

The SheTrades Initiative – Empowering Women to Trade

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Overview of SheTrades Initiative

- About [SheTrades Initiative](#)
- Policy & Data // [SheTrades Outlook](#)
- Gender-Disaggregated Data // [ISO IWA 34:2021](#)
- [SheTrades Global](#) Dubai
- [Funders](#)

About SheTrades Initiative

ITC's flagship initiative that provides **women entrepreneurs** around the world with a **unique network and platform to connect to international markets.**

Goal: To connect 3 million to market by 2021.

How: 7 Global Actions

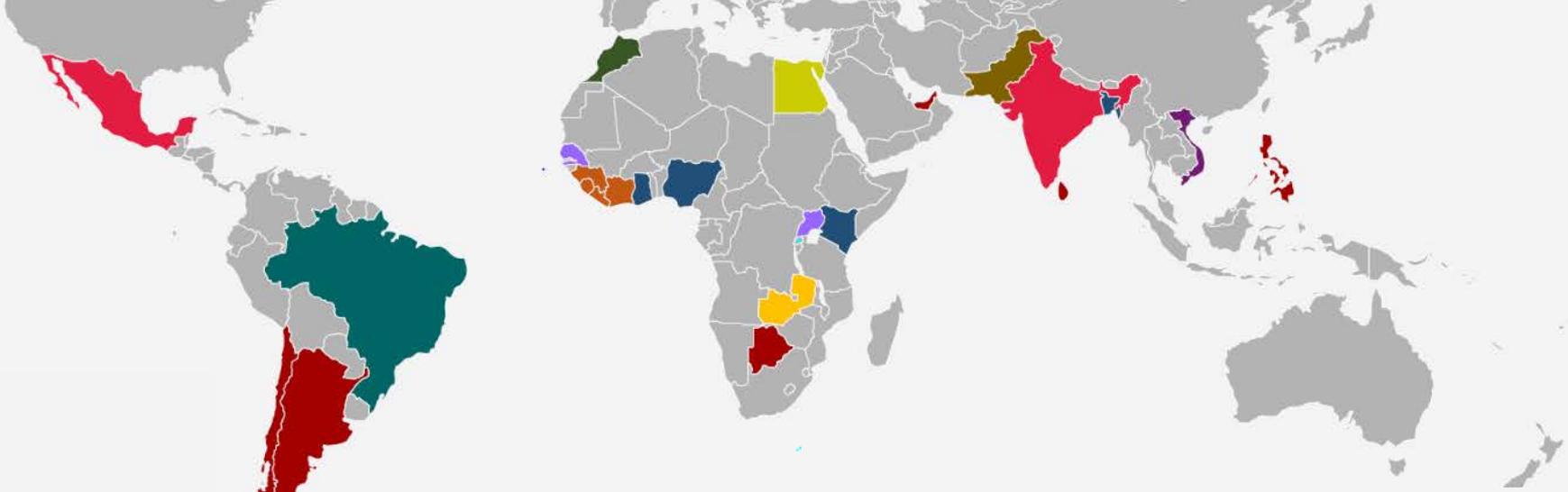




7 Global Pillars



Where are we present?



-  SheTrades Commonwealth
-  SheTrades West Africa
-  SheTrades Zambia
-  SheTrades Gambia
-  SheTrades and UPS
-  SheTrades and Mary Kay
-  SheTrades Egypt
-  SheTrades Morocco
-  SheTrades Hubs
-  The Netherlands Trust Fund IV (NTF (IV))
-  Growth For Rural Advancement And Sustainable Progress (Grasp) Pakistan
-  SheTrades Rwanda

The SheTrades Initiative – Impact in Numbers



Connecting 3 million women to
market



US\$250 million in trade
opportunities generated for women



30,000 women-led businesses
directly supported



Global network of 350 partner
organisations from 65 countries



Technical expertise in facilitating
trade, improving competitiveness of
women and integrating the
business sector of developing
countries into the global economy



Partners with private sector and
governments to improve services and
policies for women and build a
conductive ecosystem for women to
trade and foster gender equality

