WTO Informal Working Group on Trade and Gender
3rd Regular Meeting

20 June 2023, Geneva
Launched in 2019 by UNCTAD, eTrade for Women aims at supporting women digital entrepreneurs in developing countries to create a more gender-inclusive digital economy.

**Our vision**

To make women digital entrepreneurs in developing countries a force for inclusive wealth creation and development.

**Our mission**

We help women entrepreneurs who already use the positive impact of digital technologies to thrive as business leaders and emerge as an influential voice in the public policy debate.
What we do

To deliver on our mission, we focus on 4 action lines:

<table>
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<tr>
<th>Inspire</th>
<th>Inspire the next generation of entrepreneurs and bring women’s voices to the front through their work and visibility</th>
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<tbody>
<tr>
<td>Empower</td>
<td>Provide knowledge and support for women digital entrepreneurs to develop their business</td>
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<td>Connect</td>
<td>Nurture a space where women digital entrepreneurs can interact with like-minded peers</td>
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<td>Give a voice</td>
<td>Enhance women entrepreneurs' participation in decision-making processes to shape a more inclusive digital economy</td>
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Empowering for the future

Our "Masterclasses" are regional empowerment events for women digital entrepreneurs.

They combine inspirational and learning sessions with top experts, networking opportunities and policy dialogues.

The Masterclasses offer women the possibility to strengthen their leadership & business skills and to thrive as pioneers of the digital transformation.

To know more about the Masterclasses
Empowering the next generation

Take a glimpse at the eTrade for Women Masterclass in Quito 2023
In focus: LatAm Masterclass 2023

We held our 1st in-person MC for Latin America & the Caribbean "Scaling-up Women-Led Digital Businesses: An opportunity for Latin America and the Caribbean" in Quito, Ecuador (April 2023).

- 25 women entrepreneurs from 6 countries, operating in the digital sector: e-Commerce, Fintech, Edutech, Agritech, Software as a Service.

- A tailored-made programme focused on their business challenges: Building a successful growth strategy, Accessing capital, Getting ready to pitch, Intellectual Property for Digital SMEs, etc.

- Highlights: a unique opportunity to interact with H.E. Mr. Prado, Minister of Production, Foreign Trade, Investment and Fisheries of Ecuador

- Key partners: Endeavor, IMPAQTO capital, WIPO Academy, GIZ, etc.
Our impact (2019-2023)

- **Regional Communities of Women Entrepreneurs activated**: 5
- **Countries across the globe**: 40
- **Women-led digital businesses impacted**: +220
- **Masterclasses organized**: 11
- **Cohorts of Advocates helping us change the narrative**: 3
WHEN? 4 - 8 DECEMBER 2023

WHAT? Overall theme: Shaping the future of the digital economy

HOW? 2 tracks: High Level sessions & Thematic sessions

WHERE? • In-person at the Centre International de Conférences de Genève (CICG) - Geneva, Switzerland
• Some thematic sessions will be held online on the virtual conference center & the High-Level sessions will be livestreamed

WHO? registration will soon open – check regularly unctad.org/eweek2023

unctad.org/eweek2023 #UNCTADeWeek
A Unique Opportunity

 ✓ Organize a thematic session on a topic in relation with the overall theme of the event and get your voice heard: deadline 23 June

 ✓ Meet our eTrade for Women Advocates and Community Leaders: our 5 Advocates and our 15 Community Leaders will join the UNCTAD eWeek

 ✓ Leverage the event to better understand ongoing processes on the digital economy and contribute to the global conversation (GDC, WTO Ministerial, Summit of the Future).

unctad.org/eWeek2023  #UNCTADeWeek
Thank you!

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- @UNCTADeWeek

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