WHY?

The United Nations member states have set 17 ambitious goals to reach by 2030. We need all hands on deck to achieve this feat and deliver on our promises.

Empowering women economically can help us meet our collective commitment.

Increased trade leads to economic growth, jobs, and prosperity. When women prosper, they spend more on health, nutrition and education accelerating the achievement of the SDGs.

In economic terms advancing women’s equality could add

$28 trillion to global GDP by 2025.

WHAT IS SheTrades?

The International Trade Centre (ITC), a joint UN and WTO organization, works towards creating ‘trade impact for good’ by fostering the inclusive and sustainable development of small and medium sized enterprises (SMEs). ITC’s SheTrades initiative works with partners around the world to unleash the economic power of women.

A GOAL

Connect **1 million** women to market by 2020.

A PLAN

7 global actions to empower women through trade.

IMPACT SO FAR

ITC’s SheTrades initiative has

- Helped generate **$75 million** in exports
- Facilitated access to market for **15 000** women entrepreneurs
- Mobilized a network of **>850 000**
- Built the capacity of **>100** institutions to support women entrepreneurs

IMPLEMENTATION

Mobilizing the trade and development community to work towards a progressive and inclusive trade agenda, which fully considers the impact and contribution of women.

Skilling, mentoring, and connecting women to over

$1 billion in trade by 2020

WORKING WITH PARTNERS including...

- **Facebook**
  Delivering workshops on digital marketing for women entrepreneurs to improve their access to markets.

- **Fairtrade Africa, Chocolate Halba and Max Havelaar**
  Improving income and food security of Yam and Cocoa farmers in Ghana.

- **Barclays Bank, Kenya**
  Training business women and delivering financial services.

- **ChileCompra**
  Creating tools for governments to better target women through public procurement.

A PLATFORM

www.shetrades.com
Fatina
Fatina started her own business, ‘Dana Soap’, six years ago in Palestine. With the help of SheTrades she participated in international trade shows enabling her to expand her market to places like Indonesia and Bahrain and increase her sales by 25%.

Laëtitia
Laëtitia owns Sake Farm, a coffee plantation and washing station on the shores of Lake Sake in eastern Rwanda.

Through a partnership with Sucafina and Jacobs Douwe Egberts ITC’s SheTrades initiative is helping Laëtitia improve the quality of her coffee and secure better prices. She recently sold 19 tons of coffee worth $95,000 at the World of Coffee trade show in Dublin.

Charitha
Charitha’s sustainable eco-tourism resort Saraii Village is located in Hambantota District in Sri Lanka.

With the support of SheTrades, her participation in the world’s largest tourism trade fair led her being featured in Destination Weddings and Honeymoon magazine. In addition she secured more than $66,000 in new business from three large international travel agencies, with the potential to expand the partnerships. Saraii Village has increased the number of staff employed to serve the increased demand, and Charitha’s vision is to expand to more regions in Sri Lanka.

SheTrades empowers women across the world in countries including Chile, Ghana, Indonesia, Kenya, Nigeria, Papua New Guinea and Sri Lanka.

SheTrades Global is the premier global business event linking women entrepreneurs with buyers, partners, and investors. Previous meetings have catalysed more than $60 million worth of commercial transactions. The event features a high level policy dialogue, inspirational sessions hosted by speakers from industry, technology, and services sectors and practical ‘how-to’ events on innovation and internationalisation for women entrepreneurs.

With support from:

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IWCA
SheTrades has supported local International Women’s Coffee Alliance (IWCA) representatives to gain seats on national coffee boards in Rwanda, Tanzania, Uganda and Burundi: the first time that East African women have had a voice in the coffee industry at the policy level.