

STUDIES ON THE PARTICIPATION OF WOMEN-LED COMPANIES IN CHILEAN EXPORTS

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Undersecretariat
of International
Economic Affairs

Government of Chile

HOW DID THE NEED FOR FIGURES AND GREATER KNOWLEDGE ABOUT THE PARTICIPATION WOMEN-LED COMPANIES IN CHILEAN EXPORTS START?

FTA
Chile - Uruguay
2016

**1ST CHAPTER IN A FTA
EXCLUSIVELY DEDICATED TO
GENDER AND TRADE ISSUES**

**3rd WOMEN-LED
COMPANIES FORUM**
2017



**Alianza del
Pacífico**

**INCREASE THE PARTICIPATION OF FEMALE-LEADED
COMPANIES IN CHILEAN EXPORTS**



¡FIND THE EXPORTING COMPANIES LEADED BY WOMEN!

- § We wanted to change a reality of low inclusion of women in exports, **which we only perceived by intuition.**
- § At that time, **we did not have a number or figure to take as our starting point.**



WHAT DO WE WANT TO KNOW ABOUT THEM?



INITIAL BARRIERS TO COMPILING DATA FIGURES



We have relatively good trade data, **but it is not always disaggregated by gender.**



Few public organizations have incorporated **the gender perspective** in their Customer Relationship Management.



Due to **statistical secrecy commitments**, it is very difficult to share figures between different government agencies.



NATIONAL TAX AGENCY

Sales size (SME, Large) / workers
/ country location



EXPORT PROMOTION BUREAU

Leadership (owner, partner, founder, manager or director)

Companies participating in the MUJER EXPORTA workshop

**MUJER
EXPORTA**

- § Training
- § Business plan
- § Trade Fairs
- § Coaching



NATIONAL CUSTOMS SERVICE

Exported products or services, destination countries, quantities, FOB value and periodicity.

**STRATEGIC
ALLIANCES**



PARTICIPATION OF COMPANIES LEADED BY WOMEN IN CHILEAN EXPORTS

1ST EDITION 2017



PARTICIPATION OF COMPANIES LEADED BY WOMEN IN CHILEAN EXPORTS

1ST EDITION 2017

205

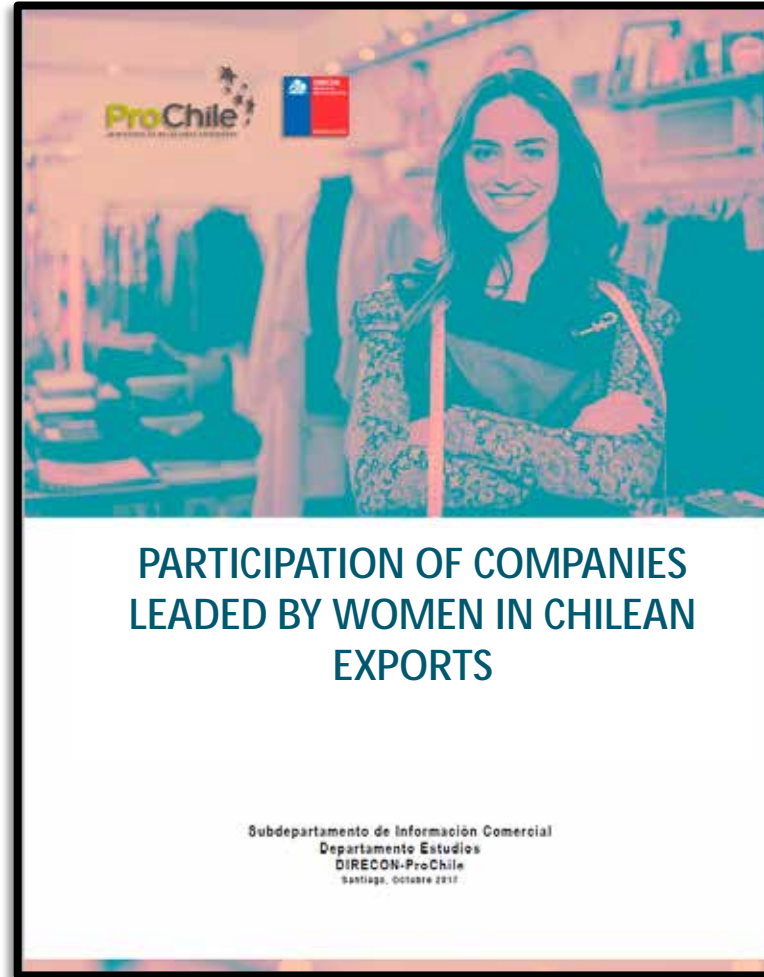
COMPANIES LEADED BY
WOMEN IN CHILEAN
EXPORTS

3%

of the export companies
in Chile **ARE LED BY
WOMEN.**

45%

EXPORT FROM A SINGLE
REGION (SANTIAGO), OUT OF 16
REGIONS



0,8%

OF CHILEAN EXPORTS
VALUE (US\$ FOB)

87%

FOODS PRODUCTS

70%

SME

HOW THIS STUDY HAS ALLOWED US TO ACT ON IMPROVE TRADE POLICY TOWARDS EXPORTING COMPANIES LED BY WOMEN?

Rx 1



2017

Rx 2



2018

Rx 3



2019

Survey on gender gaps and barriers for companies led by women in exports



Rx 4



2021

MAIN FINDINGS

INSTANCES IN WHICH THEY HAVE FELLED SOME KIND OF DISCRIMINATION FOR BEING WOMEN



MAIN FINDINGS

MAIN BARRIERS TO THE INTERNATIONALIZATION PROCESS



MAIN FINDINGS

IN WHICH AREAS DOES THEY NEED SUPPORT



OUTCOME

The content of the trainings in **MUJER EXPORTA** Program were redesigned, with the aim of directing efforts to overcome the barriers detected in the survey.



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Chile has more than 7,600
exporting companies, **BUT**
JUST around 400 OF THEM
are **LEADED BY WOMEN**



TRAINING

OECD
CANADA



MORE COVERAGE

Alliances / Agreements
with Public and Private
organizations with
figures disaggregated
by Gender



NEW SET OF INDICATORS

Original people
Immigrants
Homeowners
Workers approach

Understand the **MULTIPLIER EFFECT** of having women in leadership positions in exporting companies.

- Do they hire more women in general?
- Do they pay better wages for the women they hire?
- Do they hire women with a higher level of education?
- Are they more innovative companies?
- Does the work environment improve for women?



Thanks!



Subsecretaría
de Relaciones
Económicas
Internacionales

Gobierno de Chile