.com or 202-805-2638. For more information, please visit <https://rrbitc.com/winternational/>.

###

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, D.C.**, and a premier conference and event venue with executive office space, attractions, dining, retail, parking, and community activities.

World Trade Center Washington, D.C. (WTCDC) utilizes World Trade Centers Association's vast ecosystem, of more than 1 million affiliated businesses in nearly 100 countries and territories to leverage its global connections and capabilities. With this extended network, WTCDC ensures the RRB/ITC offers a powerful forum for convening international dialogue, fostering diplomacy, and advancing a more prosperous U.S. economy. Through strategic partnerships and tailored programming, WTCDC presents the RRB/ITC as a premier destination for influential events including high-profile summits, conferences, and cultural programs. Visit www.rrbitc.com or follow us at @ReaganITCDC.

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 drewcompany.com/hospitality.