

24-25
February 2024

WTO-ITC

**HIGH-LEVEL
EVENT ON
WOMEN
& TRADE**

Abu Dhabi,
United Arab Emirates



WORLD TRADE
ORGANIZATION



International
Trade
Centre

ABOUT THE EVENT

World Trade Organization (WTO) Members, the WTO Secretariat and the International Trade Centre (ITC) have placed inclusive trade at the forefront of global, regional and national agendas. In 2017, the Buenos Aires WTO Declaration on Trade and Women's Economic Empowerment was a key milestone in the global women and trade agenda with more than two-thirds of the WTO membership joining the Declaration. In 2021, 134 WTO members and observers established the Informal Working Group on Trade and Gender. At the 12th WTO Ministerial Conference (MC12), WTO members recognized the importance of women's economic empowerment in international trade.

Turning to Aid for Trade, ITC SheTrades Initiative, launched in 2015, has been a key driver in transforming opportunities for women producers and entrepreneurs. ITC SheTrades works with corporations, export promotion agencies, chambers of commerce, financial institutions and trade ministries to create sustainable and scalable impact for women entrepreneurs and producers.

At MC13, the journey towards an inclusive trading system accelerates. WTO and ITC, in collaboration with the Government of the UAE, will hold a two-day high-level event, **the WTO-ITC High-Level Event on Women and Trade**, to celebrate the progress made by women entrepreneurs in international trade and inspire governments and private sector to take bolder actions in their support for the trade and women's economic empowerment agenda.

WTO and ITC will convene governments, corporations, financial institutions, and thought leaders for a joint high-level event. The event will witness the launch of the WTO-ITC Women Exporters in the








Digital Economy (WEIDE) Fund—a pioneering initiative that aims to leverage digitalization to boost the competitiveness of and unlock new markets for women-led businesses. It also includes a series of thought-provoking panel sessions, networking opportunities, and the ITC SheTrades Innovation Festival.

The launch of the WEIDE Fund is preceded by the WTO-ITC SheTrades Summit, which features a programme specially tailored to women entrepreneurs. Participants get to access a programme featuring masterclasses, panel sessions and networking opportunities.

WTO-ITC SHETRADES SUMMIT

DAY 1 | 24 FEBRUARY 2024

ABU DHABI NATIONAL EXHIBITION CENTRE (ADNEC)

TIME(GST)	ACTIVITY	LOCATION
08:00 – 09:30	Registration (Coffee available in Hall 8)	 Hall 1
	Introduction by host, Ms. Eleni Giokos , CNN Correspondent	
09:30 – 09:40	Welcome remarks H.E. Dr. Thani Ahmed Al Zeyoudi Minister of State for Foreign Trade United Arab Emirates	 Hall 9 – Press Briefing Room 1
09:40 – 10:00	Official opening Ms. Pamela Coke-Hamilton Executive Director, International Trade Centre Dr. Ngozi Okonjo-Iweala Director General, World Trade Organization	 Hall 9 – Press Briefing Room 1
10:00 – 10:15	Keynote address H.E. Alia Al Mazrouei CEO, Khalifa Fund for Enterprise Development	 Hall 9 – Press Briefing Room 1
10:15 – 12:30	Panel sessions: Women reshaping the future of trade While significant strides have been made over the past decade in advancing the women and trade agenda, the double digital and green transitions call for bold solutions to safeguard and accelerate this progress. Over two panel sessions, join movers and shapers from the industry and policy worlds and learn how they are bringing more women into the fold of an inclusive, and more sustainable trading system.	
10:15 – 11:15	Session 1: Trailblazing an inclusive green and digital transition Moderator: Ms. Eleni Gioko , CNN Correspondent Achieving just transition calls for women to play a central role in developing and deploying solutions for a resilient net-zero economy. This is even more crucial as the digital revolution reshapes opportunities for production and trade. What role can key stakeholders across the business and trade ecosystem play to empower women entrepreneurs to be effective agents of this double transition? Let our esteemed panellists take you through a thought-provoking journey into the intersecting worlds of digitalization, sustainability and international trade.	 Hall 9 – Press Briefing Room 1 Panellists: Ms. La'Kerri Jackson , Global Director, Social Impact and The UPS Foundation Dr. Afua Asabea Asare , CEO, Ghana Export Promotion Authority Mr. Carl Manlan , Vice President, Inclusive Impact and Sustainability, Visa CEMEA Mr. Iain Sandford , Partner, Sidley Austin LLP Ms. Reema Nanavaty , Director, Self-Employed Women's Association
11:15 – 11:30	Poetry: "A Woman on a Mission" by Irene Mutuzo	


