



# #SheTrades



EXPORT IMPACT  
FOR GOOD

# CHALLENGES WOMEN ENTREPRENEURS FACE.

## LEGAL BARRIERS

**90%** of the economies have at least one legal impediment to women's economic participation

**16** economies limit women's ability to own, use and transfer property

## TRADE OBSTACLES

Greater challenges accessing the finance that they need to grow their businesses

Women face higher costs to trade

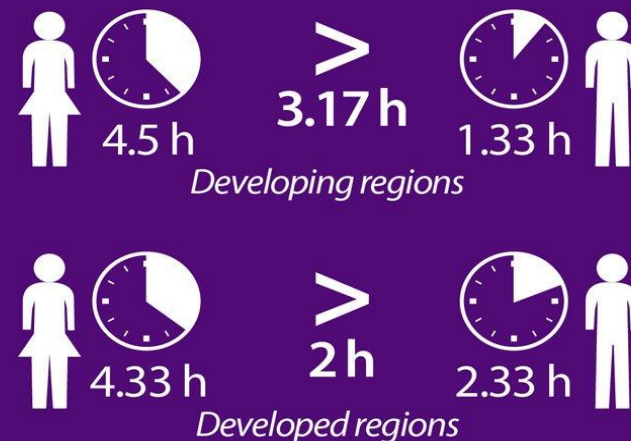


## GENDER BIAS/CULTURAL NORMS

In every economy of the world, women spend twice as much time as men on care and domestic work

### Unpaid Work

*Hours spent daily on unpaid work by women & men, 2003-2013*



Source: *The World's Women 2015*, Statistics Division, United Nations Department of Economic and Social Affairs  
Produced by: United Nations Department of Public Information

EXPORT IMPACT  
FOR GOOD

# SHETRADES: connecting one million women to market by 2020

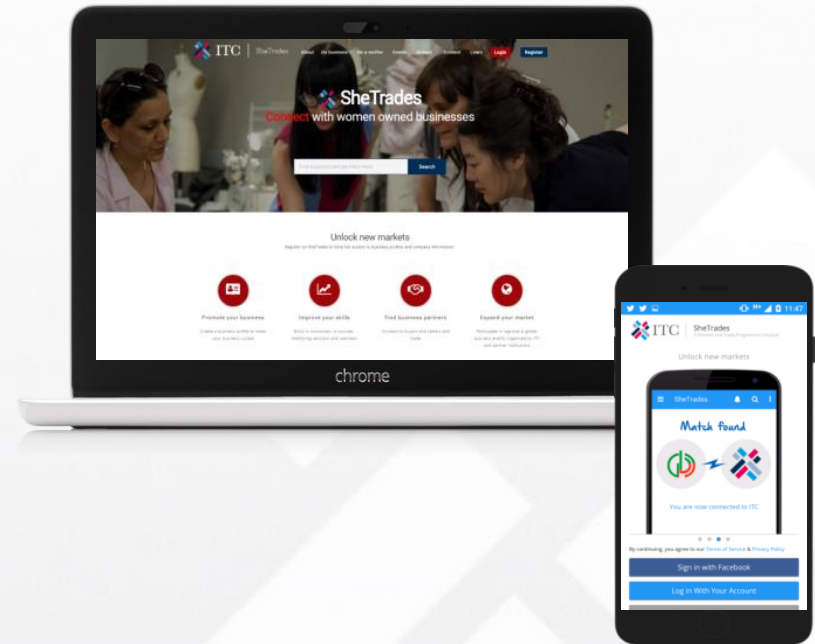
## A BLUE PRINT

7 global actions



## WEB AND MOBILE APP

Matching women entrepreneurs and buyers/investors



# SHETRADES RESULTS.



#SheTrades

**US\$70m:** value of export opportunities generated for women entrepreneurs  
**13,500** women entrepreneurs supported to increase their competitiveness  
Partners committed connect **850,000** women to markets by **2020**  
Raised global awareness with almost **80** countries




EXPORT IMPACT  
FOR GOOD

# SHETRADES.COM: YOUR BENEFITS

## What can you do on [www.shetrades.com](http://www.shetrades.com)?

### VISIBILITY



- Create your business profile to let buyers/investors know what your company has to offer
- Request to be verified by a credible institution to get this seal of verification 
- The seal will enhance your credibility to potential buyers

### MATCHMAKING



- Browse through a number of business profiles
- Connect with buyers/investors interested in sourcing your products or services
- Explore business opportunities

### CAPACITY



- Access to free trade tools to increase your knowledge about YOUR market
- Learn about upcoming webinars and training activities
- Participate in online courses to improve your business skills
- Apply to participate in business events

### NETWORKING



- Join and participate in group discussions
- Expand your market by meeting new business partners



# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 1. Register



### Unlock new markets

Register on SheTrades to have full access to business profiles and company information.



