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**INTERNATIONAL NETWORKING WEEK® 2024  
CELEBRATING THE BREAKTHROUGH POWER OF BUSINESS NETWORKING ACROSS  
THE GLOBE**

**Charlotte, NC – January 15, 2024** - International Networking Week®, an annual event dedicated to celebrating the benefits of networking for business owners and professionals worldwide, is set to take place from February 4-10, 2024. Started in 2007 by BNI®, the world's largest business networking organization, the week-long initiative provides a platform for business leaders across the globe to cultivate meaningful connections, foster collaboration, and unlock opportunities for long-term success.

Networking has become an indispensable tool for individuals and organizations seeking growth, collaboration, and enrichment. International Networking Week underscores the essential role networking plays in fostering business development, knowledge sharing, and the creation of lasting relationships.

These are some of the powerful benefits of networking for entrepreneurs, business owners and professionals:

- **Business Growth:** Forge connections with potential clients, customers, and partners, opening doors to new business opportunities and markets.
- **Knowledge Sharing:** Gain insights, stay informed about trends, and learn from the experiences of others to stay ahead in your industry.
- **Referrals:** Increase your chances of receiving referrals, a powerful source of new business.
- **Mentorship and Advice:** Access mentorship, advice, and shared expertise to navigate challenges and make informed decisions.
- **Visibility and Credibility:** Enhance your business's visibility, establishing credibility within your network and positioning yourself as a trusted authority.
- **Brand Promotion:** Promote your brand, products, or services, contributing to increased awareness and a positive reputation in your industry.
- **Business Collaboration:** Find partners, collaborate on projects, and share resources for mutual benefit.
- **Supportive Community:** Build strong relationships that deliver long-term personal and professional enrichment.

How business leaders, entrepreneurs, and professionals can participate in International Networking Week 2024 around the globe:

- **Create a Breakthrough Moment:** Step out of your comfort zone to achieve a breakthrough result by trying something new— register for a local networking event, reconnect with former colleagues or clients, or reach out to a new contact.
- **Join a Speed Networking Event:** BNI Members and Directors can participate in virtual and in-person speed networking events in their region or country.
- **Visit a BNI Chapter:** Participation is not exclusive to BNI Members. [Find a BNI Chapter](#) near you to unlock breakthrough opportunities for your business.
- **Share Your Stories:** Use **#INW2024** on social media to share how networking has impacted your professional or personal life. Connect with others, celebrate breakthroughs, and snap photos at networking events or during your 1-2-1 sessions.

International Networking Week 2024 promises to be a week of unparalleled opportunities for growth, collaboration, and connection. Join us in celebrating the power of networking and unlocking the potential for your professional and personal enrichment.

#### **About International Networking Week®:**

Created by Business Network International (BNI®) in 2007, International Networking Week® is an annual event dedicated to celebrating the benefits of networking for business owners and professionals worldwide. The week-long initiative provides a platform for individuals to cultivate meaningful connections, foster collaboration, and unlock opportunities for long-term success.

#### **About Business Network International (BNI):**

BNI® (Business Network International) is the world's largest business networking organization, helping business owners and professionals build a structured, positive, and professional referral network that generates new business through personal relationships. BNI has over 315,000 Members across 78 countries around the globe. To learn more about BNI or to visit a local BNI Chapter, visit [www.bni.com](http://www.bni.com).