

Women-Led MSMEs, Trade and Climate Change – Adapting and Investing for the Future

A Joint solutions lab by the WTO MSME Group, Trade and Gender Group and Trade and Environmental Sustainability Structured Discussions

▶ **28 September, 15:00 CEST**
Room D and Zoom

▶ **Introductory remarks**



Ngozi Okonjo-Iweala
Director-General, WTO



Trade for Women

TESSD

Trade and Environmental
Sustainability Structured Discussions

MSME_s

WTO Informal
Working Group

JOIN THE CONVERSATION!

28 September 2023, 15:00 – 17:00 CEST

Room D, WTO Headquarters + Zoom ([Register here](#))
Interpretation available in French and Spanish

With record-breaking heat, wildfires and drought still fresh in the minds of citizens and weather events considered "extreme" becoming normal, we are all aware that the time to act to counter the climate crisis is now. This will require a concerted effort across individuals, businesses, and economies to find solutions to address this shared problem including protecting the most vulnerable and investing in tools and technology to support change for a sustainable future.

In the spirit of cross-sectoral collaboration, the WTO Informal Working Group on Micro, Small and Medium-sized Enterprises (MSMEs), the Informal Working Group on Trade and Gender and the Trade and Environmental Sustainability Structured Discussions (TESSD) invite you to join them for a Zoom and in-person event featuring, first, a panel of WTO Ambassadors leading the discussions on MSMEs, trade and gender and trade and environmental sustainability, followed by a panel of women entrepreneurs and business experts. The conversation will cover:

- The importance of addressing inclusivity in WTO discussions and rule making;
- The connection between sustainability and inclusivity, particularly from creativity and tailored solutions;
- Experience-sharing by MSMEs already in the business of trade and sustainable products, their inspiration, challenges and recommendations.

15:00-15:05 Introductory remarks: WTO Director General, Dr. Ngozi Okonjo-Iweala

15:05-16:00 Ambassadors roundtable with:

- H.E. Mr Simon Manley (United Kingdom), Co-Chair of the WTO Informal Working Group on Trade and Gender
- H.E. Ms Clare Kelly (New Zealand)
- H.E. Mr Ronald Saborío Soto (Costa Rica), Co-Chair of the WTO Trade and Environmental Sustainability Structured Discussions (TESSD)
- H.E. Ms Nadia Theodore (Canada), Co-Chair of the WTO Trade and Environmental Sustainability Structured Discussions (TESSD)
- H.E. Mr Matthew Wilson (Barbados), Coordinator of the WTO MSME Informal Working Group

Moderator:

- Vanessa Erogbogbo, Chief, Green and Inclusive Value Chains Section, International Trade Centre

16:00-16:55 Panel discussion: Unpacking the solutions

- Amne Suedi Kagasheki, Founder and Managing Director of Shikana Investment and Advisory
- Rupa Ganguli, Founder and CEO, Inclusive Trade Ltd (inclusivetrade.com) and WTO MSME Group-ITC-ICC Small Business Champion 2022
- Andiswa Mbana, Project Manager, Crosspoint Trading 300 (Crosspoint300.com)
- Ivania Arguedas, Director of Innovation and Projects, Costa Rican Foreign Trade Promoter (PROCOMER)

Moderator:

- Ralph Ossa, Chief Economist and Director of the Economic Research and Statistics Division, WTO

16:55-17:00 Closing remarks:

- Ralph Ossa, Chief Economist and Director of the Economic Research and Statistics Division, WTO
- Aik Hoe Lim, Director of the Trade and Environment Division, WTO

IN-PERSON EVENT REGISTRATION: Accredited participants are welcome to attend in-person at the WTO Headquarters; for non-accredited guests, please register [here](#).

About the Panellists



Amne Suedi Kagasheki

is an international lawyer turned entrepreneur who founded Shikana Group, a legal and investment advisory company that focuses on foreign investments in Africa. Located in Switzerland and Tanzania, her company

works with an impressive clientele of entrepreneurs, international companies and financial institutions that are investing in different sectors in East Africa.

In 2023, she is the founder of BintiBiz, an education technology company that provides an online platform for female entrepreneurs in Africa to expand their business and investment knowledge through courses, mentoring and coaching. She equally works with entrepreneurs and mentors them as well as has acted as a strategic adviser and investor in start-up ventures.

Rupa Ganguli

is the Founder & CEO of Inclusive Trade Ltd. Inclusive Trade Ltd is an eCommerce platform that uses SDGs to enable micro and small businesses (MSMEs) worldwide to evidence their ethical credentials and reach the millions of buyers seeking products and services that have a genuine positive impact.



She is a globally recognized international trade and development expert, a textile industry specialist and trade facilitator. A successful entrepreneur at age 17, she grew her first business while at university into a venture, sold it and won scholarships for higher education. She has since gone on to support several businesses to grow cross border trade. A former WTO and UN employee, she is currently scaling Inclusive Trade Ltd at the intersection of trade and tech. She is a WTO MSME Group-ITC-ICC Small Business Champion 2022 and a featured Sherone in Lewisham, South-East London.



Andiswa Mbana

is an accomplished Project Manager with a proven ability to plan and execute projects. Andiswa has worked within a project environment for more than 20 years. Her working experience varies from Business Administration to Project Management. She holds a National Diploma in

Commercial Administration and Masters of Commerce in Project Management. She is a founder of Crosspoint Trading 300, a woman owned entity based in the Eastern Cape Province in South Africa. The company has been in the Construction space building low-cost houses on behalf of the South African Government for previously disadvantaged communities.

The company has diversified, upcycling tires, repurposing these old tires into furniture and various products. The aim is to reduce tires that end up in landfill, in Eastern Cape communities and in the roads, thereby reducing their environmental impact.



Ivania Arguedas

has a Master of Sciences in Research in Applied Economics from the Autonomous University of Barcelona and graduate in economics from the University of Costa Rica. She is currently the Chief Innovation Officer of the

Foreign Trade Promotion Agency of Costa Rica leading and managing innovation projects and strengthening the national productive sector generated through alliances with international organizations, government entities and business chambers. Ivania has extensive experience in design and execution of development projects for SMEs and start-ups, and in the creation of public policy and national regulations.