#### Promote your business

Create a business profile to make your business visible



#### Improve your skills

Enrol in workshops, e-courses, mentoring sessions and webinars



#### Find business partners

Connect to buyers and sellers and trade



#### Expand your market

Participate in regional & global business events organised by ITC and partner institutions


# HOW TO USE [www.shetrades.com](http://www.shetrades.com)


## STEP 2. Create your profile

ITC SheTrades

Find suppliers and partners ... Search

About Do business Be a verifier Events **Commitment** Groups Content Learn Language

 **Cotton PJ's**  
Mrs Maria, ceo  
Kenya  
17 employees Established in 5



Choose a profile and background picture

Describe your business

### Business Description

WOBs based in Nairobi, Kenya producing cotton clothes: T-shirts, shirts, trousers, dresses, skirts and pyjamas. Its clothing is characterized by the colorful fabric used and its soft texture. Started by Ceo Maria dc, it first started producing only handcraft pyjamas but its success and rapid growth lead to a more varied selection of clothes and made necessary to automate the process. Nowadays, cotton PJ's sells across Kenya but also with Senegal.

### Verified & Certifications

Accredited/verified by:

[Get Verified](#)

Pending Accredited/verified by:

Certifications:  
no certification

Request verification to enhance your credibility to buyers and partners

Specify the products/services you sell or buy

### Products and Services

#### Products Offering:

0610721 - Men's or boys' nightshirts and pyjamas of cotton, knitted or crocheted (excluding vests and singlets) 0610831 - Women's or girls' nightdresses and pyjamas of cotton, knitted or crocheted (excluding T-shirts, vests and negligés)

#### Services Offering:

Looking for Products:

Looking for Services:

### Company Information

\$ Annual value of sales in USD for most recent financial year	N/A
\$ Annual value of exports for most recent financial year	N/A
Headed by a Woman	Yes
Number of Employees	17
Number of Female Employees	7
Percentage of business owned by Women	60%
Lead Time	N/A
Primary customers:	N/A
Exporting experience	No
How many years have you been exporting	N/A
Which countries we can export to:	locally

Include your company information

Add your company social media profiles

### Social Networks



Facebook



LinkedIn



Twitter



Home page

### Website URL

# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 2. Create your profile

My Profile

Profile ^

Edit

Change Profile Photo

Change Cover Image

My Albums

**My commitment**

Messages v

2 Notifications v

2 My Trade Links v

My Groups v

Settings v

Number of Employees (required)

200

Number of Female Employees (required)

150

Number of Women in Management Team (required)

10

Products I am selling

Type the Product HS code or the name of the product e.g. Refrigerators

Services I am offering

Products I am buying

09 - Coffee, tea, maté and spices x Type the Product HS code or the name of the product e.g. Refrigerators

Services I am buying

2 - Maintenance and repair services n.i.e. x



# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 2. Create your profile

Choose a profile and background picture

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Describe your business

### Verified & Certifications

Accredited/verified by:

Get Verified

Pending Accredited/verified by:

Certifications:  
no certification

Request verification to enhance your credibility to buyers and partners

### Products and Services

- Products Offering:
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- Services Offering:
- Looking for Products:
- Looking for Services:

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### Company Information

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Primary customers:	N/A
Exporting experience	No
How many years have you been exporting	N/A
Which countries we can export to:	locally

Include your company information

### Social Networks

Add your company social media profiles



Facebook



LinkedIn



Twitter



Home page

### Website URL

# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 3. Find buyers and partners

The screenshot shows the ITC SheTrades website. At the top, there is a navigation bar with links: About, Do business, Be a verifier, Events, Commitment (highlighted in red), Groups, Content, Learn, and Language. A search bar is located next to the navigation bar. On the right, there are icons for email and notifications, and a Logout button. The main profile section for 'Cotton PJ's' features a circular profile picture of a striped shirt, a QR code, and text indicating the owner is Mrs. Maria, CEO, based in Kenya, with 17 employees and established in 5 years. The background of the profile section is a field of yellow tulips.

