



ITC SHETRADES HUBS

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



International  
Trade  
Centre

SheTrades



## 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](http://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 17 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 17 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 HUBS HOST INSTITUTIONS

<p><b>01 ARGENTINA</b> Agencia Argentina de Inversión y Comercio Internacional</p>	<p><b>02 BANGLADESH</b> Small and Medium Enterprise Foundation</p>	<p><b>03 THE CARIBBEAN</b> Caribbean Development Bank</p>
<p><b>04 DOMINICAN REPUBLIC</b> ProDominicana</p>	<p><b>05 THE GAMBIA</b> Ministry of Trade, Industry, Regional Integration and Employment</p>	<p><b>06 INDONESIA</b> Womanpreneur Community</p>
<p><b>07 KENYA</b> ABSA Bank</p>	<p><b>08 MAURITIUS</b> Economic Development Board</p>	<p><b>09 MIDDLE EAST &amp; NORTH AFRICA</b> Dubai Industries and Exports</p>
<p><b>10 MONGOLIA</b> Mongolian National Chamber of Industry and Commerce</p>	<p><b>11 NIGERIA</b> Nigerian Export Promotion Council</p>	<p><b>12 PHILIPPINES</b> Department of Trade and Industry</p>
<p><b>13 RWANDA</b> Private Sector Federation (PSF), Women Chamber of Entrepreneurs</p>	<p><b>14 SOUTH AFRICA</b> Small Enterprise Development Agency</p>	<p><b>15 TRINIDAD &amp; TOBAGO</b> exporTT and Ministry of Trade &amp; Industry</p>
<p><b>16 URUGUAY</b> Unión de Exportadores del Uruguay</p>	<p><b>17 VIETNAM</b> Vietnam Trade Promotion Agency</p>	<p><b>+</b> and growing...</p>

