



Amplifying Global Awareness Through International Events

Building Awareness at Key Trade Events

Throughout 2023, the International Centre for Trade Transparency (ICTTM) has actively engaged in a series of influential international events, encompassing the spheres of trade finance, logistics, shipping, supply chains, and trade compliance. These events have been instrumental in elevating awareness of our innovative product offerings, particularly ADAMftd, amongst key industry stakeholders.

Strategic Participation and Endorsements

Our collaboration with the International Trade Council has been a cornerstone of our strategy, enabling us to participate in these events often at no charge. This partnership has not only provided us with critical platforms to showcase our solutions but also led to significant endorsements from event organizers. These endorsements have been featured in promotional materials distributed to expansive audiences, further enhancing the visibility and credibility of our products.

Showcasing ADAMftd to a Global Audience

Through engaging presentations, interactive exhibits, and networking sessions, we have demonstrated the capabilities and benefits of ADAMftd to a diverse and influential audience. Our participation in these events has allowed us to connect directly with potential clients, gather valuable feedback, and stay attuned to the latest industry trends and needs.

Examples of Key Events in 2023:



Impactful Results from Event Participation

These events have not only bolstered our brand presence in the international trade arena but also opened doors to numerous opportunities for collaborations and partnerships. The endorsements received have served as a testament to the relevance and potential of ADAMftd in transforming global trade practices.





Strategic Global Presence Through ITC Partnership

Each year, the ITC is given the opportunity to partner on hundreds of strategic events worldwide, ranging from exhibitions to conferences. In exchange for offering free advertising for select events, the ITC gains complimentary exhibition space, speaking slots, and event attendance; which it has agreed to pass onto the ICTTM. This unique arrangement allows us to maintain a high-profile global presence at industry events, **where other organizations might incur expenses reaching tens of thousands of dollars per event.**

Furthermore, the extensive network of ITC's business council leaders and local chapter heads across many countries enables ICTTM to deploy volunteer executives to these events. These representatives act as our global ambassadors, staffing booths and promoting our initiatives without the substantial costs typically associated with international event participation. This cost-effective strategy amplifies our voice on the global stage, with maximum impact and at **virtually zero cost.**

Examples of Upcoming Events for 2024:

May	6 - 7	Chief Procurement Officer Summit	Texas, United States	https://www.may24.cpo-summit.com/	
	7 - 9	CPHI North America 2024	Philadelphia, PA, United States	https://www.cphi.com/northamerica/en/home.html	
	14 - 15	The 7th Smart Supply Chain and Logistics Innovation Asia Pacific Convention & Exhibition 2024, Shanghai, China			https://www.szwgroup.com/china-smart-supply-chain-and-logistics-summit-en/
	21 - 24	66th INTERNATIONAL FAIR OF TECHNICS AND TECHNICAL ACHIEVEMENTS	Beograd, Serbia	https://sajam.rs/en/calendar-2024/fair-of-technics/	
	22	GTR India 2024	Mumbai, India	https://www.gtreview.com/events/asia/gtr-india-2024-mumbai/	
	23	Government IT Security Conference	London, United Kingdom	https://whitehallmedia.co.uk/govsecmay2024/	
	4-5	ASCM Connect 2024	Brussels, Belgium	https://connect.ascm.org/website/69864/	
June	11-13	Seawork incorporating Marine Civils	Southampton, United Kingdom	https://seawork.com/	
	11-13	CTW Saudi Arabia - Riyadh	Saudi Arabia	https://www.ctwsaudi.com/	
	11-13	Smart Home & Furnishings	Saudi Arabia	https://www.saudismarthomes.com/	
	19-21	Ghana Investment & Trade Week	Accra, Ghana	https://www.gitwsummit.com/	
	19-21	CTW Ghana	Accra, Ghana	https://www.ctwghana.com/	
July	9-11	CTW Kenya	Nairobi, Kenya	https://www.ctwkenya.com/	
	9-11	Fashion & Beauty Show Africa	Nairobi, Kenya	https://www.africabeautyexpo.com/	



July	9-11	Africa Technology Show	Nairobi, Kenya	https://africatechshow.com/
	9-11	Africa Security Show	Nairobi, Kenya	https://africasecurityshow.com/
	9-11	Africa Food Show	Nairobi, Kenya	https://www.africafoodshow.com/
	16-17	World Financial Innovation Series Kenya	Nairobi, Kenya	https://kenya.worldfis.com/
	16-18	Africa Build Show	Nairobi, Kenya	https://kenya.africabuildshow.com/
	16-18	Megawatt Africa	Nairobi, Kenya	https://kenya.megawattafrica.com/
August	1-3	VILOG - THE VIETNAM INTERNATIONAL LOGISTICS EXHIBITION 2024	Hochiminh City, Vietnam	https://vilog.vn/en/
	13-14	World Financial Innovation Series Philippines	Manila, Philippines	https://philippines.worldfis.com/
September	3-5	America Property Exhibition	New York, United States	https://www.americapropertyexpo.com/
	18-20	Icelandic Fisheries Exhibition (IceFish)	Kópavogur, Iceland	https://www.worldfishing.net/icelandic-fisheries-exhibition
	25-27	Smart Home & Furnishings	New York, United States	https://www.smarthomesshow.com/
October	15	National Cyber Security Strategy Conference 2024	London, United Kingdom	https://whitehallmedia.co.uk/cybergovoct2024/
	21-23	Saudi 4P Dhahran,	Saudi Arabia	https://www.saudi4p.com/
	21-23	Mach & Tools	Dhahran, Saudi Arabia	https://www.saudi4p.com/
	22-23	CTW Global	Dubai, United Arab Emirates	https://www.ctw.global/
	7-8	Chief Procurement Officer Summit	Orlando, United States	https://www.nov24.cpo-summit.com/
November	11-13	TFEST24 Europe	Berlin, Germany	https://lp.futureinsights.org/tfest24-homepage
	18-21	CTW Saudi Arabia - Dhahran	Saudi Arabia	https://www.ctwsaudi.com/
	20-22	CTW Morocco	Casablanca, Morocco	https://www.ctwmorocco.com/
	20-22	Africa Food Show	Casablanca, Morocco	https://morocco.africafoodshow.com/
	20-22	Africa Technology Show	Casablanca, Morocco	https://morocco.africatechshow.com/