

ITC SHETRADES HUBS

Creating In-Country Presence, Scale & Longevity For Women's Economic Empowerment

International Trade Centre | SheTrades

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WHO ARE WE?

The SheTrades Initiative

The SheTrades Initiative is ITC's flagship women and trade programme. ITC SheTrades targets all stakeholders across the trade and business ecosystem to create the right conditions and capacities for every woman, everywhere, to realize their full economic potential.

ITC SheTrades provides women entrepreneurs and producers with access to key knowledge, resources, and networks, support policymakers on inclusive policy reforms, and leverage public and private partnerships to amplify the impact of our work.

For more information, visit **www.shetrades.com**

The International Trade Centre (ITC)

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and least developed countries to become more competitive in global markets, thereby contributing to sustainable economic development.



WHAT ARE SHETRADES HUBS?

A Global Network of 23 Hubs

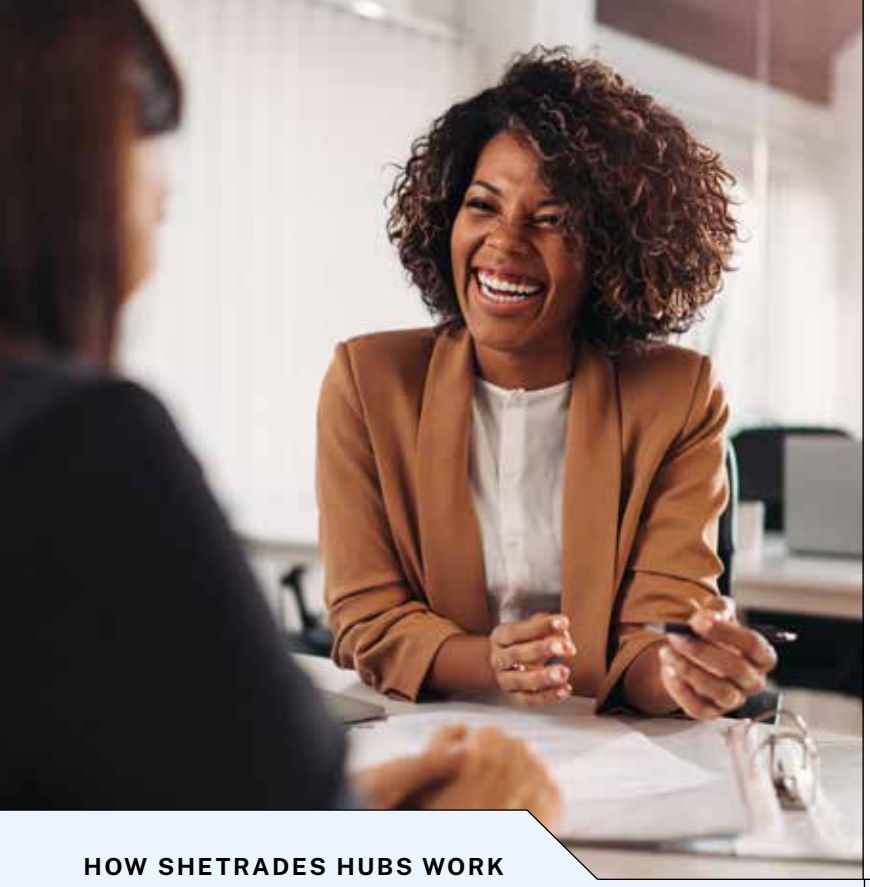
ITC SheTrades Hubs are decentralized platforms through which the SheTrades Initiative delivers in-country interventions. Administered by local institutions, SheTrades Hubs help increase the sustainability of the Initiative's interventions by promoting local ownership and alignment with national and sectoral priorities.

To support national institutions to deliver on their commitment, Hubs receive institutional strengthening support by ITC (e.g. co-delivery of training and B2B services, service digitalization, gender-responsive public procurement, etc) and benefit from peer-to-peer learning with a growing network of 23 Hubs across Africa, Asia, the Caribbean, and Latin America.

On top of the wide array of opportunities open to all SheTrades.com users, women-led businesses of SheTrades Hubs also gain exclusive access to Hubs-only capacity building and business generation activities. These may range from support to participate in regional or international trade fairs, or opportunities to participate in on-site or virtual trainings of trainers, training and coaching on a multitude of themes (e.g. digitalization, crisis management and risk assessment, export readiness, etc.).

