The SheTrades tutorial guide will help you navigate smoothly through the website and your profile page, clarifying any potential doubts that you may encounter.

First of all, understand if you should register as a verifier or as a buyer or seller.

- **Buyers:**

SheTrades helps companies to include more women entrepreneurs in their supply chains as part of diversity and inclusion commitments. Through a series of customized filters, companies can identify women entrepreneurs that meet their sourcing requirements. As a SheTrades user, companies have full access to women entrepreneurs’ profiles and company information. Anyone can be a buyer. This means men and women owned businesses from both developed and developing countries can register as buyers.

- **Sellers:**

Since this is a platform to promote women’s economic empowerment, Only businesses with 30% or more women ownership can register as sellers. These businesses can be from both developed and developing countries.

SheTrades offers a place to create new business by: letting the market know what your company has to offer; enabling you to find new business and partnership opportunities; and matching you with companies that have complimentary interests.

- **Verifiers:**

Verifiers are companies, Trade and Investment Support Institutions, Chambers of Commerce, International organizations, NGOs, Professional associations, etc. that confirm if the women-owned businesses registered on SheTrades are members of their networks. This enhances women entrepreneurs’ credibility when negotiating with potential business partners. These institutions can register as verifiers, but they need to be confirmed by the SheTrades team in order to have all the functionalities of their account activated.

If you are a verifier, please click here and go to “SheTrades tutorial for verifiers”.
Suppliers and Buyers

- Type in SheTrades.com on the search bar, or click the link [https://shetrades.com/](https://shetrades.com/)

  If you are not registered, click on the blue register tab on your top right corner. Once you do that, a "create an account" page will open.

- Fill in your account and personal details.
- Please note the CAPTCHA code, "I am not a robot icon" is at the bottom. Click "I am not a robot" box, because, well… you are not a robot… we hope. 😊
The log in page will come up. You can log in by using your email or username and password; If you forgot your password, type in your email address and you will receive instructions to follow.

The main page provides 5 sections:

1. Business Description;
2. Verified and Certification;
3. Product and Services;
4. Company Information and;
5. My Album

In each of these sections, you can edit and fill out the information by clicking on the pen icon.
You also have the choice of adding your social network accounts. Please note, when adding your Facebook, LinkedIn, Twitter or your website, please add the full URL with “http://” following your link.

Fill in the specific details of your organisation by opening the Business Description tab by clicking on the pen icon.

- The tabs available are: Organisation Information, Organisation Profile, Organisation Details and Production Capacity & Marketing. Fill each one in accordingly.

• Remember to save your changes.
• On the bar to your left, you have the option to add your profile picture; you can either upload or drag the picture.
  
  The **barcode** is your unique identification code to your profile. If you flash this QRCode with your mobile, your profile page will be displayed.

• Under the **commitment section**, you will find your **messages** tab, and **events** tab, which you can add your events.

• The **notification tab** will notify you of the number of unread or read messages you have.

• **My Trade Links and My Groups**, display your connections.

<table>
<thead>
<tr>
<th>My Profile</th>
<th>My commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile</td>
<td>Messages</td>
</tr>
<tr>
<td>Edit</td>
<td>Notification</td>
</tr>
<tr>
<td>Change Profile Photo</td>
<td>My Trade Links</td>
</tr>
<tr>
<td>Change Cover Image</td>
<td>My Groups</td>
</tr>
<tr>
<td>My albums</td>
<td>Settings</td>
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</tbody>
</table>

• **The settings tab** allows you to:
  1. Change your current password;
  2. Change your email.

• In order to change your password or email, you are required to use your current password for changes.
The notification tab gives you options of what you would prefer to receive in your email. These options include your activities, messages, friends and groups.

By clicking yes, you will receive an email related to those subjects, if you choose no, you will not receive any emails.

Remember to save your changes.

The ITC SheTrades page provides 9 tabs with more information on the different working areas.