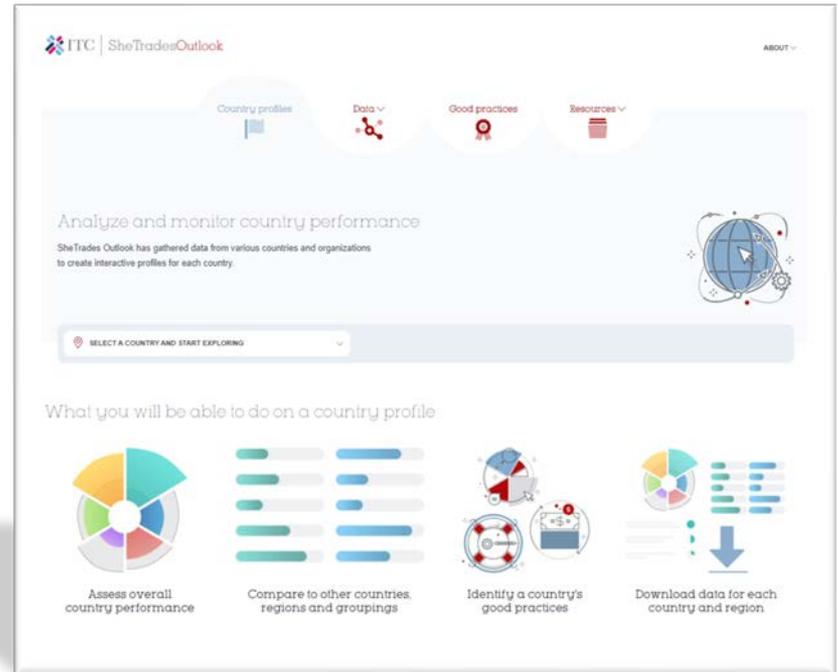
POLICY & DATA

SheTrades Outlook



SheTrades Outlook: Target and Objectives

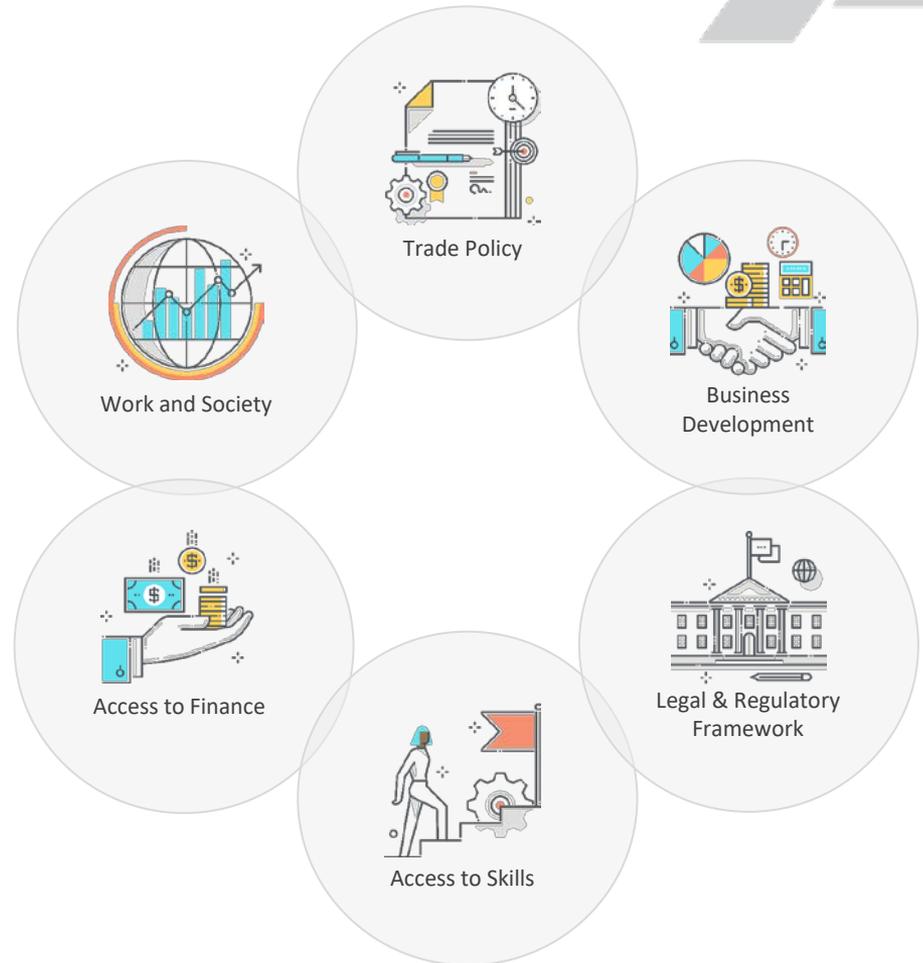
- Launched in July 2020
- **Purpose:** Help unlock markets for women by identifying and eliminating obstacles in the policy ecosystem
- **Target:** Policymakers, women entrepreneurs, associations, researchers, and NGOs
- **Objectives:**
 - Map environment for women in trade
 - Examine data gaps
 - Identify areas for potential inclusive policy reform



