The International Trade Centre’s SheTrades Initiative is offering 60 virtual booths, free-of-charge, to selected women-owned businesses to showcase their sustainable products and services to a global audience.

Interested? Read on.

**CALL FOR APPLICATIONS:**
Opportunity to Exhibit Virtually at SheTrades Global Dubai

**60 Virtual Booths Up for Grabs**
The International Trade Centre’s SheTrades Initiative is offering 60 virtual booths, free-of-charge, to selected women-owned businesses to showcase their sustainable products and services to a global audience.

This virtual booth will be available during SheTrades Global (17–19 October 2021) and will remain live until 28 February 2022.

**APPLICATION DEADLINE**
June 15 2021

**NOTE**
Only companies already registered for SheTrades Global are eligible to apply.

Not yet registered? Click here to register for SheTrades Global Dubai!
Virtual Booths

What’s in a Virtual Booth?

Each virtual booth at SheTrades Global Dubai includes:

- Company Name and Logo Placement;
- Social Media Handle Placements (e.g. Website, Twitter, Facebook, LinkedIn, WhatsApp);
- Brochure Rack for your marketing materials (e.g. company brochure, look book, line sheets);
- Company Representative (up to two customizable avatars and up to five representatives);
- Video Display (Max. of 1 video per booth; video must be first uploaded on YouTube);
- Marketplace to showcase up to 5 products and/or services (includes product images, description and associated links).

Who’s Eligible?

- Must have applied to attend SheTrades Global Dubai. Not yet registered, click here;
- Company exhibiting sustainable products and/or services;
- Quality of products and services should be at international standards;
- Applicant must be a women-owned business - i.e. at least 30% owned, managed, and controlled by women; and a legally registered and incorporated company domiciled in an economy in a transition/developing country or in the host country (the UAE); and export-ready;
- Quality of website and active social media usage
- The company should commit to being active at the booth during the event (e.g. answering queries received at the booth).

*Please note that only shortlisted or selected companies will be contacted by the organizers.

CLICK HERE TO VISIT OUR FREQUENTLY ASKED QUESTIONS (FAQ) PAGE

LOOKING FOR MORE INFORMATION? EMAIL US AT: SHETRADESGLOBAL@INTRACEN.ORG

When emailing, kindly provide your company name and country for ease of reference.