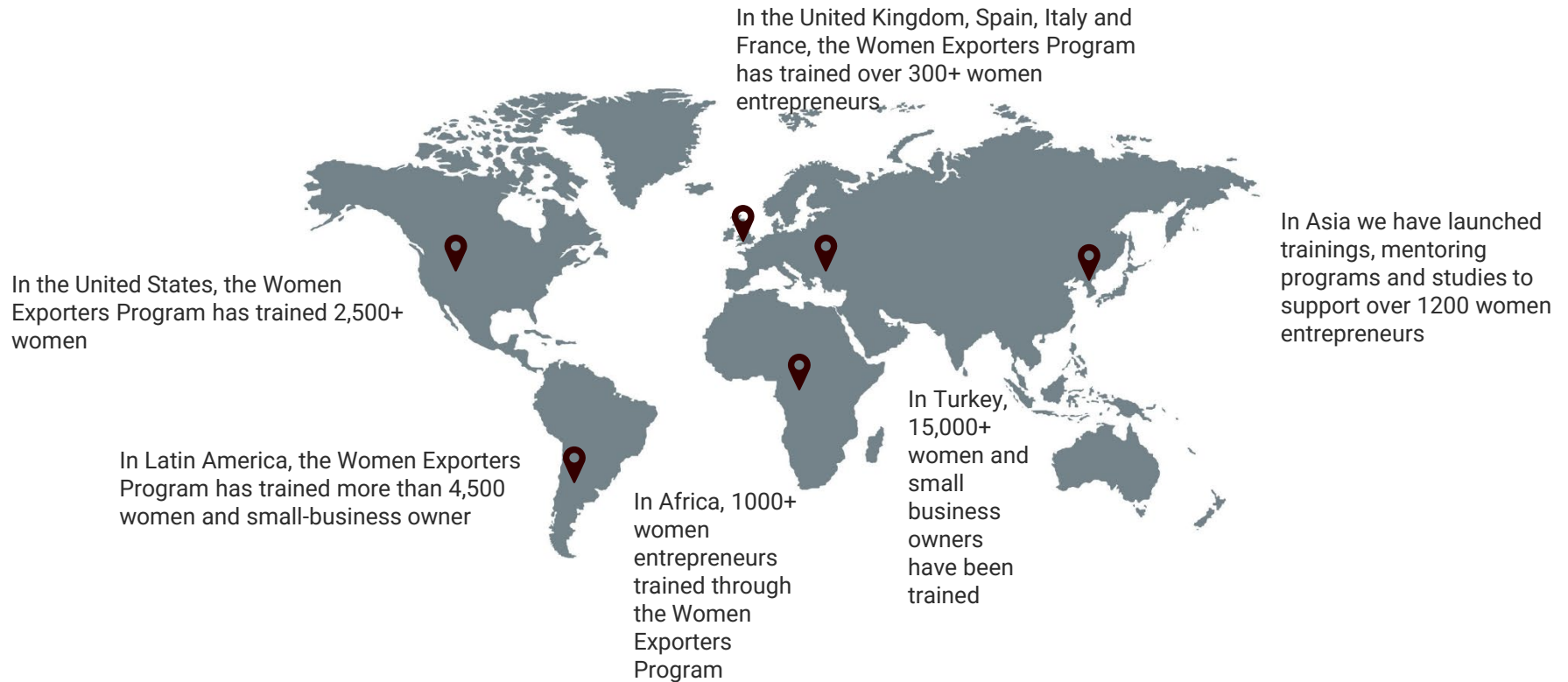


# The ITC SheTrades and UPS Partnership.

# WOMEN EXPORTERS PROGRAM – GLOBAL OVERVIEW

Through the **Women Exporters Program (WEP)**, from 2018 through 2022, more than **38,000** women entrepreneurs and small business owners around the world have been supported to navigate the export process enabling them to expand their reach, grow their revenues, hire more employees and invest in their families and local communities.