SHETRADES HUB HOST INSTITUTIONS

01 **ARGENTINA** *Agencia Argentina de Inversión y Comercio Internacional*	02 **BANGLADESH** *Small and Medium Enterprise Foundation*	03 **BRAZIL** *ApexBrasil*	04 **THE CARIBBEAN** *Caribbean Development Bank*
05 **DOMINICAN REPUBLIC** *ProDominicana*	06 **THE GAMBIA** *Ministry of Trade, Industry, Regional Integration & Employment*	07 **GHANA** *Ghana Export Promotion Authority*	08 **INDIA** *Federation of Indian Export Organizations*
09 **INDONESIA** *Womanpreneur Community*	10 **KENYA** *ABSA Bank*	11 **MAURITIUS** *Economic Development Board*	12 **MIDDLE EAST & NORTH AFRICA** *Dubai Industries and Exports*
13 **MONGOLIA** *Mongolian National Chamber of Industry & Commerce*	14 **MOZAMBIQUE** *Instituto para Promoção de Pequenas e Médias Empresas*	15 **NIGERIA** *Nigerian Export Promotion Council*	16 **PHILIPPINES** *Department of Trade and Industry*
17 **RWANDA** *Private Sector Federation, Women Chamber of Entrepreneurs*	18 **SOUTH AFRICA** *Small Enterprise Development and Finance Agency*	19 **SRI LANKA** *Sri Lanka Export Development Board*	20 **TRINIDAD & TOBAGO** *exporTT and Ministry of Trade & Industry*
21 **URUGUAY** *Unión de Exportadores del Uruguay*	22 **VIET NAM** *Vietnam Trade Promotion Agency*	23 **ZIMBABWE** *ZimTrade*	



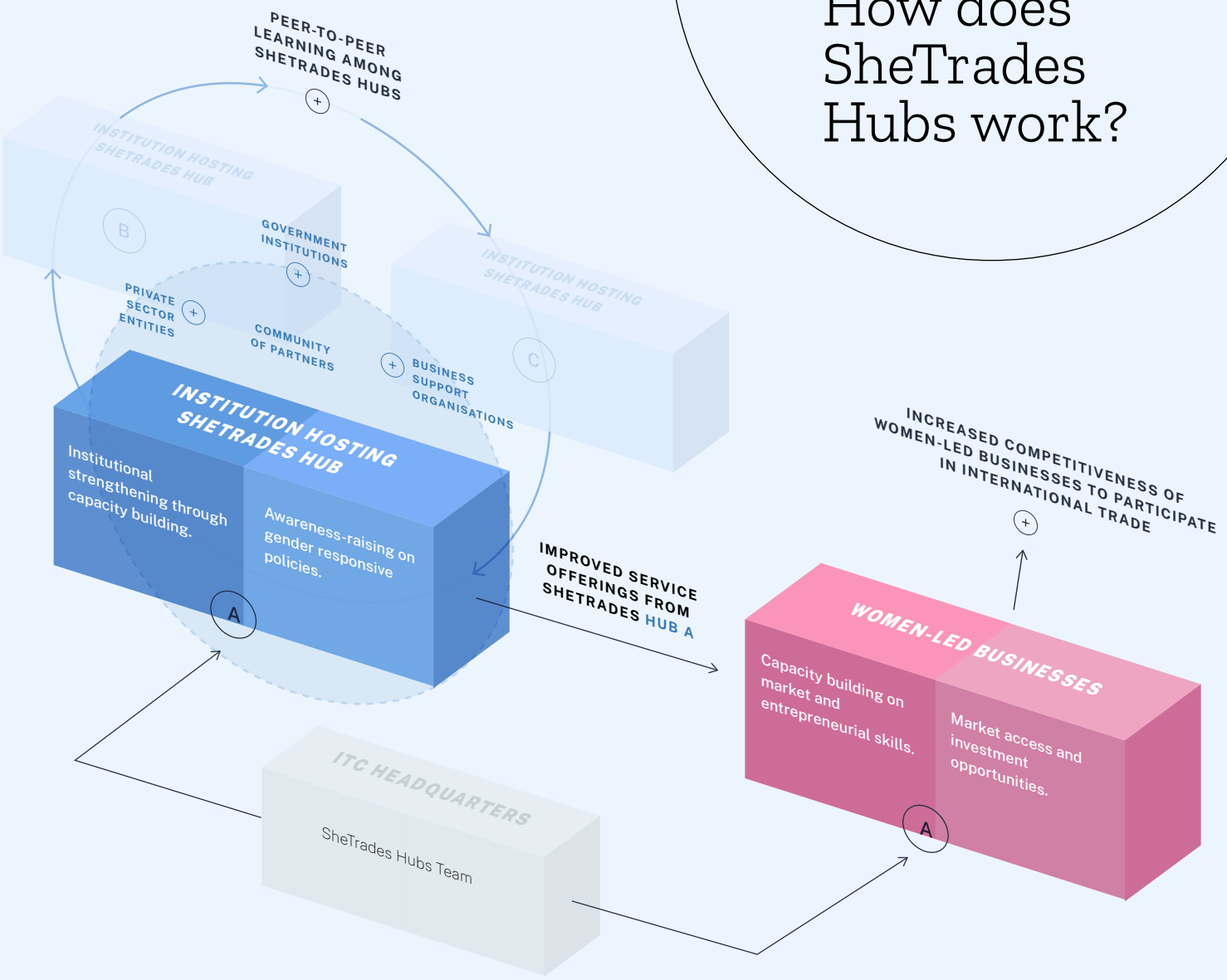
The ITC SheTrades Approach

Since its inception in 2015, the ITC SheTrades Initiative has supported over 100,000 women entrepreneurs and producers across 94 countries, facilitating over $40 million in business and investment opportunities for women.

