

Standards and Women in Trade

SheTrades Initiative
International Trade Centre (ITC)

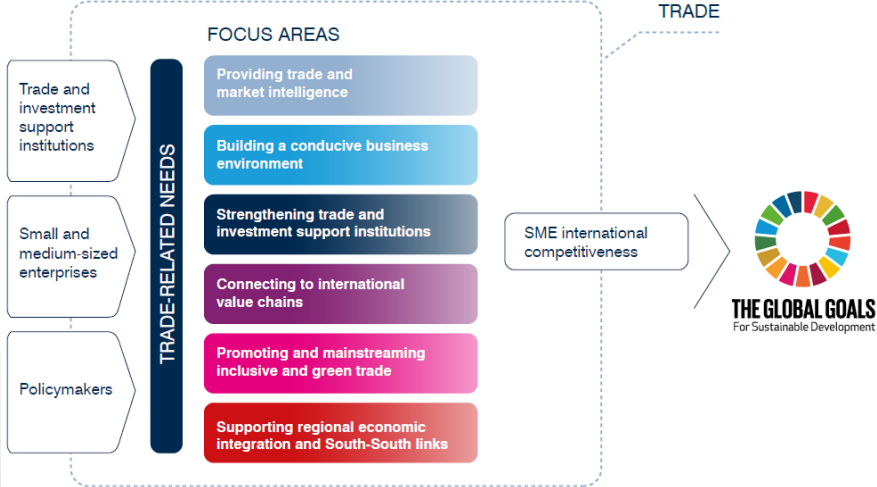
Mr Nicholas Schlaepfer



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ITC's Focus on 6 Strategic Areas



TRADE-RELATED NEEDS

- Trade and investment support institutions
- Small and medium-sized enterprises
- Policymakers


FOCUS AREAS

- Providing trade and market intelligence
- Building a conducive business environment
- Strengthening trade and investment support institutions
- Connecting to international value chains
- Promoting and mainstreaming inclusive and green trade
- Supporting regional economic integration and South-South links

TRADE

SME international competitiveness


THE GLOBAL GOALS
For Sustainable Development








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SheTrades Initiative

Goal



Connect **3million** 
women entrepreneurs to market by 2021

Plan

1 Champion. Quality data  #ITC #SheTrades	2 Enact. Fair policies  #ITC #SheTrades	3 Secure. Government contracts  #ITC #SheTrades	4 Strike. Business deals  #ITC #SheTrades
5 Enable. Market access  #ITC #SheTrades	6 Unblock. Financial services  #ITC #SheTrades	7 Grant. Ownership rights  #ITC #SheTrades	#SheTrades

Partners



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The importance of standards for women in trade

- Standards play an important role in international trade trade...
- ...but can be problematic for MSMEs, in particular women owned SMEs
- However, they can provide opportunities – which ITC is supporting

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A shared definition of “Women Owned Businesses” – why do we need it?

- Help women benefit from targeted support
- Gender disaggregate data
- Multiple definitions cause problems
- Address issues with 51% definition

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What we’re doing - International Workshop Agreement on Women Owned Business

- ITC and Swedish Standards Institute developing an International Workshop Agreement on Women Owned Business
- This will:
 - Open market and investment opportunities for women
 - Allow governments and corporations to meet their inclusive procurement objectives
 - Provide consistent and comparable data for measuring growth of women’s entrepreneurship

SheTrades Highlights



CAPACITY

- 150 training events/webinars organized
- 15,000 women directly trained



BUSINESS LINKAGES

- 20,000 users on SheTrades.com
- \$50M generated in exports leads



INCREASED AWARENESS

- Network of >800,000 women
- >200 institutions committed to SheTrades



ITC



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