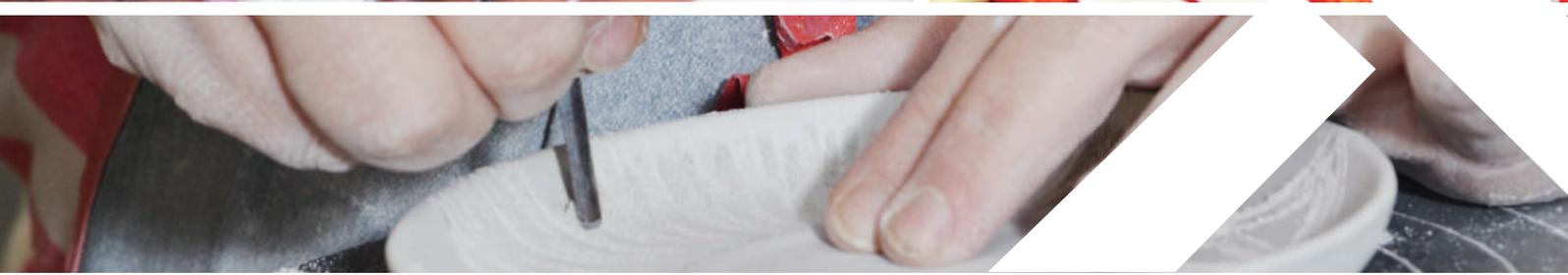
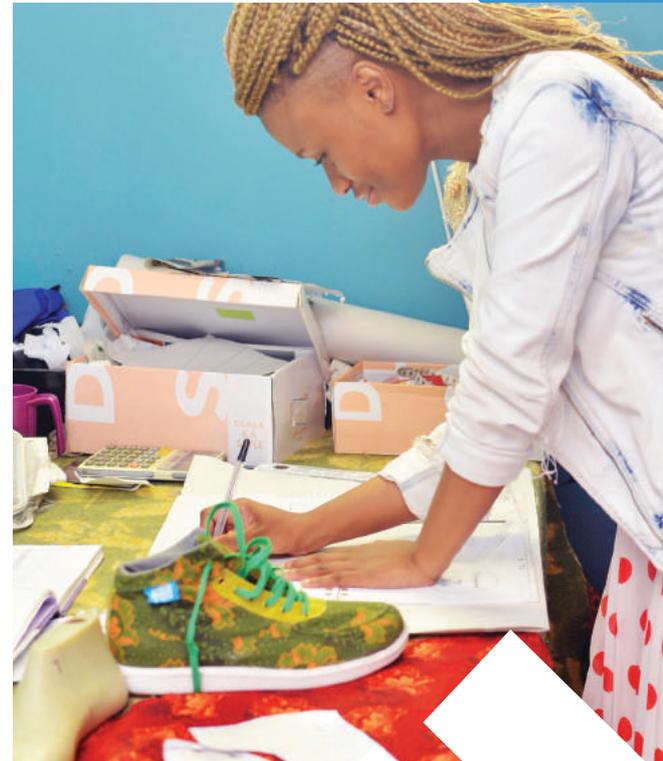




SheTrades



South Africa Partners with the International Trade Centre to Promote Women's Entrepreneurship



small business development

Department: Small Business Development
REPUBLIC OF SOUTH AFRICA

seda

SMALL ENTERPRISE DEVELOPMENT AGENCY

an agency of the dsbd



An opportunity for women entrepreneurs in South Africa

Through the SheTradesZA Hub, selected women-owned businesses and corporations will benefit from a wide range of opportunities to expand their businesses and broadly advance women's economic empowerment.

What is the SheTradesZA Hub?

Together with the Republic of South Africa's Department for Small Business Development (DSBD) and the Small Enterprise Development Agency (Seda), ITC SheTrades has set up a Hub in South Africa, in order to help South African women entrepreneurs, increase their international competitiveness and connect to national, regional and global markets through the SheTradesZA Hub.

The primary objective of the Hub is to connect at least 50 000 women owned businesses to markets by 2023. This is part of South Africa's contribution to ITC's goal of connecting three million women entrepreneurs to markets by 2021.



How can women-owned businesses benefit?

- Connect to potential buyers, investors, suppliers, business support organizations and SheTrades partners;
- Learn skills to boost business potential through our free e-learning courses, on-site workshops and webinars;
- Receive support to attend national, regional and international trade fairs;
- Get chances to participate in B2B meetings;
- Access to investment opportunities;
- Increased visibility and larger network in international markets.

How can businesses benefit?

- Connect with other women-owned businesses in South Africa and expand your pool of suppliers;
- Identify unique and innovative businesses opportunities;
- Learn, share and exchange with key businesses, governments and institutions;
- Support the UN Sustainable Development Goals by empowering women;
- Develop new partnerships and increase visibility in emerging markets.



How to be part of the SheTradesZA Hub?

Become a member by registering on www.shetrades.com

For Further Information

For questions regarding SheTrades.com, send an email to womenandtrade@intracen.org or for more information about the SheTradesZA Hub, email Lcherian@seda.org.za, 012 441 110 or AMnguni@dsbd.gov.za

About ITC

The International Trade Centre is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals.

About ITC SheTrades

The ITC SheTrades initiative aims to connect three million women to market by 2021 and rallies stakeholders around the world to work together on seven actions to address trade barriers and create greater opportunities for women entrepreneurs. It is supported by a web and mobile digital platform. For more information, please visit shetrades.com

About Department of Small Business Development (DSBD)

The mandate of the DSBD is to lead and coordinate an integrated approach to the promotion and development of entrepreneurship, small businesses, and co-operatives, and ensure an enabling legislative and policy environment to support their growth and sustainability. The SheTrades ZA platform will enable South African women entrepreneurs to have access to global markets. For more information, visit the following websites: www.dsbd.gov.za | www.seda.org.za | www.sefa.org.za | www.smmesa.gov.za

About Seda

The Small Enterprise Development Agency (Seda) is an agency of the DSBD which provides non-financial support to small enterprises and cooperatives. Seda has by far the biggest network of offices in the country, with 53 branches including 46 co-location points. Seda has presence in some townships and rural areas and has programmes targeting youth and women. Seda supports 99 Technology Incubation Centres across the country, affording start-ups and new disruptive innovations a well-equipped and protected environment in which to develop and grow for a period of three years.

The Seda Export Development Programme aims to develop and generate export-ready small enterprises that are globally competitive and able to grow markets both locally and internationally.

The Programme consist of:

- Assessments
- Workshops
- Promotional support
- Trainings
- Export development assistance

For more information, visit www.seda.org.za