### Business Description

WOBs based in Nairobi, Kenya producing cotton clothes: T-shirts, shirts, trousers, dresses, skirts and pyjamas. Its clothing is characterized by the colorful fabric used and its soft texture. Started by Ceo Maria dc, it first started producing only handicraft pyjamas but its success and rapid growth lead to a more varied selection of clothes and made necessary to automate the process. Nowadays, cotton PJ's sells across Kenya but also with Senegal.

### Verified & Certifications

• Accredited/Verified by:

[Get Verified](#)

• Pending Accredited/Verified by:

• Certifications:  
no certification

### Products and Services

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0610721 - Men's or boys' nightshirts and pyjamas of cotton, knitted or crocheted (excluding vests and singlets) 0610831 - Women's or girls' nightdresses and pyjamas of cotton, knitted or crocheted (excluding T-shirts, vests and negligés)

• Services Offering:

• Looking for Products:

• Looking for Services:

### Company Information

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👤 Exporting experience	No
📅 How many years have you been exporting	N/A
🌐 Which countries we can export to:	locally

### Social Networks

### Website URL



Facebook



LinkedIn



Twitter



Home page

# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 3. Find buyers and partners


Select the country you are interested in

Customise your search with filters

Search by business name



Select the products/ services you are looking for

The results of your search will display here



ITC SheTrades

Search

<sup>1</sup><sup>3</sup>

Logout

About

Do business

Be a verifier

Events

Commitment

Groups

Content

Learn

Language

Search and find businesses among 5417 SheTrades members.

I want to view businesses / companies that:

Have the following name:

Are in this country

-----

Are 30% owned by women

Sell these products

Type the Product HS code or the name of the product e.g. Refrigerators

Buy these products

Type the Product HS code or the name of the product e.g. Refrigerators

Search by business name

Are verified

-----


Have minimum exporting experience 2 Year(s)

Offer these services

Buy these services

Search

1250




Women & Cotton

Mrs Maria

Algeria

Established in 5

View My Profile




Sthenius

Ms Aishwarya Loni

India

Established in N/A

Link & Trade




PT. Embrio Biotekindo

Mrs Wida Winarno

Indonesia

Established in 1999

Link & Trade



Curtischek

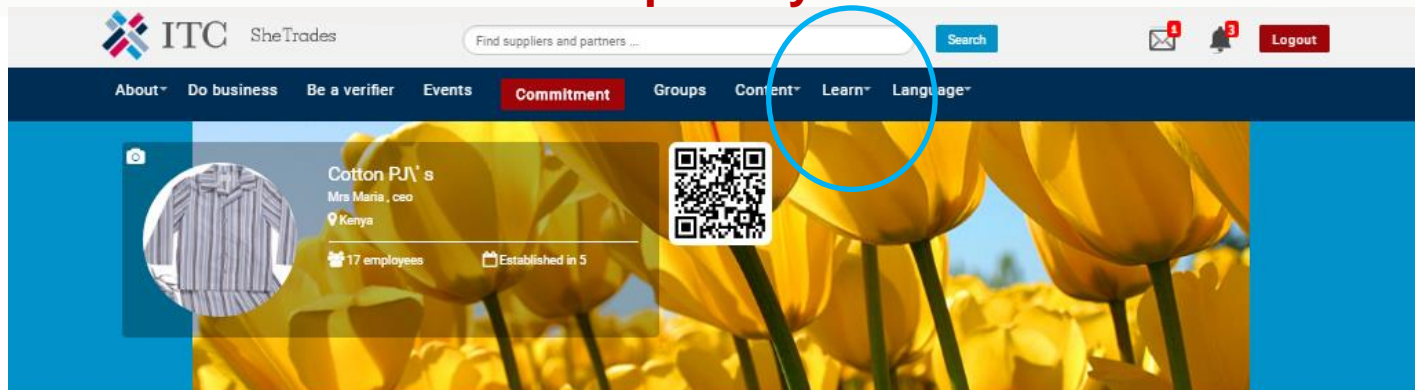
N/A

Established in N/A

Link & Trade

# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 4. Improve your skills



### Business Description

WOBs based in Nairobi, Kenya producing cotton clothes: T-shirts, shirts, trousers, dresses, skirts and pyjamas. Its clothing is characterized by the colorful fabric used and its soft texture. Started by Ceo Maria dc, it first started producing only handicraft pyjamas but its success and rapid growth lead to a more varied selection of clothes and made necessary to automate the process. Nowadays, cotton PJ's sells across Kenya but also with Senegal.

