



International  
Trade  
Centre

TRADE IMPACT  
FOR GOOD

# Factors of Competitiveness of Women Entrepreneurs and their Participation in Trade

Enhancing Women's-led Agribusiness Development

A presentation to: Brussels Development Briefing n.42  
By: Christian Planchette, Enterprise Competitiveness, ITC  
Date: 17<sup>th</sup> September 2015



# Factors Affecting the Trade Competitiveness of Women Entrepreneurs

- Unequal access to finance
- Unequal access to productive assets
- Unequal access to networks
- Inadequate access to education and skills training
- Workplace and industry discrimination
- Outdated laws restricting their economic opportunities
- Cultural expectations about household duties
- Social policy choices on childcare and maternity leave
- Shortage of self-confidence

# The Smart Thing To Do

***“Investing in women and girls has a multiplier effect on productivity and sustained economic growth.*”**

***Investing in women is not only the right thing to do, it is the smart thing to do.”***

*Ban Ki Moon, Secretary-General, United Nations*

# The Right Agenda

***“We know that economic empowerment for women creates social effects that endure for generations.***

***We know that women invest more of their income in their families’ education and health than men do.***

***We know that when women control a greater share of household income, that household’s spending patterns change in ways that benefit children.***

***As the Nobel laureate Amartya Sen has noted, literate fathers often have illiterate children. Literate mothers never do.”***

*Arancha González, ITC Executive Director  
keynote address at the W20 official launch event  
6 september 2015 – Ankara, Turkey*

# The Right Time

- The United Nations family adopts the post 2015 Development Agenda later this month.
- Economies are taking on the challenge of more inclusive growth.
- Connecting women-owned businesses – especially small and medium-sized enterprises – to international markets has long been one of our top priorities at International Trade Center, the joint agency of the UN and the WTO.
- SMEs account for the bulk of job creation everywhere and close to 40 percent of SMEs worldwide are women owned.

# Message to Country Leaders

***“Want to lift long term growth potential?”***

***Invest in women’s economic empowerment!”***

*Arancha González, ITC Executive Director  
keynote address at the W20 official launch event  
6 september 2015 – Ankara, Turkey*

# ITC's Call to Action

***Bring one million women enterprises  
to market by 2020***

*Launched by ITC together with thought leaders and entrepreneurs from around the world, at ITC's Trailblazers Summit and Women Vendors Exhibition Forum, 1 september 2015 – São Paulo, Brazil*



TRADE IMPACT  
FOR GOOD

# Call to Action Concrete Commitments for Women's Economic Empowerment

- A guiding framework to populate and monitor commitments to achieve this common goal.
- A calling card shared by Action participants wherever we go.
- ITC calls on all stakeholders to join and contribute with initiatives that support the advancement of the 8 pillars.
- ITC's WVEF tech challenge with 300 developers: Green Bell Communications, Kenya, with its "empower" app.
- ITC committed to ensuring that women benefit from 40 percent of its actions.
- Apexbrasil committed to bring 6000 women to market.

# Key Pillars of the Call to Action

- Data collection, analysis and dissemination
- Trade Policy
- Corporate procurement
- Public procurement
- Certification
- Addressing supply-side constraints
- Financial services
- Ownership rights

# Women & Trade Programme

## Four key components

### Policy advocacy

- Encourage policy makers to take action for the economic empowerment of women.

### Institutional strengthening

- Strengthen the capacity of Trade and Investment Promotion Organisations targeted as multipliers to deliver services that effectively address local women enterprises needs, and organise effective business generation activities.

### Women enterprises competitiveness strengthening

- Deliver national and regional projects to address, with appropriate partners, the needs of women enterprises to build their capacities to export and be competitive.

### Buyer engagement and Business generation

- Engage corporations as buyers and/ore investors targeting women enterprises, and ensure women enterprises actively and effectively participate in business generation activities, in particular with ITC's yearly Women Vendors and Exhibition Forum.

# Women & Trade Programme

## Women Vendors and Exhibition Forum

- Celebrate results and share best practices.
- Talk business and do business.
- B2B meetings; up to US\$ 20.2 million in deals and leads.
  - An Indian services company negotiating a transaction for online training services to a large multinational.
  - A Nigerian logistics company doing business with a Brazilian advertising & marketing company, and establishing a partnership with a Brazilian company to ship goods between Nigeria and Brazil.
  - Indian and South African companies negotiating a partnership to develop a green chemicals business.
  - A Multinational company in the food industry purchasing transportation services from a Brazilian company.
  - A Norwegian coffee company negotiating the purchase of micro-lots from a Guatemalan company
  - An El Salvador company which recycles waste in innovative ways to mitigate climate change was able to make three deals.



# Women & Trade Programme

## Other Projects

- Women yams farmers in Ghana
- Women coffee farmers in Uganda, Kenya and Rwanda
- Women cotton farmers in Zambia
- Engendered cashew project in The Gambia
- Linking village women agricultural produce to the tourism industry and their handicrafts production to exports in Vanuatu
- Government procurement from women in Samoa

# ACCESS! for African Businesswomen in International Trade



- Started in 2004, remodeled in 2010
- Build the capacities of women enterprises with 5 components
  - Export Training
  - Business Counselling
  - Market Access
  - Access to Finance
  - Web portal
- Based on principles for effectiveness
  - Focusing on capacity building
  - Ensuring local ownership/empowerment
  - Maximising Outcomes
  - Increasing Efficiency
- Certification of trainers, accreditation of institutions, and licensing



# The *ACCESS!* Global Network

- 
- **Export Training:** 4 Regional Lead Trainers, 5 National Lead Trainers, 94 National Trainers, 2500+ women exporters, 24 countries:
    - Benin, Burkina Faso, Cameroon, Congo, DRC, Chad, Ethiopia, Ghana, Kenya, Liberia, Mali, Mozambique, Namibia, Nigeria, Senegal, South Africa, Tanzania, Uganda, Rwanda, Zambia, Zimbabwe
    - Nicaragua, Tunisia, Palestine
  - **Business Counselling:** 4 countries (Ethiopia, Ghana, Senegal, Uganda), 100 “flash” diagnostics, 47 strategies, 33 resource implementation plans, 18 ready for Market Access
  - **License Agreements:** 17 national institutions, 2 RECs (ECCAS, ECOWAS/TEN)

# ACCESS! Success Stories



*“The ACCESS! training helped me to improve my export readiness and my ability to respond to export orders more effectively.”*

Ms. Joyce Mbwette – Foot Loose, Tanzania



*“ The ACCESS! Programme helped me optimize the performance of my company while also enabling us to identify new business partners.”*

Ms. Blanche Eyadi – PAM’s Beverages, Cameroon

*“ACCESS! has been instrumental in building CAWEE's capacities by lifting up its profile. The programme has empowered us to empower others.”*

Ms. Nigest Haile – Center for African Women Economic Empowerment (CAWEE) Ethiopia



**CAWEE**  
CENTER FOR AFRICAN WOMEN  
ECONOMIC EMPOWERMENT



TRADE IMPACT  
FOR GOOD

*Thank you!*

**Christian Planchette** [planchette@intracen.org](mailto:planchette@intracen.org)



TRADE IMPACT  
FOR GOOD