The SheTrades Initiative – Empowering Women to Trade

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Chief, Sustainable & Inclusive Chains Section;
Head of SheTrades Initiative
International Trade Centre

16 July 2021
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

1. Champion. Quality data
2. Enact. Fair policies
4. Strike. Business deals
5. Enable. Market access
6. Unlock. Financial services
7. Grant. Ownership rights

#SheTrades
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 (Graasp) Pakistan
- SheTrades Rwanda

(Ref: Map showing global locations)
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 conducive ecosystem for women to trade and foster gender equality
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](http://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

- 39 developed & developing countries
- 700+ institutions interviewed
- 80+ good practices identified
SheTrades Outlook: Explore a Country Profile

- Consultation process
- Official mechanisms in place to involve women’s associations or organizations in consultation processes
- Women association or organizations participate in consultation processes
- Initiatives in place to encourage women’s business associations or organizations to participate in consultation processes
- Gender-related concerns included in policies and agreements
- Assessment Monitoring and Evaluation
- Sex-disaggregated data
- Women’s participation in strategic roles
- Capacity building on gender issues
SheTrades Outlook: Compare Results

<table>
<thead>
<tr>
<th>Category</th>
<th>Ghana</th>
<th>Nigeria</th>
<th>Western Africa</th>
<th>ACFTA</th>
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</thead>
<tbody>
<tr>
<td>Trade Policy</td>
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<tr>
<td>Legal and Regulatory Framework</td>
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<td>Business Environment</td>
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<td>Access to Skills</td>
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<td>Access to Finance</td>
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<td>Work and Society</td>
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<td>Total</td>
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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.
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 \textit{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 $\geq 35\%$
• \textit{AND} woman be C.E.O. or Major Director
• \textit{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”.

18
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)

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<tr>
<td>• 16 informal stakeholder consultations</td>
<td>• 191 international experts from 64 countries</td>
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<td>• ISO IWA 34:2021 launched on 8th March 2021, International Women’s Day</td>
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<tr>
<td>• 342 stakeholders</td>
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<td>• 49 countries</td>
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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

![List of logos for 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

<table>
<thead>
<tr>
<th>When?</th>
<th>17 – 19 October 2021</th>
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<tbody>
<tr>
<td>Where?</td>
<td>Hybrid event</td>
</tr>
<tr>
<td></td>
<td>Virtually &amp; Face-to-face at Expo 2020 Dubai, UAE</td>
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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.
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<tbody>
<tr>
<td><strong>MARCH 2021 → OCTOBER 2021</strong></td>
<td><strong>17-19 OCTOBER 2021</strong></td>
<td><strong>OCTOBER 2021 → MARCH 2022 →</strong></td>
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**SheTrades Global Dubai**

- **https://event10x.com/event/the-road-to-shetrades-global/login**
  - No deadline

- **https://shetradesglobaldubai.converve.io/registration.html**
  - Deadline: 31 August 2021

- Co-organizing activities possible
  - Please contact: [shetradesglobal@intracen.org](mailto:shetradesglobal@intracen.org)
# SheTrades Global Dubai – Key Dates and Links

<table>
<thead>
<tr>
<th>YEAR</th>
<th>DATE</th>
<th>ACTIVITY/THEME</th>
<th>MODALITY</th>
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<tbody>
<tr>
<td>2021</td>
<td>Deadline – 31 Jul</td>
<td>Applications Open in 4 languages</td>
<td>Online</td>
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<tr>
<td></td>
<td>Mar - Oct</td>
<td>Road to SheTrades Global</td>
<td>Online</td>
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<td></td>
<td>17 – 18 Oct</td>
<td>Day 1 and 2 – SheTrades Global Dubai</td>
<td>Online &amp; DEC, Dubai</td>
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<td>19 Oct</td>
<td>Day 3 – SheTrades Global Dubai</td>
<td>Online &amp; Expo2020, Dubai</td>
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<td>03 – 09 Oct</td>
<td>Theme: Climate and Biodiversity (Circular Economy)</td>
<td>Online &amp; Expo2020, Dubai</td>
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<td>08 – 09 Nov</td>
<td>Theme: Creative Industry</td>
<td>Online &amp; Expo2020, Dubai</td>
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<td>2022</td>
<td>12 – 18 Dec</td>
<td>Theme: Knowledge &amp; Learning</td>
<td>Online &amp; Expo2020, Dubai</td>
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<td>09 – 15 Jan</td>
<td>Theme: Travel &amp; Connectivity (Travel / Supply Chains &amp; Trade / Digital Connectivity)</td>
<td>Online &amp; Expo2020, Dubai</td>
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<td>16 – 22 Jan</td>
<td>Theme: Global Goals (Women &amp; Girls / Livelihood &amp; Enterprise Development)</td>
<td>Online &amp; Expo2020, Dubai</td>
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<td>20 – 26 Feb</td>
<td>Theme: Food, Agriculture &amp; Livelihood (Value Chains &amp; Smallholder Farming)</td>
<td>Online &amp; Expo2020, Dubai</td>
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<td>08 Mar</td>
<td>International Women’s Day</td>
<td>Online &amp; Expo2020, Dubai</td>
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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
Vanessa Erogbogbo
Chief, Sustainable & Inclusive Value Chains;
Head of SheTrades Initiative
International Trade Centre

For enquiries, please write: zyap@intracen.org