### Verified & Certifications

• Accredited/Verified by:

[Get Verified](#)

• Pending Accredited/Verified by:

• Certifications:  
no certification

### Products and Services

• Products Offering:

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• Services Offering:

• Looking for Products:

• Looking for Services:

### Company Information

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🕒 Lead Time	N/A
🏠 Primary customers:	N/A
👤 Exporting experience	No
📅 How many years have you been exporting	N/A
🌐 Which countries we can export to:	locally

### Social Networks

### Website URL



Facebook



LinkedIn



Twitter



Home page



# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 4. Improve your skills

### TRADE TOOLS



#### TRADE MAP

Learn about your market



#### MARKET ACCESS MAP

Learn how to access your market



#### STANDARDS MAP

Learn about sustainability practices



#### PROCUREMENT MAP

Public tender that you can bid for, all around the world

Find more about trade tools on  
<https://shetrades.com/trade-tools/>

### ONLINE COURSES



Enrol in short, advanced or certificate courses on a range of trade related topics to increase your knowledge and skills.

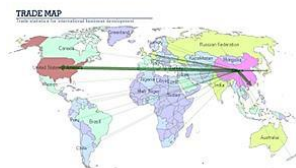
Some of our courses:



Introduction to standards and sustainability



Setting up an export strategy



How to analyse trade flows

And much more on  
<https://learning.intracen.org/#/Default>

## STEP 5. Find business events



The screenshot shows the ITC SheTrades website interface. The top navigation bar includes the ITC SheTrades logo, a search bar with the placeholder text 'Find suppliers and partners ...', and a 'Search' button. To the right of the search bar are icons for email (with a red notification bubble containing the number 1) and a bell (with a red notification bubble containing the number 3), followed by a 'Logout' button. Below the navigation bar, the 'Events' menu item is circled in blue. Other menu items include 'About', 'Do business', 'Be a verifier', 'Commitment', 'Groups', 'Content', 'Learn', and 'Language'. The main content area features a profile for 'Cotton PJ's' by Mrs. Maria, CEO, based in Kenya. The profile includes a circular image of a striped shirt, a QR code, and details such as '17 employees' and 'Established in 5'. The background of the main content area is a vibrant image of yellow tulips.

### Business Description

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### Verified & Certifications

- Accredited/Verified by:

[Get Verified](#)

- Pending Accredited/Verified by:

- Certifications:  
no certification

### Products and Services

- Products Offering:

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- Services Offering:

- Looking for Products:

- Looking for Services:

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🌐 Which countries we can export to:	locally

### Social Networks

### Website URL



Facebook



LinkedIn



Twitter




Home page

# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 5. Find business events

[About](#) [Do business](#) [Be a verifier](#) [Events](#) [Commitment](#) [Groups](#) [Content](#) [Learn](#) [Language](#)

VIEW AS

 List

EVENTS FROM

Date

SEARCH

CHOOSE COUNTRY

please select

▼

CHOOSE TYPE

please select


▼

CHOOSE SECTOR

please select

▼

FIND EVENTS





**APPLY NOW to Become a 2017 IWEC Awardee!**

June 15

Microsoft Campus in Redmond, Washington, 5000 148th Ave NE, Redmond, WA 98052, USA

Washington, United States + Google Map




**International forum on Women and Trade**

June 20

Brussels, Brussels, Belgium + Google Map

June 2017



**SheTrades Workshop: Digital Marketing and E-Commerce**

July 5 - July 6


Jakarta, Indonesia + Google Map

By SheTrades: Pure London

July 23 - July 25

London, London, United Kingdom + Google Map

July 2017



**By SheTrades: MAISON&OBJET**

September 8 - September 12

Paris, Paris, France + Google Map

September 2017

[« Previous Events](#)

# HOW TO USE [www.shetrades.com](http://www.shetrades.com)

## STEP 6. Join groups



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[Get Verified](#)

• Pending Accredited/Verified by:

• Certifications:  
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#### • Services Offering:

#### • Looking for Products:

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### Social Networks

### Website URL



Facebook



LinkedIn



Twitter



Home page



## STEP 6. Join groups



### TEF Entrepreneurs

This is a group of female Tony Elumelu Entrepreneurs who are on the She Trades Platform.