11:30 – 12:30

Session 2 : Building inclusive and resilient supply chains

Moderator: Ms. Judith Fessehaie, Head, SheTrades Initiative, International Trade Centre

The ongoing crisis of three C's – climate, conflict and cost-of-living – has exposed weaknesses in the global supply chain and taken a disproportionate toll on women's livelihoods, particularly those in developing and least development countries.

How can we futureproof women-led businesses and build more resilient supply chains? In this panel, learn what innovative strategies and initiatives leading corporations are putting in place to strengthen supply chains.

 *Hall 9 – Press Briefing Room 1*

Panellists:

Mrs. Nonye Ayeni, CEO, Nigerian Export Promotion Council | **Mr. Steven Pope**, Group Head of Trade Facilitation (GoTrade), DHL Group | **Ms. Ralitsa Ivanova**, Chief Financial Officer IMEA, AP Moller-Maersk | **Ms. Lisa Harding**, Head, Private Sector Division, Caribbean Development Bank | **Ms. Norette Turimuci**, Lead, Gender and Youth Engagement, Mastercard Foundation Rwanda | **Ms. Yuser Almutawa**, Co-Founder, Seeds Co.

12:30 – 14:00

Networking Lunch hosted by Dubai Economic Development Corporation, host of SheTrades MENA Hub

Networking lunch to connect like-minded professionals, industry experts, and fellow women's economic empowerment champions over lunch.

 *Hall 8*

14:00 – 16:00


Masterclasses: Building forward-thinking businesses

Want to take your business to the next level? Choose your focus area and join one of our three masterclasses led by industry experts on digitalization, sustainability and innovation.

14:00 – 14:30

Masterclass with Visa: Navigating business trends – What's in store?

Are you ready to seize the digital marketplace? In this masterclass, deep dive into the rapidly transforming marketplace, and learn key trends shaping how we buy, sell and do business in an increasingly digital and interconnected world.

 *Hall 9 – Press Briefing Room 1*

Mr. Melvin Joseph, Head of Acquirers, Enablers & Payfacs, Visa GCC

14:30 – 14:45

Coffee break

 *Hall 8*

14:45 – 16:00

Masterclass with DHL and Sidley Austin LLP: Green your business, access new markets

Greener businesses aren't just good for the planet – they also make good business sense. In this workshop, learn how you can tap into international green trade regulations, and green certifications, tools and technologies to boost the transparency and traceability of your supply chains.

 *Hall 9 – Press Briefing Room 1*

Mr. Steven Pope, Group Head of Trade Facilitation (GoTrade), Deutsche Post DHL Group
Mr. Iain Sandford, Partner, Global Arbitration, Trade and advocacy, Sidley Austin LLP

16:00 – 16:20

**Partners in focus
Partners who walk the talk**

Join ITC SheTrades and fellow women's economic empowerment champions as we mark a series of milestones for women in trade.

