



WORLD TRADE CENTERS
ASSOCIATION

“Making Trade Work” Webinar Series
Leveraging Global Diversity and Inclusion to Empower Organizations and Build Business

Thursday, May 18, 2023 (12:00 p.m – 1:00 p.m EDT)

For most organizations, implementing policies and programs to advance diversity, equity, and inclusion (DEI) is a top priority. But do we really understand **how** to use the power of diversity to build high-performance teams as well as businesses? Join us as experts share their insight on how diversity works in attracting and sustaining talent, empowering diverse businesses within communities, and building global sales.

The webinar will help participants:

- Implement best strategies to attract talent and nurture diverse teams.
- Apply the nuances of cultural diversity to improve global sales success rates.
- Learn how organizations are using global diversity programs to increase their client base and impact within underserved communities.

This webinar is open to all U.S. companies and WTCA members seeking innovative strategies and examples of how diversity can be effectively leveraged as both a civic responsibility and a successful global business strategy.

Seminar Fee: Free

Registration Deadline: May 17, 2023

To register: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=3QH2>

For more information, please contact Carmela Mammas, Carmela.Mammas@trade.gov or Valentina Moretti Moretti.IC@wtca.org.

About the "Make Trade Work" Webinar Series:

Hosted by the U.S. Department of Commerce's International Trade Administration and the World Trade Centers Association, the "Make Trade Work" webinar series is a joint initiative to help educate and increase global trade and investment opportunities. The "Leveraging Global Diversity and Inclusion to Empower Organizations and Build Business" webinar is the third of four webinars in the series hosted over the year.

This series also marks the first of many initiatives under the WTCA's partnership with the U.S. Commercial Service International Trade Administration. Under this partnership, WTCA Members and the broader WTCA network will gain access to numerous benefits, including best practices in international trade and investment, and support for those interested in non-U.S. entities to engage in foreign direct investment and those who want to do business in the United States or with U.S. businesses.