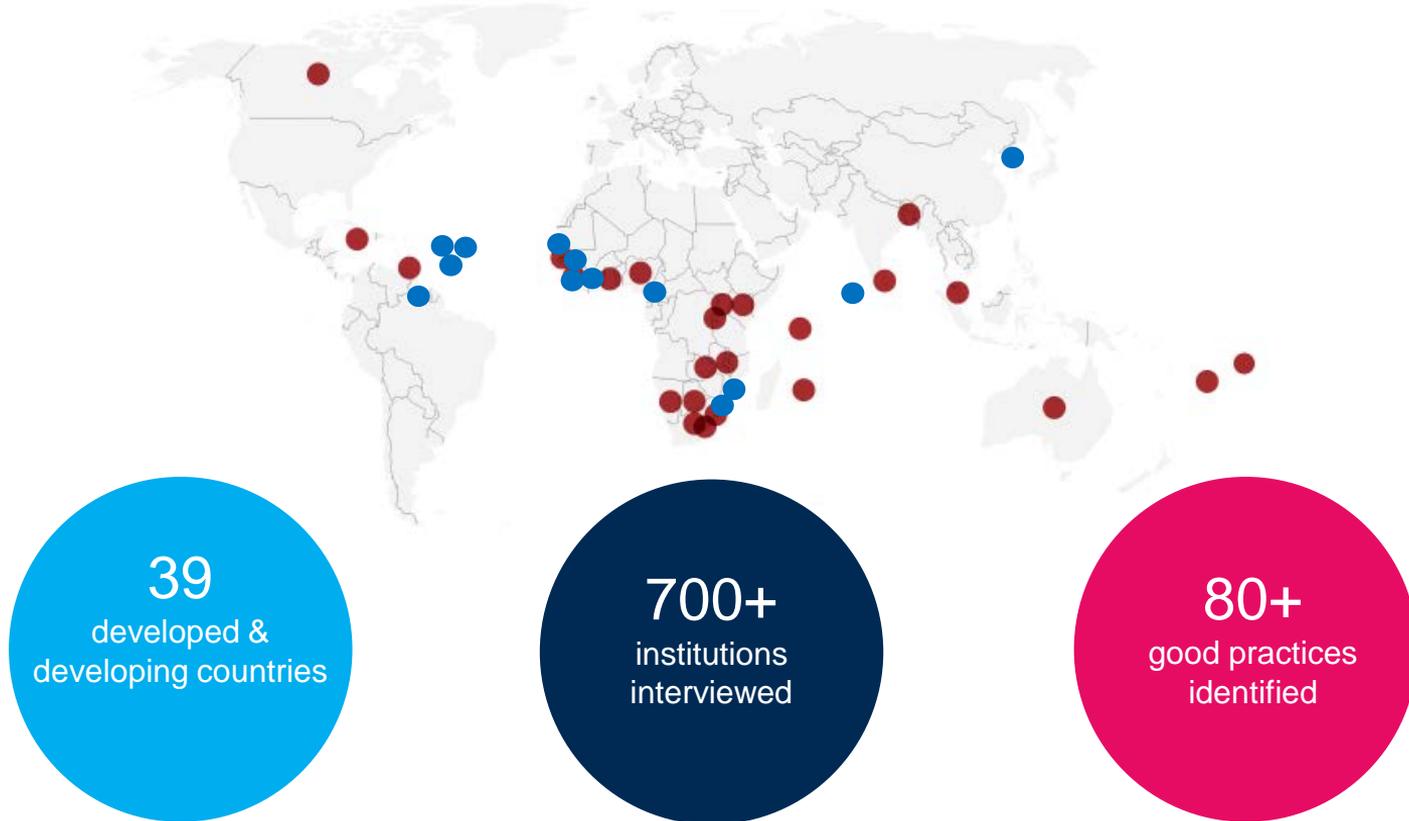
Available on www.shetrades.com/outlook

SheTrades Outlook: Pillars and Indicators

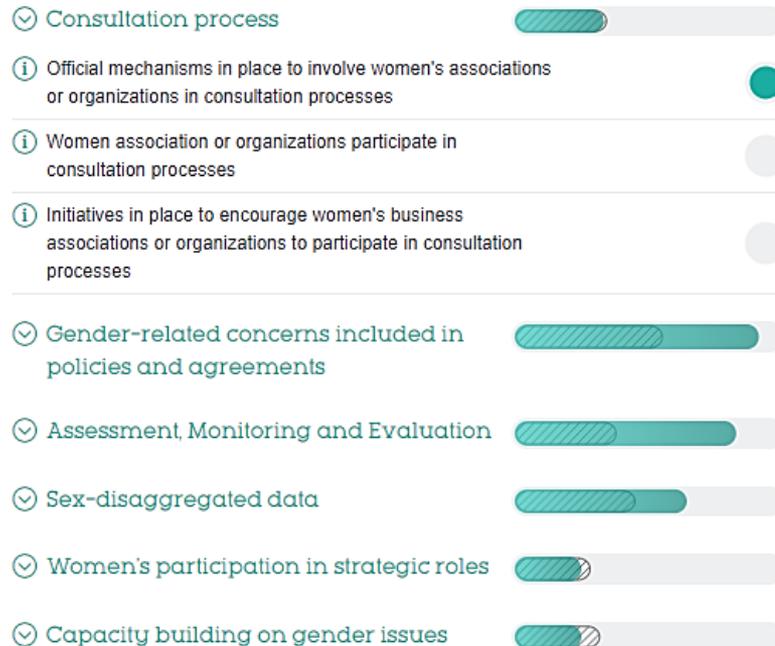
- Comprises **6 pillars and 83 indicators**
- Has **80% new data** collected through an institutional survey, complemented with existing data
- The tool **does not provide a ranking of countries' performance**



