



19 November 2019, Addis Ababa

SheTrades Global

& World Export Development Forum 2019

Trade and Invest in One Africa

A contribution to





Connecting women to regional and global markets

Innovative solutions to empower women in business is the focus of SheTrades Global, the International Trade Centre's flagship event on women and the economy.

This year, young entrepreneurs, women's business associations across Africa, leading businesses around the globe and first ladies from Africa will meet to focus on how to make the most of the African Continental Free Trade Area (AfCFTA).

The AfCFTA is the next milestone in transforming the African and in turn, global agenda on women and trade. It offers new opportunities for women-owned businesses to break into regional markets, increase their competitiveness and connect to investors.

SheTrades Global sets the tone for the next milestone in 2020: the 25th anniversary of the adoption of the Beijing Declaration and Platform for Action. Building on the WTO Buenos Aires Declaration on Trade and Women's Economic Empowerment, SheTrades Global will take the trade and gender agenda to the next level.

Previous SheTrades Global events, held in the United Kingdom, Turkey, Brazil, Rwanda, Mexico, and China, included representatives from over 85 countries and generated \$80 million of new business for women entrepreneurs. High-level panels featured the world's leading companies, policy-makers and first ladies, as well as business-to-business (B2B) meetings, mentoring sessions with industry specialists and, a tech challenge competition.



SheTrades Global 2019

SheTrades Global will feature talks by high-level officials of the African Union Commission and the Government of Ethiopia, as well as conversations with trade ministers, first ladies, and private sector partners.

Themes that will be discussed include how free trade agreements catalyze more inclusive trade for women, with a spotlight on the African Continental Free Trade Area; innovative tools for women in trade, such as the SheTrades Outlook; and perspectives on priorities by SheTrades private sector partners.

SheTrades Global will be preceded by two days of closed workshops where women's business associations will discuss how the African Continental Free Trade Area can deliver economic opportunities for women. In addition, key SheTrades partners will discuss business models to deliver shared goals.

All SheTrades Global participants are also warmly welcomed to the World Export Development Forum, which will also feature topics related to women in trade.

Networking and learning opportunities

- Discuss how the AfCFTA offers increased economic opportunities for women
- Dialogue with first ladies sharing their aspirations for the economic well-being of women in their countries
- Gain insights from industry experts and private sector partners
- Join Business-to-Business (B2B) meetings (on 20-21 November for agribusiness, machinery and packaging companies)



Agenda

Tuesday, 19 November 2019

9:00 - 09:30 **Opening Remarks and Keynote Address**

9:30-12:00 **Trade Disrupters Meet**

A range of views, experiences, and strategies will be discussed to ensure that stakeholders can build on progress. High-level officials from countries that have paved the way in crafting gender-inclusive trade policies will share their strategies and experiences. Women's business associations will share priorities for economic opportunities at the dawn of the AfCFTA.

13:30-14:30 **Meet the First Ladies of SheTrades**

First Ladies share their aspirations for the economic well-being of women of their countries

15:00-17:00 **Face-to-face with Movers and Shapers**

Decision-makers and leading thinkers from the private sector discuss new ideas, foster learning and inspiration, and provoke solutions.

17:00-17:30 **Closing session**

19:00 **Welcome Dinner**

Register and learn more: www.intracen.org/wedf ▪ Email: womenandtrade@intracen.org ▪

The ITC SheTrades Initiative is supported by:

