



Winternational Embassy Showcase Brings Global Culture to the Heart of the Nation's Capital



*Cultural Showcase at the 12th Annual Winternational Embassy Showcase.
Source: NNWO.*

WASHINGTON, D.C. – On December 9, the Navajo Nation Washington Office attended the 12th Annual Winternational Embassy Showcase at the Ronald Reagan Building and International Trade Center—a reminder of the uniquely international environment that surrounds us here in Washington, D.C. As the capital of the United States, D.C. hosts embassies from around the world, and events like this are a regular part of life in the city. Winternational is a perfect example, bringing together more than 65 embassies and cultural organizations for a day of global connection, cultural exchange, and diplomacy.

Presented by the World Trade Center Washington, DC, this free public event transforms the building's atrium into a bustling marketplace filled with traditional crafts, artwork, tourism exhibits, and foods from every region of the world. Winternational brought more than 8,000 visitors last year, and the crowds this year looked just as strong. The booths were set up by region, with the Caribbean and African nations in one wing, and the Asian American, and European countries surrounding the main stage that featured regular cultural performances and dances from the participating embassies. The Arab League set up a dedicated pavilion shared by its member nations. The space featured traditional lounge areas furnished with

ornate seating, a second stage for cultural dancers, and even a raffle for a free trip to Egypt—though, unfortunately, NNWO staff were not among the lucky winners.

This event is a clear example of soft power diplomacy in action—using culture, hospitality, and public engagement to build goodwill and influence among lawmakers, administration officials, and the broader Washington community. While the Navajo Nation has no plans to host events on that scale, the principle is the same: culture can open doors that politics alone cannot. That is why the Navajo Nation Washington Office engages in community outreach whenever the opportunity presents itself (see our article in this week's *Wááshindoon Weekly* about our middle school Code Talker presentation), and we maintain a small cultural center and library in our office, where visitors can view Navajo artwork, explore books about life on the Nation, and experience a welcoming environment. Even modest cultural outreach helps promote tourism, attract investment, and strengthen our relationships with policymakers who shape decisions affecting the Navajo people.

We encourage our Navajo people visiting Washington, D.C., to take the opportunity to connect with the world by attending events like the Winternational Embassy Showcase that allow them to experience the diversity that makes the nation's capital so unique. And while you're here, don't forget to stop by the Navajo Nation Washington Office to say hello, explore our small cultural center and library, and see a little piece of home right in the heart of the city.