Creating the right conditions and capacities for women to participate in and benefit equally from trade requires all key stakeholders in the trade and business ecosystem to be activated. This is why SheTrades not only works with women in all their diversity (e.g. entrepreneurs, producers, workers, young women, cross-border traders, etc), but also ecosystem enablers such as policymakers, business support organisations (BSOs), and private sector partners.

HOW SHETRADES HUBS WORK

How does SheTrades Hubs work?



HIGHLIGHT

01

Annual meeting of SheTrades Hub host institutions



The Annual Meeting of SheTrades Hubs gathers representatives from all institutions hosting SheTrades Hubs to partake in training of trainers and institutional strengthening workshops, explore cross-Hub collaboration opportunities, and share and learn best practices to better support women scale up and export.

The week-long event aims to strengthen the interconnectedness of the SheTrades Hubs global network.



HIGHLIGHT

02

Institutional Peer-to-Peer Learning and Sharing of Best Practices

Bilateral or multilateral peer-to-peer learning sessions facilitate SheTrades Hubs host institutions to share best practices and explore collaborations, leveraging diverse experiences to create an enabling environment for women entrepreneurs to trade.

HIGHLIGHT

03

Market Access and Related Training Activities

SheTrades Hubs connect women entrepreneurs with market access activities, including trade fairs and trade missions, as well as related training activities, including export procedure handbooks and market-related skills trainings.





Be a part of our community

SINCE 2019, ITC SHETRADES HAS LAUNCHED 22 HUBS ACROSS THE WORLD.

We welcome committed countries and institutions that meet the below eligibility requirements to join our fast-growing network of champions.

The steps to joining our SheTrades Hubs community is outlined below:

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HOW TO JOIN HUBS

PREPARATION

01 Identifying the Host Institution

- The host institution may be a public or private entity
- The host institution must have the capacity, credibility, and network to mobilize women-led businesses
- The host institution must assign at least one staff to be the SheTrades Focal Point in the country

02 Defining Intervention Areas

- Map relevant stakeholders and existing data on women-led businesses
- Hold bilateral meetings with ITC SheTrades to develop the logical framework, work plan, and budget
- Conduct mobilization campaign to promote registration of women entrepreneurs on SheTrades.com
- Prepare a Memorandum of Understanding (MoU)
- Adopt a work plan and ITC templates on reporting and comms

03 Launching the ITC SheTrades Hub

- Organization of SheTrades Hub launch event
- Sign the MoU
- Presentation of SheTrades.com platform and tools to stakeholders at a workshop

IMPLEMENTATION

04 Implementing the activities

- Implement activities as agreed in Step 2
- Report results quarterly to ITC SheTrades HQ team



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Eligibility Criteria To Be A Host Institution

- ☑ Be committed to women's economic empowerment and gender equality
- ☑ Have a track record demonstrating concerted efforts towards sustainable and inclusive trade
- ☑ Capacity and credibility to mobilize women entrepreneurs, influence policymakers, and network with the private sector
- ☑ The host must provide the following minimum resources/capacities:
- ☑ Sufficient financial resources to run activities;
- ☑ Capacity to assign at least one focal point to:
  - *Coordinate activities of the Hub, either jointly with ITC Headquarters or independently in the country;*
  - *Manage potential relationships with local stakeholders;*
  - *Participate in activities organized by ITC SheTrades Headquarters for all Hubs host institutions*
  - *Manage the Hub membership and its needs (e.g. responding to queries by women entrepreneurs, initiating information sessions to update women about Hub activities, reviewing applications from women-led businesses for selective programmes, etc.)*
  - *Participate in activities available for all Hubs host institutions organised by ITC*

CONTACT DETAILS

Scan the QR code to get the latest updates and access all platforms, socials and tools of ITC SheTrades:

Have a question on SheTrades Hubs?
Send us an email:

SHETRADESHUBS@INTRACEN.ORG

#SheTrades

HER SUCCESS. OUR FUTURE.

The SheTrades Initiative is the International Trade Centre's flagship women and trade programme. It works with women, business support organizations, policymakers and value chain actors to strengthen the people, ecosystems, and policies that enable women to participate in and benefit from trade.

International Trade Centre | SheTrades

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