- Get to know more about SheTrades by clicking on the about tab. A dropdown tab will provide the following information:
  1. about SheTrades, our sponsors and partners and;
  2. SheTrades in the Commonwealth
- The “Do business” tab opens a page that will allow you to search and view businesses from around the world in different sectors, with women entrepreneurs selling a variety of products and services.
- There is the “Verification” tab, explaining the importance of verifying and how you can be a verifier or be verified.
- Keep informed with the upcoming events on the “Event” tab.
  - Create events
  - Participate in events

The events tab will open the above page. In this page, you can scroll down and see upcoming and previous events. You can find the events that interest you by filling out the information based on the date, country, sector, programme or key word.
In addition, you can view the events page by: month, week, day and map (geographical location where there may be an event) and photo.

<table>
<thead>
<tr>
<th>May 2018</th>
<th>June 2018</th>
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</thead>
<tbody>
<tr>
<td>eBay ~ Seller Hub Promotions</td>
<td>CEBIT Scale 11</td>
</tr>
<tr>
<td>May 1 - May 9</td>
<td>June 11 - June 15</td>
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<tr>
<td>eBay</td>
<td>SHETRADES GLOBAL</td>
</tr>
<tr>
<td>Q&amp;A Sessions with eBay on Seller Hub Promotions</td>
<td>June 26 - June 28</td>
</tr>
<tr>
<td>May 10 @ 3:00 pm - 4:00 pm</td>
<td>• SHETRADES Global 2018: Apply Now!</td>
</tr>
<tr>
<td>eBay</td>
<td>SheTrades Investment Challenge</td>
</tr>
<tr>
<td></td>
<td>June 28 @ 2:00 pm - 4:30 pm</td>
</tr>
</tbody>
</table>

- Read more about how to commit to the SheTrades Initiative according to your type of institution.
- The *Groups* tab, will explain what are the functions and benefits for joining groups, and will explain how to join a group.
Groups

What is a She Trades group?

She Trades groups offer a proven way to form lasting, productive connections that generate business leads. Join a She Trades group to create strong relationships with peers and potential business partners in your network.

A She Trades group can also be created to facilitate discussions regarding a particular topic. Join a group discussion to share knowledge, experiences and best practices.

How does it work?

She Trades Verifiers can create groups and facilitate discussions. Groups will be visible for all She Trades users. The group content can be classified as public or private.

You can find and join She Trades groups by searching for groups from the search field. Please note that there may be multiple groups on She Trades for each interest, organisation, or affiliation. Once you find a group, read the description to see if it fits your needs.

How to join a She Trades group?

Verifiers can invite their networks to join groups they have created. If you receive an invitation from a group, please respond to it promptly.

All users can request access to join a group even if they are not part of the Verifier’s network.

Find a She Trades group that fits your business needs today.

Search for groups that

Have the following name:

Search Groups...
- There is a list of groups from around the world which you can join.
- By typing in your choice of group on the search groups bar you will encounter

For example, we typed in Kenya:

![She Trades Kenya](image)

When clicking on “Join Group” you will be redirected to the group’s page, for example,

![She Trades Kenya](image)

On this page, you can interact with others in the group and discuss different topics proposed.

In addition, you can create a topic to discuss with or ask questions to the rest of the people in the group. Please note that you don’t have to be from the country to be in the group.
• Get informed about the news, success stories and videos available around SheTrades

Grow your business by understanding your market, participating in e-learning, workshops and webinars by clicking on the “Learn” tab.

• This section provides a number of courses to help you grow your business

Learn

Growing your business is paramount to its success. At SheTrades, we provide women entrepreneurs with the tools necessary to overcome barriers that may prevent business growth. From webinars on Intellectual Property to online tools to view sustainability standards for any given market, SheTrades offers an environment where women entrepreneurs can improve their skills and as a result, their business.

Click below and start growing today!

• The Learn page will introduce you to a number of
  ➢ Webinars;
  ➢ Workshops and;
  ➢ E-learning:

You have a number of topics to learn and explore.

▪ Market tools
▪ Trade Map
▪ Market Access Map
▪ Investment Map
▪ Standards Map
▪ Procurement Map
▪ Trade Competitiveness Map
**Understand Your Market**

A key challenge for exporters is the scarcity of reliable trade information on markets. The International Trade Centre has developed a suite of online tools to make global trade more transparent and to help businesses access new markets. These tools include Trade Map, Market Access Map, Investment Map, Sustainability Map, Procurement Map and Trade Competitiveness Map.

According to ITC’s 2016 Annual Report, ITC’s trade tools generated $885 million in estimated export and investment value addition from ITC market intelligence, business connections and FDI. These tools have been deemed particularly instrumental to users in least developed countries, where local sources of trade intelligence are often unavailable.

**Trade Map**

The Trade Map provides on-line access to one of the world’s largest trade databases and presents indicators on export performance, international demand, alternative markets and the role of competitors from both the product and country perspective. Company contact information is also available for 64 countries.

**Market Access Map**

The Market Access Map provides information on applied customs tariffs, including Most Favoured Nation (MFN) tariffs and unilateral and trade agreement preferences. The application also covers tariff rate quotas, trade remedies, rules of origin, plus the corresponding certificates, bound tariffs of World Trade Organization (WTO) members, non-tariff measures and trade flows.

**Investment Map**

The Investment Map combines statistics on foreign direct investment and international trade, tariff data and the activities of multinationals and international firms into an easy-to-use, interactive internet tool that allows analysis by country, trading partner and sector.

- Get more information about your market through the lens of different market sectors and requirements.

On top of the page you have the option of searching for suppliers and buyers:

- To navigate, network and discover people, businesses and potential partners, you can use the search bar.

  - If you are looking for coffee companies, type in, for example, coffee and click on the search bar. A number of coffee companies will come up.

  - To continue looking you can hit the number two which will take you to the second page of the coffee company’s page.
**The Do Business tab will redirect you to this page.**

This is the core of the SheTrades platform; where you can find buyers and sellers of different products and services from around the world.

Let’s explore!
Find companies based on the name of the owner or company, or the name of the product or service. If you don’t know the name of the company, you can use the filter bars to refine your search, by using the key word such as “coffee” or the geolocation (country).

In the “Find Supplier and Partner” search bar, we typed in an example of “coffee” and in country, “Rwanda” and coffee companies in Rwanda appeared.

If there are no coffee companies in Rwanda, or a certain country, the following message will come up: Sorry, no members were found.

Please note: searching for products is on your left and for services is on your right.

Sellers: if you are looking for other sellers who provide the same line of products or services, you can search the companies by typing the key words or select the category that interest you.

This section allows buyers to search for products or services that interest them and are being sold

Buyers: You can search for companies that are buying specific products or services. This will help connect you to a potential buyer.
Once you have selected the product or service you sell, remember to click on the search tab below.
A list of people who sell the product you are looking for will be provided below. The same applies to services.

If you are looking for people who buy your products, use the bottom box.

Once you have selected the product or service you sell, remember to click on the search tab below.
A list of people who buy the product you are selling will be provided below. The same applies to services.

RAD Snack Trade, LLC (DBA Amazi Foods)
Ms Renee Dunn
📍 United States
📅 Established in 2018

De-Praimmec Consulting Limited
Mrs OMOLORA OLUWAFEMI
📍 Nigeria
📅 Established in 2015

KENDAL AGRO ATSIRI
Mrs Cahyaningrum
📍 Indonesia
📅 Established in 2011

LLC Krona
Ms Olha Luchka
📍 Ukraine
📅 Established in 2002

Kabad Continental Interbiz
Ms Oluwakemi Oyeboji
📍 Nigeria
📅 Established in 2012
If you have any questions about the platform or your profile, please feel free to contact us and we will help you. Just click on the About tab and click on contact us.

Remember, you are not a robot 😊

Thank you