### SheTrades Verifiers

This group has been created to facilitate a space for discussion among all SheTrades verifiers. The goal of it is to share best practices, to learn from each other's experience, to get updates and discuss any relevant topic or useful information related to the verifier's role.



### Pure London 2017

SheTrades during Pure London, UK's largest gathering of fashion buyers that showcases footwear, accessories and ready to wear collections from over 1,000 mid to high-end brands and designers. The aim of this group is twofold: to share information and updates on the upcoming trade fair among the participants and also with ITC; and, to keep the contacts and the conversation going after the event.

We invite you to tell us your experience during the fair and any success story you would like to share, as a result of your participation in Pure London.



### East Africa Com

SheTrades during East Africa Com, a premium ICT show that connects the entire East African digital ecosystem. The aim of this group is twofold: to share information and updates on the upcoming trade fair among the participants and also with ITC; and, to keep the contacts and the conversation going after the event. We invite you to tell us your experience during the fair and any success story you would like to share, as a result of your participation in East Africa Com.

# HOW TO PROMOTE SHETRADES?

## Download and share SHETRADES cards

The screenshot shows the ITC SheTrades website interface. At the top, there is a navigation bar with the ITC SheTrades logo, a search bar, and links for About, Do business, Be a verifier, Events, Commitment, Groups, Content, Learn, and Language. A blue arrow points to the 'Content' link, which has a dropdown menu open showing 'Success stories', 'SheTrades cards' (highlighted with a blue box), and 'Articles and videos'. Below the navigation bar, the main heading is 'SheTrades Global Actions to Empower Women' with a subtext: 'It is time to unlock women's economic potential! Pick your favorite action and make it famous!'. Below this, there is a grid of 8 red cards, each with a white icon and text. The cards are numbered 1 through 7, and the 8th card is the #SheTrades hashtag card. Each card has the ITC logo and #SheTrades hashtag at the bottom.

**1 Champion. Quality data**

**2 Enact. Fair policies**

**3 Secure. Government contracts**

**4 Strike. Business deals**

**5 Enable. Market access**

**6 Unlock. Financial services**

**7 Grant. Ownership rights**

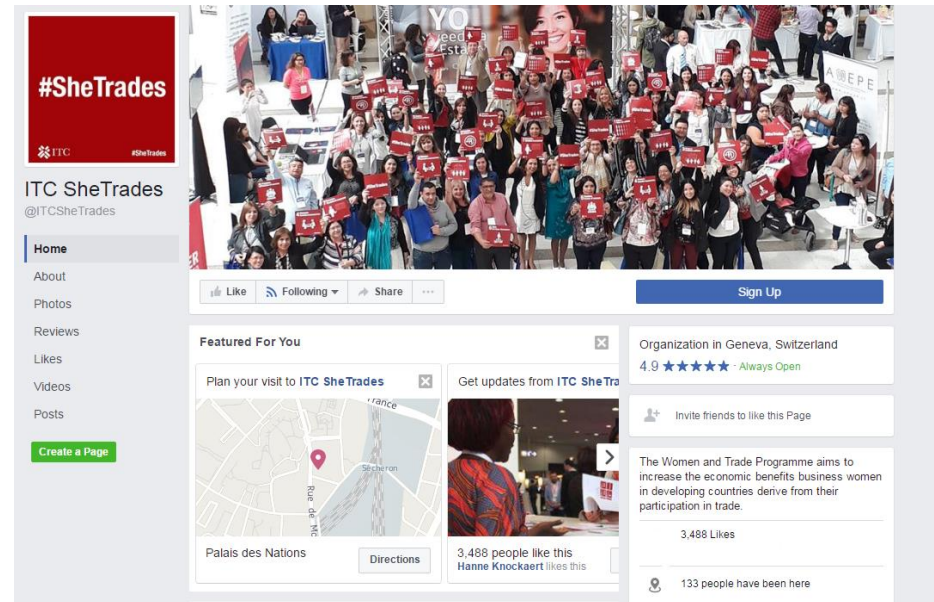
**#SheTrades**

# HOW TO PROMOTE SHETRADES?

Share your success stories with us!



Like and Follow  
**ITC SheTrades**  
Facebook page



Use

# #SheTrades

hashtag





[illegible]



# ARE YOU?



[www.shetrades.com](http://www.shetrades.com)



[womenandtrade@intracen.org](mailto:womenandtrade@intracen.org)



ITC SheTrades



ITCnews