

ITC SheTrades Initiative



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Why SheTrades?

Only 1 out of 5 exporting companies is led or managed by women.

Today, women are still significantly less likely to engage in and benefit from international trade.

The International Trade Centre (ITC) launched the SheTrades Initiative in 2015 to remove barriers to women's participation in trade by working with governments, the private sector, and entrepreneurs to build the business capacities of women and to create a fairer, more sustainable global economy.



Women own and lead roughly **30%** of all SMEs in the world - and SMEs account for **70%** of employment worldwide.



Advancing gender equality can add nearly **\$12 trillion** to the global GDP by 2025.



Exporting SMEs create **better economic opportunities** for women than non-exporting ones.



Our Approach

The ITC SheTrades Initiative aims to create the right capacities and conditions for women to participate in and benefit from trade.

We provide 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.

Advancing the women and trade agenda requires that we fire up all possible levers in the trade and business ecosystem. This is why SheTrades works not only with women but also engages with governments, business support organizations and the private sector to deliver concrete outcomes for women in all their diversity.



The SheTrades Initiative in Numbers



Global network of
350 partner
organizations from
65 countries



Directly supported 100,000
women-led businesses



15 Active Projects and
17 SheTrades Hubs



Collaborated with over 40
capital providers to
facilitate women's access
to finance



Rolled out SheTrades
Outlook in 52 developed and
developing countries

Our Approach

Through funded projects, SheTrades delivers market-relevant technical assistance to women entrepreneurs and facilitate their access to business and investment opportunities.

In collaboration with national and regional institutions, we establish SheTrades Hubs to provide capacity building to women and foster a community of partners committed to championing women.

We also deliver technical assistance to governments on inclusive policy reforms and leverage the power of partnerships with the public and private sectors to ensure that the impact of our work is scalable and sustainable.





PROJECT SPOTLIGHT

SheTrades West Africa Project | NOV 19 - SEP 23

The SheTrades West Africa project aimed to improve the livelihoods of 10,000 women in the cashew, shea, and cassava value chains in Cote d'Ivoire, Guinea, Liberia, and Sierra Leone. The project's achievements to date include:

- 65% of SMEs saw increased orders from their suppliers; they also increased their number of women suppliers to over 6,600;
- 93% of the 2,000 targeted women farmers reported improved economic decision-making and household gender dynamics
- SMEs generated sales worth over \$3.6M and have received business leads totalling \$2.4M.



HUB SPOTLIGHT

SheTrades Mauritius Hub | MAR 2023

Launched in 2023, the ITC SheTrades Mauritius Hub is hosted by the Economic Development Board of Mauritius. Through SheTrades Hubs, ITC aims to:

- Deliver capacity building and market access and investment opportunities for women-led businesses;
- Provide institutional strengthening and gender mainstreaming services to improve and expand SheTrades Hub's offerings to women-led businesses;
- Foster a community of partners committed to women's economic empowerment



PARTNERSHIP SPOTLIGHT

SheTrades-Unilever Project | NOV 22 -DEC 23

In 2022, Unilever and ITC SheTrades began working together to enhance procurement from women-owned and led businesses and catalyze women's economic empowerment in Indonesia.

To date, the project has:

- Delivered technical training to 387 women-led businesses on sustainability, access to finance and Unilever's procurement processes
- Implemented 18 trainings-of-trainers sessions across five provinces in Indonesia



Our Partners and Funders

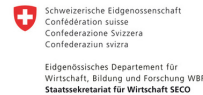
The SheTrades Initiative is grateful for the partnership and funding from:



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Food and Agriculture Organization of the United Nations



Irish Aid
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Norad






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