



Partner Reference Booklet

Each year, the President of the United States declares the third week of May as World Trade Week. Trade organizations, businesses and other stakeholders come together both locally and nationally to promote and facilitate international trade in the U.S. economy. With a rich and robust international trade arena, WTW NYC has expanded, thanks to our partner organizations, to include a multitude of diverse activities during the month of May.

The New York City tri-state region's trade and transportation community celebrates *World Trade Week* by offering a full agenda of educational seminars, global business networking events and international trade awards that recognize the exemplary achievements by practitioners in the field. *World Trade Week NYC* puts businesses and organizations in touch with invaluable opportunities and resources.

Locally-based organizations are invited to become Partners of *World Trade Week NYC* and support a vibrant local economy. Partners are the foundation of *World Trade Week NYC* and play an invaluable role. Participation as a Partner is at no cost.

This year, all activities will be in-person and virtual.

To learn more about *WTW NYC 2024*, visit: <http://www.wtwnyc.org>.

World Trade Week NYC Partner Benefits—Participation is Free!

Visibility

WTW NYC Partner logos, links and briefs are featured on the 'Partners' page of the *WTW NYC* website (wtwnyc.org).

Promotion

Partners who choose to organize events during the month of May will have the additional advantage of having the event posted on the *WTW NYC* Calendar (wtwnyc.org). *WTW NYC* Steering Committee Members are happy to provide feedback to Partners and propose timely topics. Partners are not required to organize an event.

Network and Collaborate

World Trade Week NYC Partners benefit from attending the three Partner Meetings in the months leading up to *WTW NYC*, allowing them to meet with key players in the New York metro area trade and business community. Partners are encouraged to collaborate on events and develop other resources for the New York metro area international business community.

Discuss and Shape *WTW NYC*

Partner Meetings provide a forum for discussing important issues and trends in global trade and the demands of local businesses. The meetings therefore create an environment where broad themes are addressed, ideas are shared, and where Partner Organizations can receive feedback from other Partners and *WTW NYC* Steering Committee Members on proposed events or initiatives.

Nominate *WTW NYC* Awardees

Partners can nominate companies and organizations that have achieved excellence in a number of categories. Visit wtwnyc.org for more details and to download a nomination form or contact Lene Skou at lene.skou@baruch.cuny.edu.

Expectations for *World Trade Week NYC* Partners

By becoming a *WTW NYC* Partner your organization commits to actively contributing to *WTW NYC*. The success of *WTW NYC* depends upon Partner participation.

Partner Meeting Attendance

Partners must attend at least one Partner meeting, which will take place on Thursday afternoons as follows:

Location: A link to MS Teams will be provided prior to the meetings. The March 21st meeting will be held in-person. Location of the meeting will be provided.

Dates: Thursdays: February 15th, March 21st, and April 18th

Time: 2:30 PM – 3:30 PM

Promotional Activities

Partners are expected to distribute promotional materials for the NEW YORK INTERNATIONAL 4RADE KICK-OFF EVENT and the *WTW NYC* Events Calendar via: email (distribution to members/clients/partners); flyers (for distribution at organizational events); mailings; social media, website, etc. All promotional materials should include a *WTW NYC 2024* logo, which can be downloaded from the Partner page on wtwnyc.org, including event flyer templates for your own event. Please note that *WTW NYC* promotion is in addition to any promotion you may do for your own event.

Organization Website

Partners are expected to post the following on their organization website:

- 1) A *WTW NYC 2024* logo;
- 2) Basic information about *WTW NYC*; and
- 3) A link to the calendar of events.

The *WTW NYC* Steering Committee can provide standardized text.

Partners organizing events will receive instructions for posting events to the *WTW NYC* calendar via email upon receipt of the Partner Registration.

Important Dates and Deadlines

WTW NYC 2024 Partner Meetings

Location: A link to MS Teams will be provided prior to the February 15th and April 18th meetings. The meeting on March 21st will be held in-person. Location of the meeting will be provided.

Dates: Thursdays: February 15th, March 21st, and April 18th

Time: 2:30 PM – 3:30 PM

WTW NYC Website Partner Logos

Upload Deadline: Friday, March 22, 2024

Contact: **Barney Lehrer** at info@worldtradeweeknyc.org

Partner Event Listings

Deadline: Friday, April 19, 2024

Events that you organize should be uploaded to the WTW NYC website calendar of events by the deadline.

Contact: **Barney Lehrer** at info@worldtradeweeknyc.org

WTW Outreach and Promotion

Deadline to begin: Friday, April 19, 2024

Promotion of the International Trade Kick-Off Event should begin *no later than* April 19, 2024.

**NY INTERNATIONAL TRADE KICK-OFF EVENT: Thursday, May 9, 2024
@ 2 PM**

If you have questions about *World Trade Week 2023* you can reach out to the *WTW NYC 2024* Steering Committee members directly for assistance.

NY District Export Council Chair

Andrea Ratay
Andrea.Ratay@td.com
(212) 661-4959

World Trade Week 2024 Steering Committee Members

Lene Skou, Chair
Lene.Skou@baruch.cuny.edu
(646) 312-2074

International Trade Kick-Off Event

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Partnerships

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Nancy Ploeger
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Marketing and Communications

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Susan Hettleman
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Website

Barney Lehrer
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(718) 871-0369

Sponsorships

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Awards

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Student Scholarships Subcommittee

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Government & Congressional Relations Subcommittee

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Accounting/Payment Matters

Joseph Schoonmaker
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(212) 535-0238

2024 Partner Registration

To become a Partner, please complete the form below so that we can **update** your organizational information in our *WTW NYC* database. Please complete and return to:

Carmela.Mammas@trade.gov.

Organization and Contact Information:

Organization Name:

Address:

Organizational Contact Name:

Title:

Additional Contact Name:

Title:

Phone:

Fax:

Email:

Website:

World Trade Week NYC Partner Since:

Attending at least one Partner Meeting is mandatory.

The following are EXPECTED:

- Distribute promotional materials for the INTERNATIONAL TRADE KICK-OFF EVENT and *WTW NYC* Calendar.
- Promote *WTW NYC* on your organization's website and through social media channels (if available). Promotion of the International Trade Kick-Off Event should begin no later than April 21, 2023.

The following are OPTIONAL:

- My organization will host the following *WTW NYC* event during May 2023. (Please provide tentative title and date):
- Upload event information onto the *WTW NYC* Calendar on wtwnyc.org if your organization plans to host or co-host a *WTW NYC* event during the month of May as a *WTW NYC* Partner.
- Additional comments or suggestions for *WTW NYC* events, potential partners and sponsors: