



# ITC SheTrades Initiative

*Her Success. Our Future.*



International  
Trade  
Centre



# Advancing women's economic empowerment through trade since 2015

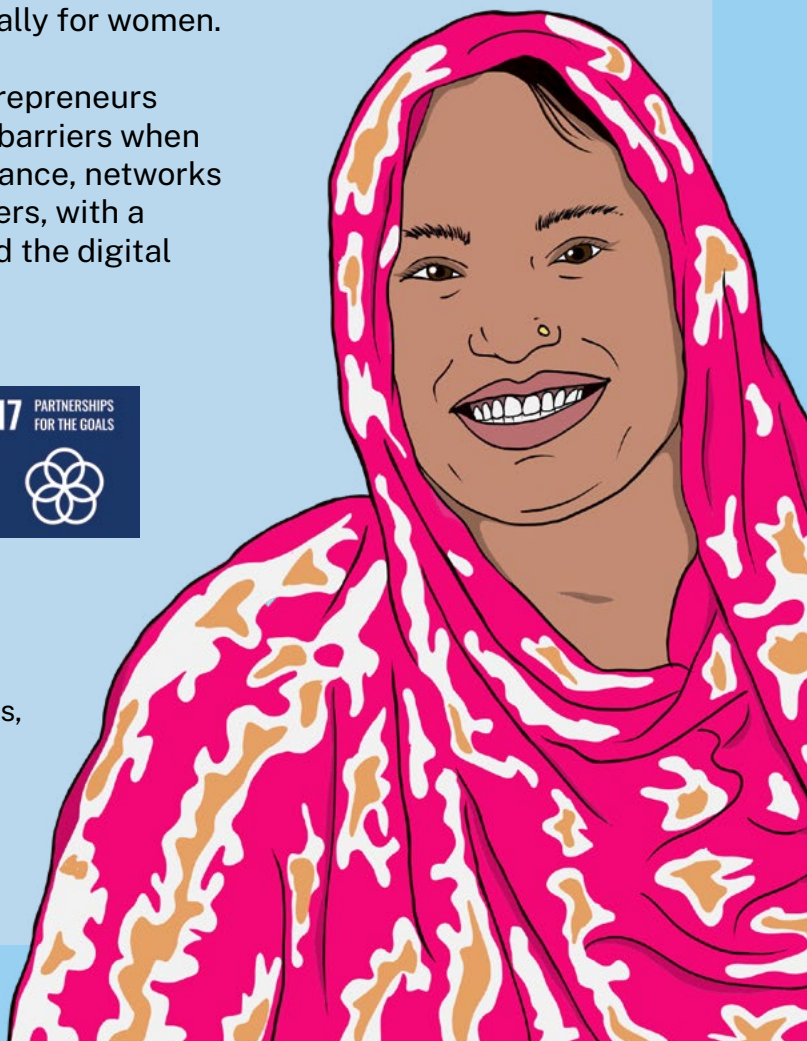
We empower women entrepreneurs and producers around the globe by providing essential knowledge, resources, and networks, we help women access opportunities, overcome barriers, and participate in and gain from global trade. Our approach unites governments, business support organizations, the private sector, and local entrepreneurs, working together to strengthen women's business capabilities and shape a more inclusive, sustainable global economy.

## WHY SHETRADES?

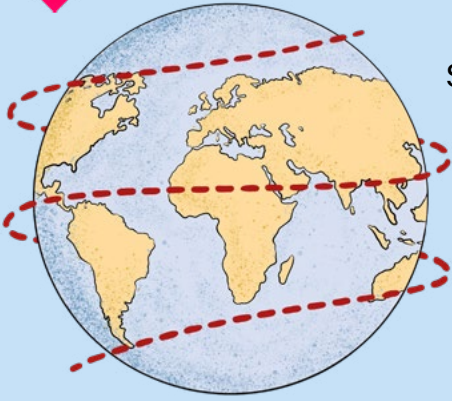
- **Sustainable Development:** Advancing gender equality could \$13 trillion to global GDP by 2030. Gender equality is also a pre-condition to achieve the UN Sustainable Development Goals.
- **Jobs:** SMEs contribute to 70% of worldwide employment. Women-led businesses make up 1/3 of SMEs worldwide. Yet only one out of five exporting companies is owned by women. More exporting women-led businesses means more jobs, especially for women.
- **Realising a just society:** Women entrepreneurs and producers face gender-specific barriers when accessing resources, knowledge, finance, networks and markets. ITC tackles these barriers, with a growing focus on climate change and the digital economy.



To learn more about SheTrades, scan the QR code or visit [shetrades.com](https://shetrades.com)



# WHAT HAVE WE ACHIEVED?



Since its inception, the SheTrades Initiative has grown into a trusted partner and leader in advancing women's economic empowerment through trade.

## 94

countries worldwide proudly supported driving meaningful change across communities of women entrepreneurs.

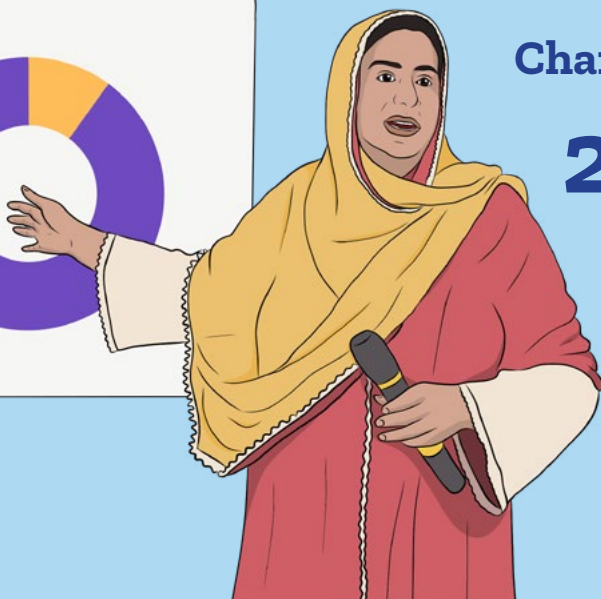
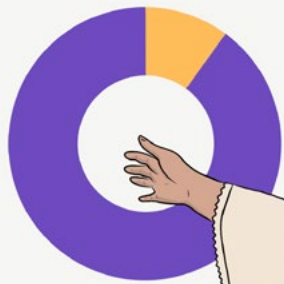
## Women Entrepreneurs and Producers

### 100k

women-led businesses directly supported to become more competitive and connected to markets.

### \$40M

in finance and investment facilitated for women-led businesses.



## Changing Ecosystems

### 294

Business Support Organizations supported to enhance their services for women.

### 21

SheTrades Hubs established across Asia, Africa, the Middle East, Latin America, and the Caribbean.

### 69

Service providers in agro-food systems supported to make their services gender-responsive, promoting women's agency within households and communities.

## Inclusive Policy and Data

### 60

Developing and developed countries launched SheTrades Outlook.

### 156

Members of the Continental Network for Women Business Associations in Africa (CONWOBAA) supported.

### 16

Countries adopted inclusive policy reforms.





# HOW DO WE WORK?

Our work is centered around the following three pillars:

## 1. Supporting Women Entrepreneurs to Grow and Trade Globally

We empower women entrepreneurs by providing essential tools and support to help them prepare their businesses for global markets.

Our **Market Access** services offer connections to international trade fairs, missions, and B2B events, which offer valuable networking and exposure.

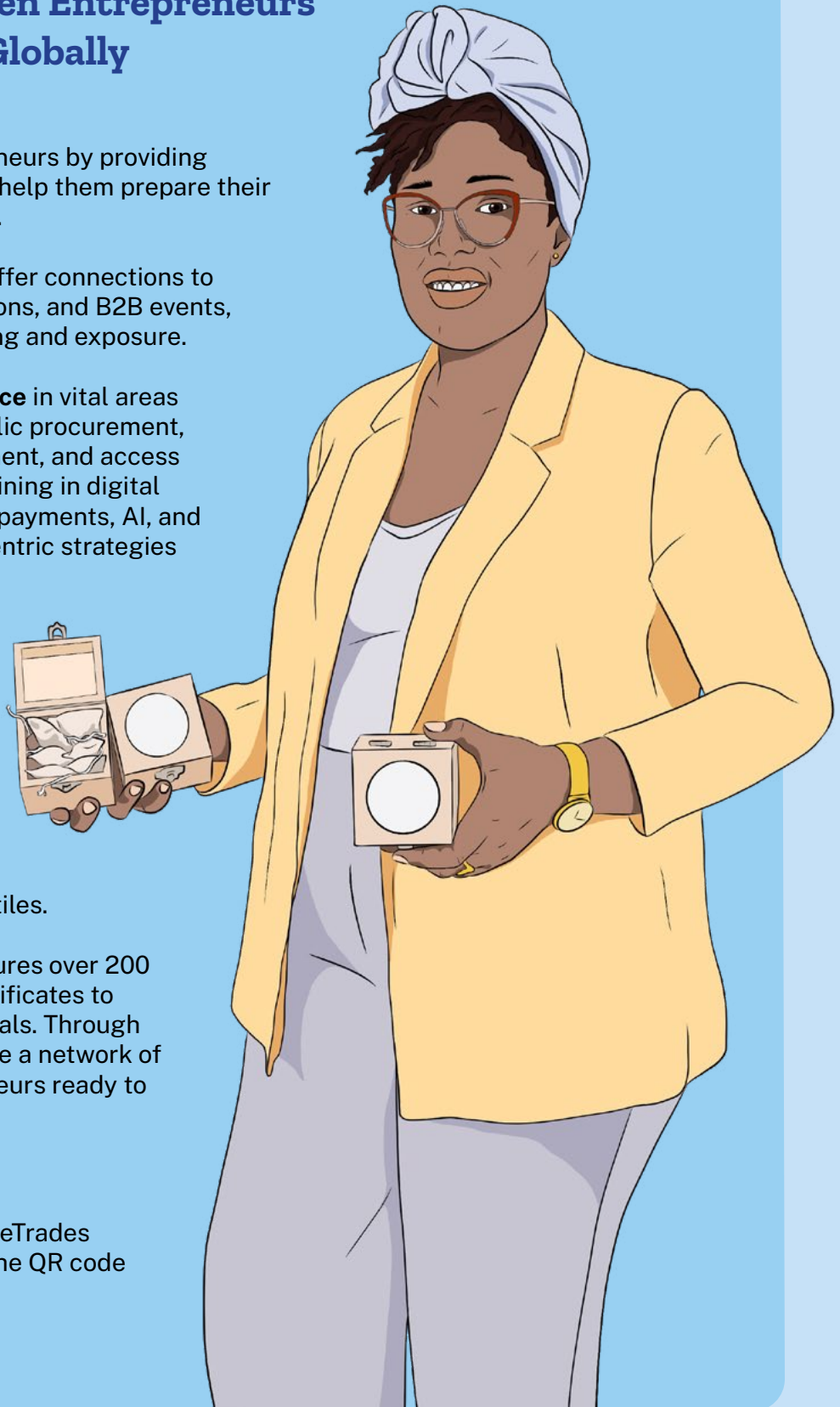
We deliver **Technical Assistance** in vital areas such as export strategies, public procurement, marketing, business management, and access to finance. We also provide training in digital skills like e-commerce, online payments, AI, and data analytics for customer-centric strategies marketing, as well as business leadership skills such as storytelling, pitching, and negotiation. We do so through trainings, tailored coaching and mentorships.

We offer **Sector-Specific Upskilling** in key industries such as Agribusiness, IT outsourcing, Tourism, and Textiles.

Our **SheTrades Academy** features over 200 expert-led modules and e-certificates to enhance professional credentials. Through these programs, we help create a network of empowered women entrepreneurs ready to thrive in the global market.



To learn more SheTrades Academy, scan the QR code or click [here](#)



## 2. Transforming the business ecosystem to open opportunities for women in trade

Through strategic partnerships, we are transforming the business and trade landscape to empower women entrepreneurs.

We work closely with **corporate partners** to offer tailored solutions and innovative services, raising annual averages of \$1 million in financial contributions and \$2 million in-kind support.

In collaboration with **international organizations** like WTO, WIPO, ISO, UNFPA, ADB, and UN Women, we co-deliver initiatives to support women entrepreneurship and export readiness

**SheTrades Hubs**, hosted by local champion institutions, serve as resource centers to support women-led businesses in accessing markets, investment, and training, with an emphasis on digital and green trade.

We work in **agricultural value chains** by partnering with service providers, SMEs, multinationals, and other stakeholders to implement gender-responsive services and promote inclusivity within agricultural food systems.



To learn more  
SheTrades Hubs,  
scan the QR code or  
click [here](#)

## FEATURE: WTO-ITC Women Exporters in the Digital Economy (WEIDE) Fund

In February 2024, the WTO and ITC launched the **Women Exporters in the Digital Economy (WEIDE) Fund**, a groundbreaking initiative aimed at empowering women entrepreneurs. The WEIDE Fund will open new doors in international and digital trade by enhancing women's access to critical resources such as finance, skills, markets, and networks, enabling them to thrive in the global economy.



To learn more about  
the WEIDE Fund, scan  
above or click [here](#)

### 3. Shaping the Global Agenda and Advancing Inclusive Policy Reforms



We lead efforts to promote inclusive policies and support women's participation in global trade through a comprehensive approach.

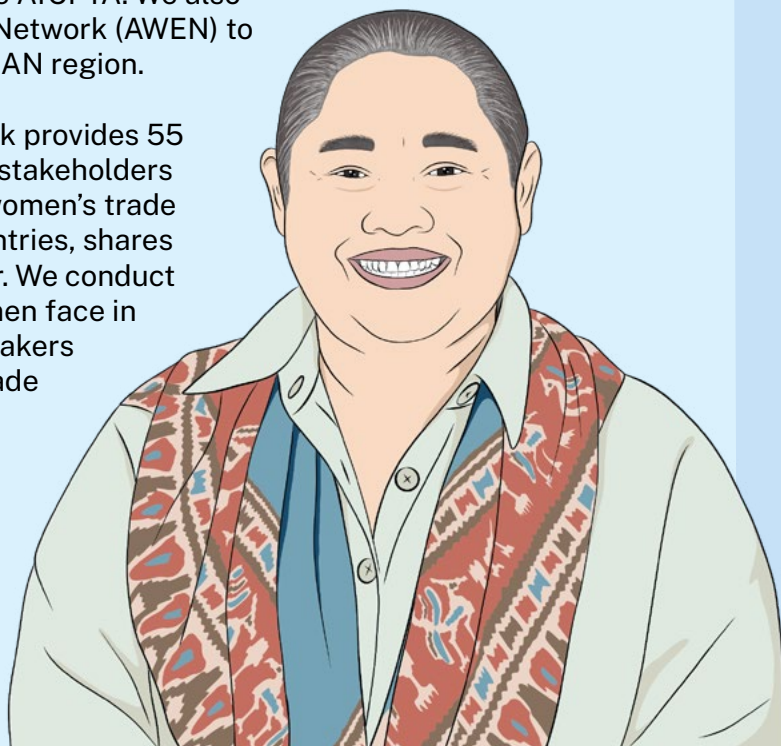
In **multilateral trade**, we have spearheaded initiatives like the WTO Buenos Aires Declaration on Women and Trade, support the WTO Informal Working Group on Trade and Gender, and WTO members with Trade Policy Reviews. We developed the ISO International Workshop Agreement 34 to standardize women's entrepreneurship terminology. Our work includes facilitating peer learning among trade officials in 22 countries and advocating for women in trade at major forums such as the G20 and G7.

On the **regional level**, we connect 156 African women's business associations to promote inclusivity within the AfCFTA. We also support the ASEAN Women Entrepreneurs' Network (AWEN) to advance inclusive trade practices in the ASEAN region.

At the **domestic level**, our SheTrades Outlook provides 55 policy indicators across six pillars, enabling stakeholders to monitor and enhance the ecosystem for women's trade participation. This initiative, active in 60 countries, shares over 100 good practices on trade and gender. We conduct business surveys to identify challenges women face in trade and provide training for 4,800 policymakers to incorporate gender considerations into trade policies.



To learn more about SheTrades Outlook, scan the QR code or click [here](#)



### FEATURE: Gender-Responsive Public Procurement (GRPP) Global Campaign

Global public procurement markets are valued at \$13 trillion can be a big opportunity for small businesses. Yet only 1% of government contracts go to women-owned businesses. To change this, ITC launched the **Gender-Responsive Public Procurement (GRPP) Global Campaign** on 11 March 2024. The campaign is actively mobilizing governments and organizations to re-shape procurement practices.



To learn more about the campaign, scan above or click [here](#)

# JOIN US AS A WOMAN ENTREPRENEUR

Looking to scale your business and explore new markets? Register for an account on SheTrades.com to:

- Access the current and upcoming training and market opportunities
- Explore over 200 business and export-related courses on the SheTrades Academy, available in multiple languages



# JOIN US AS A PARTNER

Partner with SheTrades to create lasting change for women in business.

Your support can help us open doors for women entrepreneurs worldwide and transform lives. Contact us today to learn how your organization can help build a more inclusive trade landscape.




Stay updated on the latest developments and get inspired by the success stories of your peers — and much more!

Stay connected by following us on social media to discover new opportunities to grow your skills, market knowledge, and network.

 [shetrades.com](https://shetrades.com)

 [instagram.com/internationaltradecentre](https://www.instagram.com/internationaltradecentre)

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## CONTACT INFORMATION

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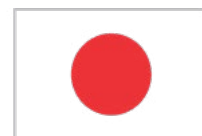
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From  
the People of Japan