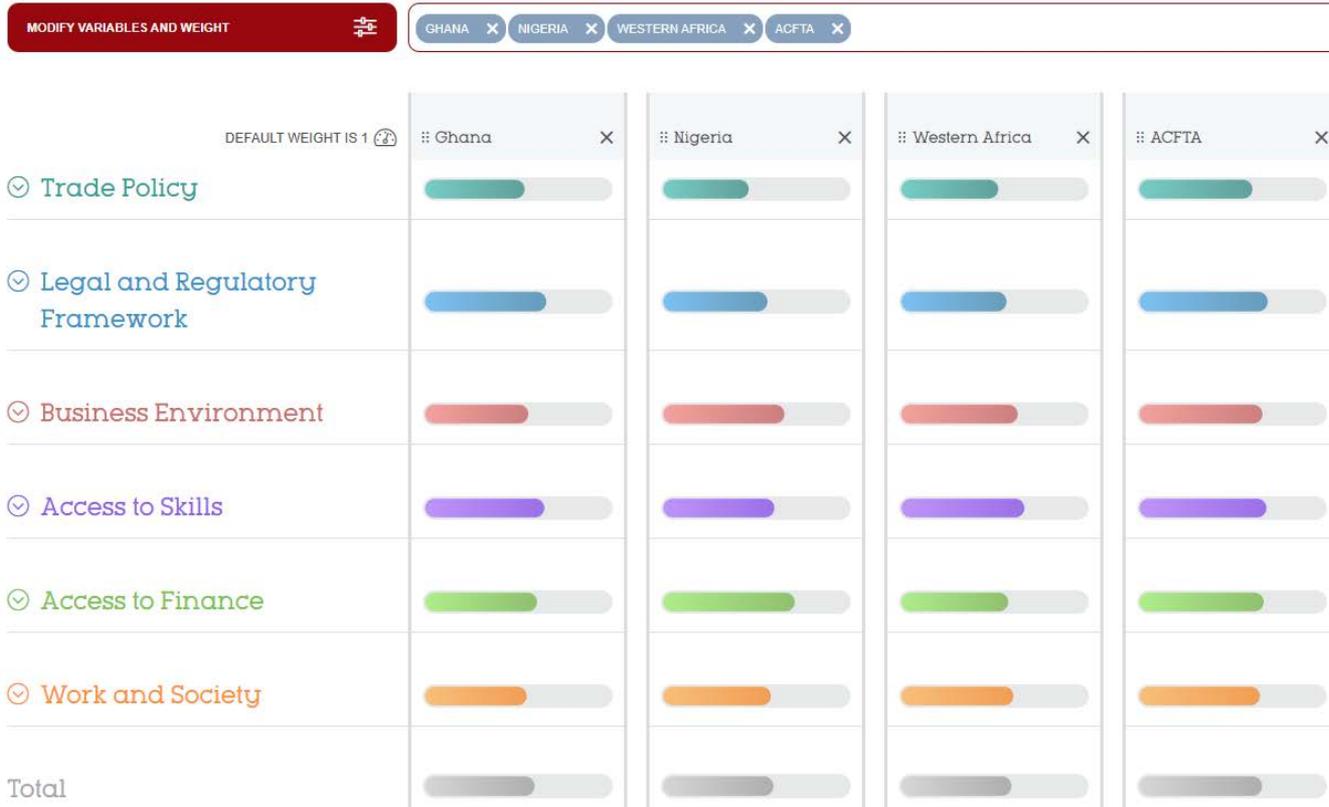
SheTrades Outlook: Highlights



SheTrades Outlook: Explore a Country Profile



SheTrades Outlook: Compare Results



SheTrades Outlook: Learn from Good Practices

Repository of good practices

This repository of Good Practices aims to exchange experiences and lessons learned from various initiatives that are working to improve women's participation in trade. Each Good Practice provides background about the policy or project, key success factors, challenges and measures taken, achievements and links to more information. The Good Practices have been categorized into 10 topics, focused on most common barriers that women face when participating in trade.

To explore the Good Practices of an individual country, select the country in the dropdown above or visit the corresponding country profile page.



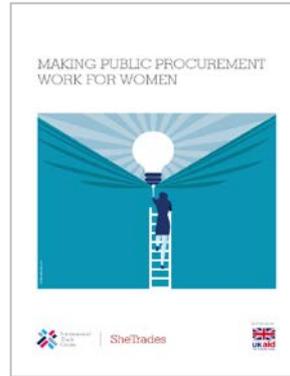
SHOW FOR ALL COUNTRIES ⌵ ⓘ There are no good practices from Ghana SEARCH... 🔍

	Access to Skills	9 +
	Access to Finance	8 +
	Policies, laws and regulations that support women in trade	2 +
	Access to Networks	3 +

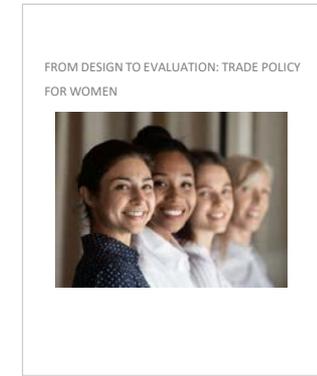
Step-by-Step Guide for Policy Reforms



- Published Jul 2020
- Available in Spanish
- Provides framework for countries to measure the gender-responsiveness of their FTAs
- Shares recommendations & model clauses



- Published Nov 2020
- Advises policymakers on how to design a roadmap, implement preferential policies and other measures, and monitor progress
- Shares case studies and good practices



- Available Soon
- Provides policymakers with a menu of policy options
- Shares questionnaires and suggestions for data collection, stakeholder consultations, gender-responsive action plans, and monitoring and evaluation framework