 *Hall 9 – Press Briefing Room 1*


Speakers: Ms. La'Kerri Jackson, Global Director, Social Impact and The UPS Foundation | Ms. Ralitsa Ivanova, Chief Financial Officer IMEA, AP Moller-Maersk

Mr. Raimund Moser, Chief, Women, Youth and Vulnerable Communities, ITC

16:20 – 16:35

Launch of the SheTrades MENA Hub

Speaking remarks from Dubai IE and ITC and signing of the Memorandum of Understanding

 Hall 9 – Press Briefing Room 1


Speakers: Mr. Mohammed Al Kamali, COO - Manufacturing & Exports Development, DEDC -Dubai Economy and Tourism

Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre

16:35 – 16:50


Closing remarks

Speaker: Ms. Judith Fessehaie, Head, SheTrades Initiative, International Trade Centre

 Hall 9 – Press Briefing Room 1

17:30 – 22:00

Welcome and networking dinner

 Desert experience at the Serena Desert Campsite, departure from ADNEC at 17:30

WTO-ITC SHETRADES SUMMIT

DAY 2 | 25 FEBRUARY 2024

ABU DHABI NATIONAL EXHIBITION CENTRE (ADNEC)

TIME(GST)


ACTIVITY

LOCATION

10:00 – 11:00

Masterclass with WIPO:
Sharpen your competitive edge with innovation and intellectual property
Moderator: Ms. Nancy Pignataro, Associate External Relations Officer, External Relations Division, WIPO

Have a great idea, product or service and looking to conquer new markets? Learn how the twin engines of innovation and intellectual property (IP) rights are must-haves in your internationalization journey.

 Hall 9 – Press Briefing Room 1

Mrs. Tamara Nanayakkara, Counsellor, Small and Medium-Sized Enterprises Division, WIPO | **Mr. Max Germeil,** Marketing Expert, Hague Legal and Business Development Division, WIPO | **Ms. Teodora Pecanac,** Co-Founder & CMO, Smartsy Pet | **Ms. Peserverance Muzeya,** Business Development Manager, Alzanael Pty Ltd

11:00 – 11:15


Coffee break

 Hall 8

11:15 – 12:00

Masterclass with ITC:
Optimize your online visibility

Want to transform your approach to digital marketing with the power of visual storytelling? In this masterclass, learn how to captivate and engage your audience with stunning images and strategic social media presence. Topics include photography basics, leveraging visual content for engagement, and analysing your social media impact.

 Hall 9 – Press Briefing Room 1

Ms. Annabel Sykes, Senior E-commerce expert, International Trade Centre
Mr. Aidan O'Neill, International Photographer and Filmmaker

12:00 – 14:00

Networking lunch hosted by Dubai Economic Development Corporation, host of SheTrades MENA Hub


 Hall 8


WTO-ITC HIGH-LEVEL EVENT ON WOMEN AND TRADE DAY 2 | 25 FEBRUARY 2024

ABU DHABI NATIONAL EXHIBITION CENTRE (ADNEC)

TIME(GST)	ACTIVITY	LOCATION
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Introduction by host, **Ms. Eleni Giokos**, CNN Correspondent

14:00 – 15:15	<p>Launch ceremony WTO-ITC Women Exporters in the Digital Economy Fund</p> <p>Witness the historic launch of the Women Exporters in the Digital Economy (WEIDE) Fund, a groundbreaking initiative pioneered by the WTO and ITC. The WEIDE Fund aims to boost the competitiveness of women-led businesses and unlock new markets through digitalization.</p> <p>Welcome remarks: H.E. Dr. Thani Ahmed Al Zeyoudi, Minister of State for Foreign Trade, UAE</p> <p>Remarks: Dr. Ngozi Okonjo-Iweala, Director General, World Trade Organization Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre</p> <p>Pledges from donors to the Fund</p>	<p> Hall 9 – Press Briefing Room 1</p> <hr/> <p>Voices of three women entrepreneurs: Ms. Ayda Al-Mudaifa, Founder and CEO, Early Riser Ms. Chileshe Chewe, Founder and CEO, Traviium Supplies Ms. Teni Majekodunmi, Founder and CEO, Eclectic Chique</p>
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15:15 – 15:45	<p>Publication launch Launch of the ‘Compendium on Access to Finance for Women-Led MSMEs’</p> <p>A joint effort by the WTO Informal Working Groups on Trade and Gender and on Micro, Small and Medium-Sized Enterprises (MSMEs) and developed with support of ITC and the WTO Secretariat, this compendium lists financial inclusion initiatives taken at the national, regional and international levels and includes practical recommendations to enhance access to finance for women-led MSMEs.</p> <p>Speakers: Hon. Mr. Kerrie D. Symmonds, Minister of Foreign Affairs and Foreign Trade, Barbados Rt Hon. Kemi Badenoch, Secretary of State, Department for Business and Trade, United Kingdom Hon. Mr. Alexandre Dias Monteiro, Minister of Industry, Trade and Energy, Cabo Verde Mrs. Raquel Martinez, General Director of Trade Policy, Ministry of Economy, El Salvador Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre Ms. Johanna Hill, Deputy-Director General, World Trade Organization</p>	<p> Hall 9 – Press Briefing Room 1</p>
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15:45 – 16:30	<p>Panel session: From barriers to breakthroughs: Narrowing the gender-financing and digital gaps</p> <p>Accessing finance remains one of the top barriers to women’s entrepreneurial development. In this panel, learn what innovative financing solutions and strategies have been implemented to bridge the gender financing gap –</p>	<p> Hall 9 – Press Briefing Room 1</p> <p>Speakers: Ms. Margaret Komen, CEO, Mace Foods Ms. Raja Al Mazrouei, CEO, Etihad Credit Insurance Eng. Nasser Al-Thekair, General Manager, Trade & Business Development Department, International Islamic Trade Finance Corporation</p>
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- and hear first-hand accounts of a women leader who, through financial markets, have taken her businesses to new heights.

