



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
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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- Outdated laws restricting their economic opportunities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
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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



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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

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- **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



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Thank you!

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