Technical Assistance in Ten Countries

Policy Reforms to Mainstream Gender in:

- National AfCFTA Implementation Strategies
- Public Procurement Acts, Policies, Regulations
- National Export Strategies
- MSME Policies
- COVID-19 Stimulus Packages
- And developing a definition of “women-owned business”

Countries Supported:

- Bangladesh
- Ghana
- Kenya
- Lesotho
- Mauritius
- Nigeria
- Sierra Leone
- The Gambia
- Uganda
- Zambia

GENDER-DISAGGREGATED DATA

ISO International Workshop Agreement 34



Current Landscape

- Different definitions;
- Multiple definitions within the same country;
- Multiple terminologies;
- No definition



Multiple Definitions

WBE Certification by Women's Business Enterprise National Council (WBENC)

- $\geq 51\%$ of company owned and controlled by one or more women OR
- $\geq 51\%$ equity of any publicly-owned business is owned and controlled by one or more women

Nigerian Network of Women Exporters of Services, a combination of:

- Woman owns highest share capital or assets of the company which is $\geq 35\%$
- AND woman be C.E.O. or Major Director
- AND Signatory to the Accounts of the Company

Multiple Terms

Additional terms referring to women's businesses:

- "Woman entrepreneur";
- "Woman-owned" & "women-owned";
- "Woman-owned small & medium enterprise" (WSME);
- "Woman-owned small business" (WOSB);
- "Female founder" or "female-founded";
- "Woman-led" & "women-led".



The Case for Adopting ISO IWA 34:2021

- Improve access to finance, markets, and capacity building
- Provides consistent and internationally comparable data
- Better identify women entrepreneurial gaps
- Facilitates knowledge sharing



The IWA Process (Aug – Mar 2021)



Aug-Sept 2020

- 16 informal stakeholder consultations
- 342 stakeholders
- 49 countries

14-16 Oct 2020

- 191 international experts from 64 countries

14-16 Dec 2020

08 Mar 2021

- ISO IWA 34:2021 launched on 8th March 2021, International Women's Day

GLOBAL BUSINESS EVENT FOR WOMEN ENTREPRENEURS

SheTrades Global Dubai

17 – 19 OCTOBER 2021

About SheTrades Global

SheTrades Global is the International Trade Centre's (ITC) premier **global business event** connecting women entrepreneurs with buyers, investors and partners.

With a strong focus on business generation, investment, sustainability and innovation, SheTrades Global is a unique opportunity to **do business, get inspired and forge lasting business partnerships.**

7 Previous editions

- **2019** Ethiopia
- **2018** United Kingdom
- **2017** Turkey
- **2015** Brazil
- **2014** Rwanda
- **2012** Mexico
- **2011** China