Ms. Elizabeth Wasunna, Director, Business Banking, Absa Group Kenya

16:30 – 16:45

Launch ceremony
Raising the ambition on gender-responsive public procurement

 *Hall 9 – Press Briefing Room 1*

Governments spend as much as 20% of their gross domestic product on procurement. However, women-led businesses capture just 1% of these contract opportunities. Moving the needle on this 1% can deliver transformative results for women in trade. Join us as we soft-launch the upcoming ITC-UN Women Global Campaign on Gender-Responsive Public Procurement.

Speakers:


Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre

H.E. Mr. Alberto Van Klaveren Stork, Minister for Foreign Affairs, Chile

Ms. Mabusang Prudence Malotane, CEO, Shai Boi Project Management

16:45 – 17:30

Innovation showcase
ITC SheTrades Innovation Festival

 *Hall 9 – Press Briefing Room 1*

At the ITC SheTrades Innovation Festival, selected young women entrepreneurs will showcase innovative solutions to today's most pressing issues: green and digital. Women entrepreneurs will receive customized support from partners – and the audience's favourite pitch will take home a special prize.

Innovators

Ms. Zein Altawil, Yello, UAE

Ms. Medina Ali, Dr. Chashi Incorporation, Bangladesh

Ms. Granny Lesiamang, Clauseph Biofuels, Botswana

Ms. Eden Tadesse, Invicta, Ethiopia

Ms. Yafonia Hutabarat, Peta Netra, Indonesia

Judging panel:

Mr. Mohammed Al Kamali, COO - Manufacturing & Exports Development, Department of Economy and Tourism

Mr. Martin Eyjólfsson, Permanent Secretary of State in the Ministry of Foreign Affairs, Iceland

Ms. Dalila Hamou, Director, External Relations Division, WIPO


Mr. Carl Manlan, Vice President, Inclusive Impact & Sustainability, Central & Eastern Europe Middle East and Africa VISA

Ms. Monica Rubiolo, Head, Trade Promotion, Swiss State Secretariat of Economic Affairs

Ms. Nicole Mensa, Special Assistant and Advisor on Gender to the Director-General, WTO

17:45 – 18:05

Closing
Grand Finale

 *Hall 9 – Press Briefing Room 1*

Announcement of best pitch at the SheTrades Innovation Festival

Speakers:

Dr. Ngozi Okonjo-Iweala, Director General, World Trade Organization

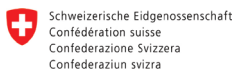
Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre

19:00 – 22:00

Gala Reception in partnership with VISA
Networking Gala Reception

 *Hall 8*

Our Funders



ITC SheTrades Partners

