



Press Release

IITBN Announces 2026 East Africa Trade Mission and New Global Initiatives

Randallstown, MD – January 15, 2026 – Integrity International Trade & Business Network (IITBN) is pleased to announce plans for an **exploratory Trade Mission Trip to Ethiopia and Kenya in early March 2026**. The delegation will engage with industry leaders across **banking, agriculture, mining, farming, and real estate** to strengthen cross-border collaboration and identify new opportunities for sustainable economic growth.

The Trade Mission marks a significant step in IITBN's expanding global footprint and its commitment to fostering strategic partnerships throughout East Africa. Discussions will focus on emerging markets, investment potential, and innovative pathways for long-term development.

Looking ahead, IITBN will launch **three major initiatives for 2026–2027**, each designed to advance economic empowerment and leadership across key sectors:

- **Real Estate Tourism** – promoting investment, development, and international engagement in high-growth real estate markets
- **Women in Agriculture** – supporting female farmers and agripreneurs through training, resources, and market access
- **Entrepreneur Training & Leadership Development** – equipping emerging leaders and business owners with tools to scale, innovate, and compete globally

“These initiatives reflect IITBN's commitment to building bridges between nations, empowering communities, and driving sustainable economic transformation,” said Dr. Cheryl A. Hill, President of IITBN. “Our upcoming Trade Mission will open new doors for collaboration and help shape the future of international trade and investment across the region.”

With a focus on innovation, partnership, and inclusive growth, IITBN continues to position itself as a global catalyst for economic advancement and cross-cultural business development.

About Integrity International Trade & Investment (IITBN)

Integrity International Trade & Investment (IITBN) is a visionary organization that collaborates with small to medium-sized companies to build scalable models of success. Guided by a mission to prioritize sustainable impact and generational legacy, IITBN works with global advisors to execute strategic initiatives that empower entrepreneurs and strengthen communities worldwide.

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