Key market partners



Results from Previous Editions



> 4,000 B2B
meetings organized



> USD 80 mil
In export & investment
opportunities generated



> 2,000
participants



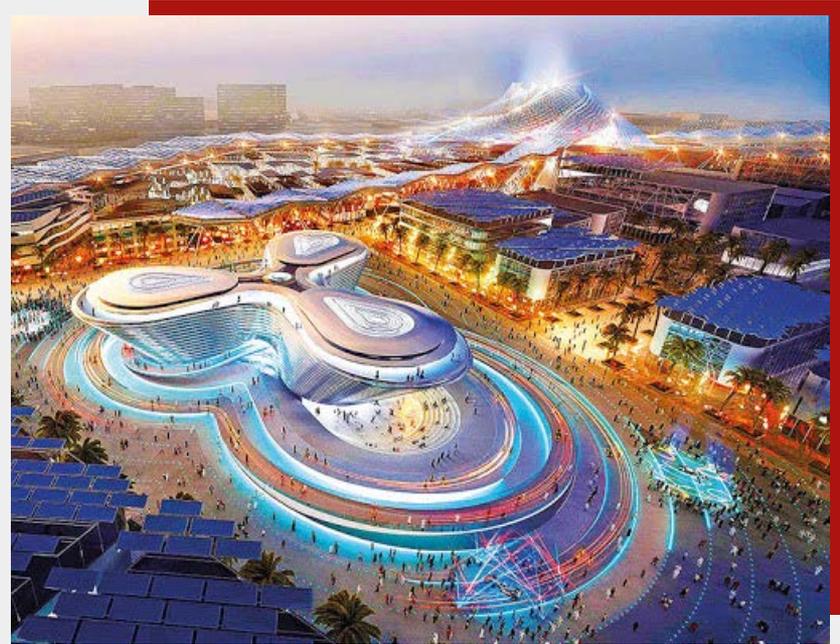
> 80 countries
represented

SheTrades Global Dubai

This 8th edition is co-hosted by ITC, Dubai Industries & Exports, in partnership with Expo 2020 Dubai.

Key Theme: **Sustainability**

When?	17 – 19 October 2021
Where?	Hybrid event Virtually & Face-to-face at Expo 2020 Dubai, UAE



*Ensuring the safety of all attendees and staff at our event is our top priority. Expo 2020 Dubai and our teams will be following the UAE government guidelines with regard to **COVID-19 precautionary measures** throughout the whole event.*

SheTrades Global Dubai

EVENT: VIRTUAL	THE ROAD TO SHETRADES GLOBAL	EVENT: VIRTUAL + EXPO 2020 DUBAI	SHETRADES GLOBAL	EVENT: VIRTUAL + EXPO 2020 DUBAI	SHETRADES AT EXPO 2020 DUBAI
MARCH 2021 → OCTOBER 2021		17-19 OCTOBER 2021		OCTOBER 2021 → MARCH 2022 →	
	https://event10x.com/event/the-road-to-shetrades-global/login No deadline		https://shetradesglobaldubai.com/verve.io/registration.html Deadline: 31 August 2021	Co-organizing activities possible please contact: shetradesglobal@intracen.org	



SheTrades Global Dubai – Key Dates and Links

YEAR	DATE	ACTIVITY/THEME	MODALITY
2021	Deadline – 31 Jul	Applications Open in 4 languages	Online
	Mar - Oct	Road to SheTrades Global	Online
	17 – 18 Oct	Day 1 and 2 – SheTrades Global Dubai	Online & DEC, Dubai
	19 Oct	Day 3 – SheTrades Global Dubai	Online & Expo2020, Dubai
	03 – 09 Oct	Theme: Climate and Biodiversity (Circular Economy)	Online & Expo2020, Dubai
	08 – 09 Nov	Theme: Creative Industry	Online & Expo2020, Dubai
2022	12 – 18 Dec	Theme: Knowledge & Learning	Online & Expo2020, Dubai
	09 – 15 Jan	Theme: Travel & Connectivity (Travel / Supply Chains & Trade / Digital Connectivity)	Online & Expo2020, Dubai
	16 – 22 Jan	Theme: Global Goals (Women & Girls / Livelihood & Enterprise Development)	Online & Expo2020, Dubai
	20 – 26 Feb	Theme: Food, Agriculture & Livelihood (Value Chains & Smallholder Farming)	Online & Expo2020, Dubai
	08 Mar	International Women's Day	Online & Expo2020, Dubai

SheTrades AfCFTA: Leveraging African Trade for Women



CAPACITY BUILDING

- Gathered inputs from 50+ women's business associations (WBAs), sectoral experts, RECs representatives to develop and validate 44 recommendations on Phase I AfCFTA Issues
- Started discussions on Phase II AfCFTA issues
- Delivered training on policy advocacy and institution strengthening
- Conduct the first survey of African WBAs on AfCFTA and COVID-19

RESOURCES

- Created 9 policy briefs on AfCFTA priority topics for women, e.g. trade facilitation, NTBs, Trade in Services, Investment, IP, etc)
- Developed 3 Virtual Learning Space Modules on the AfCFTA, COMESA, ECCAS in partnership with RECs
- Recommendations to mainstream gender in national policies/strategies related to AfCFTA
- Analysis of market opportunities under COMESA and AfCFTA for COMFWB women

NETWORKING

- Shared good practices and insights from existing regional WBA networks
- Held regional consultations to develop a network strategy for an African WBA network

Our Funders



MARY KAY



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Head of SheTrades Initiative

International Trade Centre

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