**38,000+** *Women entrepreneurs and small business owners trained as of July 2022 since the launch of the program in 2018*

# WHAT HAVE WE ACHIEVED?



UN and WTO joint agency initiative connecting women to market



**US\$382** million in trade and investment opportunities enabled



Directly supported a network of over **100,000** women-led businesses



Global network of **250 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



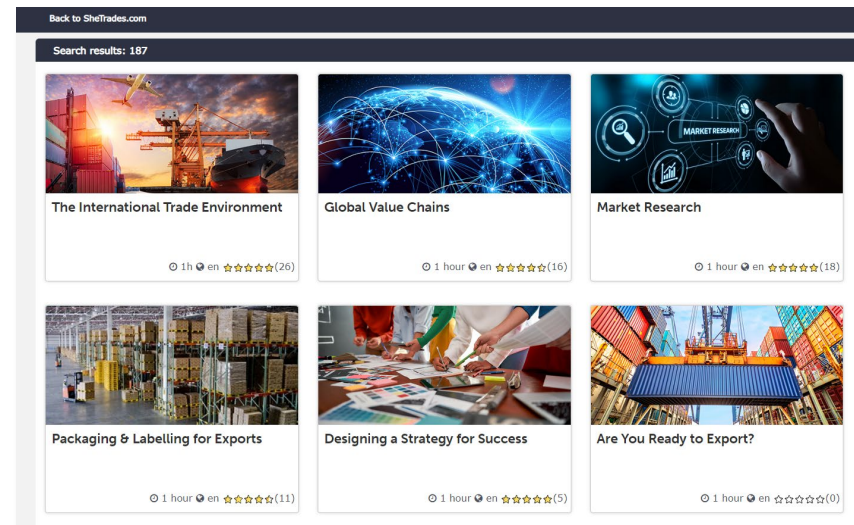
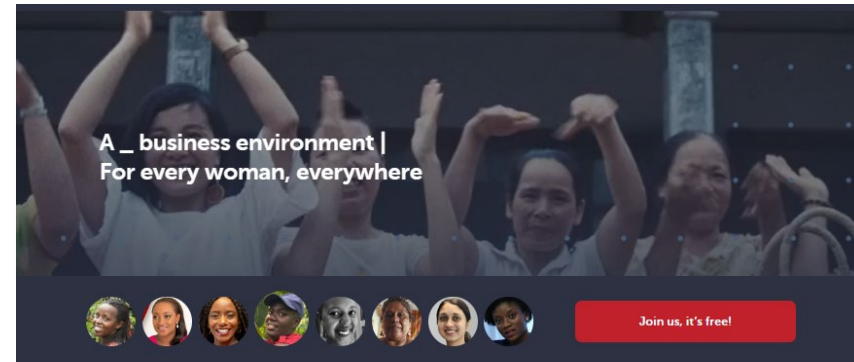
# ABOUT THE PARTNERSHIP WITH UPS

**WHAT:** The SheTrades and UPS Women Exporters Programme aims to achieve increased participation of women entrepreneurs in trade, by facilitating tailored capacity building activities to improve their competitiveness and strengthening the SheTrades' online offerings to benefit the global community.

**WHERE:** The project works at the **global level**, through online activities, and at the national level, with in-country activities in **India, Nigeria, Viet Nam and Mexico and UAE**

**WHEN:** 2019-Present

**HOW:** Global **online** activities, in-country **workshops** and **mentoring** programs



## WHAT HAVE WE ACHIEVED TOGETHER SO FAR?

- Over **13, 211 women trained** directly
- Women entrepreneurs from **154 countries** accessing online offerings on SheTrades Academy (co-created with UPS experts)
- **90 new jobs** created for women
- **Increased sourcing from 60 women-owned suppliers** in India, Mexico, Vietnam
- 1,500 women accessing **USD 3.76 million generated** in new business and investment opportunities.



# LESSONS LEARNED AND WAY FORWARD



- Ecosystem approach, governments, financial institutions
- Governments need to build a conducive environment for micro enterprises, specially those led by women
- COVID times – towards more sustainable businesses
- Develop innovative services for new target groups of women
- New partner organisations
- SheTrades Innovation Festival – young women entrepreneurs
- Support all SheTrades Hubs with logistics and trade knowledge

**THANK YOU.**