Women and Digital Trade

From the practitioners perspective

James Howe, International Trade Centre
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ITC Projects – Women and Digital Trade

Central America
200 women-led businesses from 6 countries to export handicrafts through e-commerce

ITC Women in Tech
Training women on content marketing, social networking and online branding

SheTrades Kenya
Collaboration with eBay, DHL and PayPal to train women-led businesses

More: EQUALS Leadership Coalition
To help women become creators and leaders of tech companies
Testimonials from women on advantages of e-commerce

Mariama Kébé  |  Creator and Director of Femmes Chic Network  |  Senegal

• The Senegalese economic hope relies on women.

• To promote their talents, a computer and an internet connection are often all that is needed. Digital is within reach of any woman with a desire to do business.
Testimonials from women on advantages of e-commerce

Fátima Calero | Founder and manager of Piedraluna | Central America

• E-commerce will be a source of employment for women in El Salvador.

• More independence thanks to the possibility of designing and marketing products on her own.

• Online activities give professional and family opportunities to women.
Testimonials from women on advantages of e-commerce

Kryssia Quintanilla | Co-founder and manager of Coco Canela | Central America

- E-commerce is an opportunity to enter new markets.
- E-commerce will help us transform our website in an online shop that will help the company convert the enquiries into sales.
Testimonials from women on advantages of e-commerce

Milagro de Mena | Founder and manager of Milli Amantolli | Central America

- E-commerce is an opportunity to promote my unique handmade zero waste fashion in international markets.

- I am selling a niche product targeted to customers in Europe who are willing to pay for environmentally friendly products.
ITC Projects – Women and Digital

- Especially in creative industries, the producers are generally women, who take inspiration from indigenous cultures and contemporary influences.

- E-commerce provides economic opportunities and increases gender balance.

- Hurdles
  - Limited access to payment solutions, logistics, infrastructure and networks (not gender-specific)
  - Lack of adequate negotiation skills for access to finance
  - Lack of self confidence
  - Lack of female role models
ITC e-Commerce Methodology

Project design and Ecosystem Evaluation

1. Inception
   - Defining objectives and scope

2. Business
   - E-Strategies
   - Trade and legal environment
   - Institutional mapping
   - Market opportunities and demand
   - MSME profiling and segmentation
   - Mapping of enterprise level skills and needs *

Ecosystem upgrading

MSME Capacity Building

A. Analyse and prepare offering
B. Content preparation and management
C. Market places, e-Commerce websites and online payments
D. Logistics, packaging, customer service and returns management
E. Digital marketing and promotion

Partners
- Market place advisory
- Logistics partnership development
- Trade Institution Advisory *

Solutions
- E-Commerce Service Centre *
- National ("Made In") marketplace *

* Optional elements
ITC e-Commerce training materials

- Presentations
- Workbooks
- Checklists
- Games
- E-learning courses
- Audit tools
ITC e-Commerce Trainings