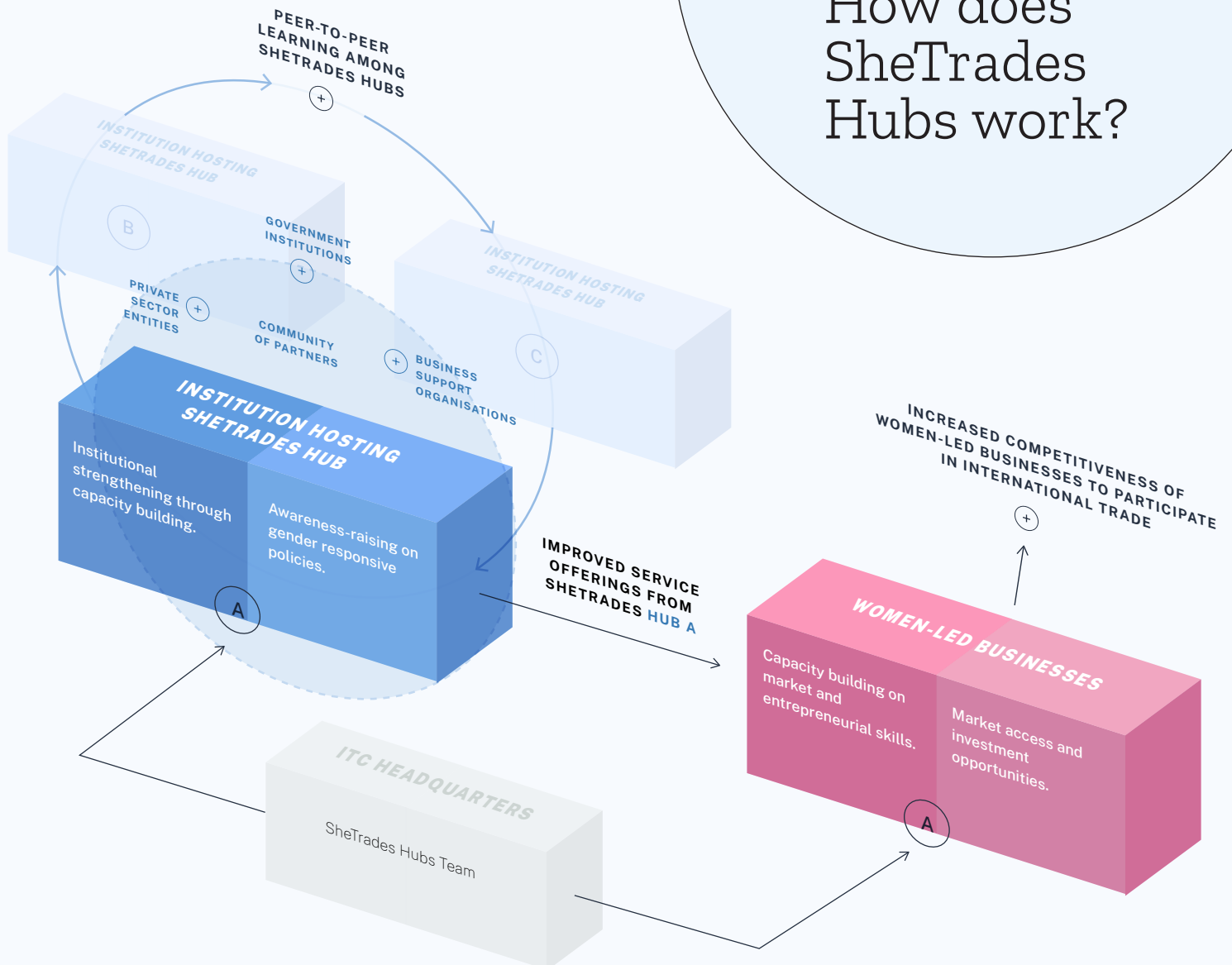


## The ITC SheTrades Approach

Since its inception in 2015, the ITC SheTrades Initiative has implemented projects in 38 countries, enabled over \$380 million in business and investment opportunities for women-led businesses, and established partnerships with 140 public and private sector partners.

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 WORKS



## How does SheTrades Hubs work?

HIGHLIGHT

01

### First Virtual Meeting of the SheTrades Hubs Community

SEPTEMBER 2022

In 2022, following the launch of ITC's Gender Moonshot for 2022 – 2025, ITC SheTrades upgraded its Hubs governance strategy and presented the latter at its first virtual gathering on 14 September 2022.



DECEMBER 2022

HIGHLIGHT

02

### Training-of-Trainers on Export-Readiness & Creating Quality Digital Assets in Mauritius

11 representatives across the SheTrades Hubs network participated in a week-long training-of-trainers programme focused on export-readiness, basic principles of graphic design, developing inclusive and sustainable supply chains, and fostering private sector partnerships.

Following this programme, Hubs representatives will design and implement similar workshops for women-led businesses in their respective countries.

HIGHLIGHT

03

### SheTrades Hubs participation at Fruit Attraction 2022 in Madrid

OCTOBER 2022

ITC SheTrades supported representatives from the SheTrades Nigeria, Rwanda, and Trinidad and Tobago Hubs to attend the three-day international fruit and vegetables trade fair 'Fruit Attraction 2022' in Madrid, Spain. The SheTrades Hubs focal points represented over a total of 30 women-led businesses and achieved over a million dollars in business leads.



# Be a part of our community

SINCE 2019, ITC SHETRADES HAS LAUNCHED 14 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:

## HOW TO JOIN HUBS

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

04

### Implementing the activities

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

PREPARATION

IMPLEMENTATION



## 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

For more information on the ITC SheTrades Initiative, visit our website:



**SHETRADES.COM**

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



**SHETRADESHUBS@INTRACEN.ORG**



**@ITCNEWS  
#SHETRADES**



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# #SheTrades

FOR EVERY WOMAN, EVERYWHERE

The International Trade Centre's (ITC) SheTrades Initiative is a global platform that empowers women to engage in business, creating value for both them and their communities. The Initiative ensures that the right capacities and conditions are present to foster inclusive and sustainable trade.

SheTrades delivers activities and training that improve women traders' ability to do business successfully. At the same time, the Initiative works to remove inequalities that hinder women's participation in trade and foster a better trade environment for all.



SheTrades

International Trade Centre (ITC)  
54-56 rue de Montbrillant  
1202 Geneva  
Switzerland