



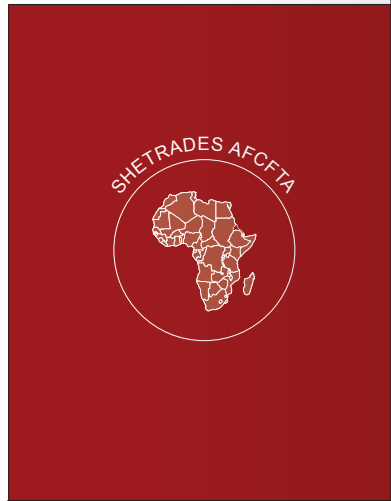
# Empowering Women in the African Continental Free Trade Area





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# Introduction

The International Trade Centre (ITC)'s SheTrades Initiative promotes equitable economic opportunities for women and works to increase their participation in trade. In addition, SheTrades is dedicated to making sure that the policy ecosystem is conducive for women to benefit equally.

With respect to the African Continental Free Trade Area (AfCFTA), ITC offers technical expertise, online learning modules, and tools to make sure the agreement works for women. This document provides an overview of these resources.



54

Countries included  
in the AfCFTA



1  
BILLION

People supported  
through the AfCFTA



2.5  
TRILLION  
(USD)

Market of goods  
& services created  
through the AfCFTA

## The African Continental Free Trade Area's potential

The AfCFTA presents a ground-breaking opportunity to create a unified continental market, boost Africa's share of global trade, and achieve the goals of Agenda 2063. With trading under the AfCFTA having started in January 2021, these objectives can only be accomplished if the agreement is fair and inclusive.



## ABOUT

# AfCFTA & GENDER EQUALITY

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Women's equal participation in international trade is critical to promoting economic growth, enhancing productivity, increasing international competitiveness, and reducing poverty. Recognizing gender equality as an objective of the AfCFTA, it is important to make sure gender considerations are fully taken into account and that women are well-positioned to seize regional trade opportunities.



**ITC is providing training and strategic guidance to women's business associations and governments to make sure that women's voices are heard.**



INTERNATIONAL TRADE CENTRE'S

# TECHNICAL EXPERTISE

01

## Identifying priorities for a gender-responsive AfCFTA

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**9 policy briefs** on priorities for women in trade facilitation, non-tariff barriers, standards, trade in services, ICTs & digital trade, strengthening women's associations, investment, competition, intellectual property, & e-commerce



**44 recommendations** on Phase I issues for women in the AfCFTA

02

## Networking support for women-owned businesses

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Mobilize more than **50 women's business associations** across the continent



**Peer-to-peer** learning & knowledge-sharing



Kick-off the development of a **formal network**



03

## Providing additional capacity-building

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Women's business associations **supported with training** on sustainable business development models, governance of associations, service portfolio development & risk management



Boosting **policy advocacy skills**

04

## Gender-mainstreaming in AfCFTA national strategies

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Technical assistance & capacity-building for governments on **gender-mainstreaming** into AfCFTA national strategies



Supporting national-level consultations on **gender issues & the AfCFTA**

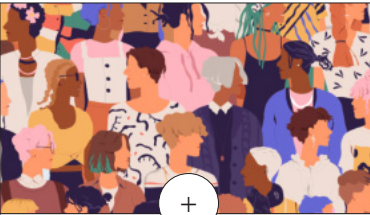
AFCFTA

# LEARNING RESOURCES

01

## Navigating the AfCFTA through the SheTrades Virtual Learning Space

3 Virtual Learning Space Modules available on [www.shetrades.com/en/learn/e-learning](http://www.shetrades.com/en/learn/e-learning)

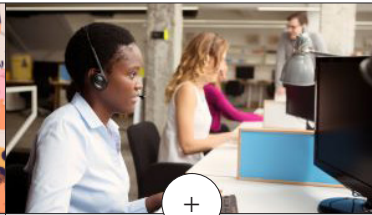


Fostering an Inclusive African Continental Free Trade Area (AfCFTA)

VIEW IN ENGLISH

VOIR EN FRANÇAIS

DISPONÍVEL EM BREVE



Making COMESA Work for Women

VIEW IN ENGLISH



Leveraging Intra-Regional Trade in the Context of ECCAS and the AfCFTA for Women

AVAILABLE SOON

BIENTÔT DISPONIBLE

DISPONÍVEL EM BREVE



For more learning resources & information, visit our [website](#)

02

## Delivering results & insights through research

Guides for women-owned businesses available on [www.shetrades.com](http://www.shetrades.com)



**African Women's Business Associations on the AfCFTA & COVID-19**

[VIEW IN ENGLISH](#)



**Products and Markets with Export Growth Potential in COMESA**

[VIEW IN ENGLISH](#)



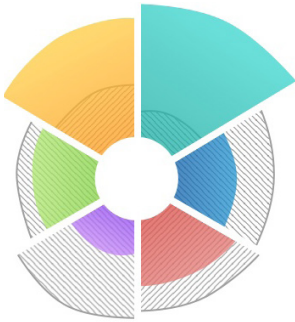
**Reforming Public Policy Step-by-Step: An Introduction to Dialogue & Advocacy for Women's Business Associations**

[VIEW IN ENGLISH](#)

AFCFTA

# ADDITIONAL RESOURCES

## 01 SheTrades Outlook



SheTrades Outlook is an innovative policy tool that helps **improve** how a country's ecosystem supports women to trade.

### To better assess your country

The tool includes 6 policy areas and can be used to:

- identify data gaps
- examine areas for inclusive policy reform
- learn from good practices of other countries



38

Countries included in the SheTrades Outlook tool



23

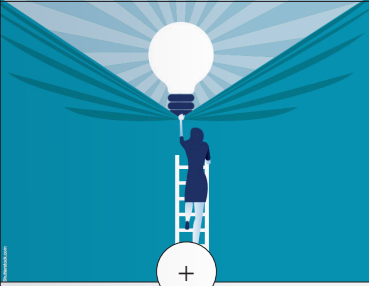
African countries examined



For more information on SheTrades Outlook, visit our [website](#)

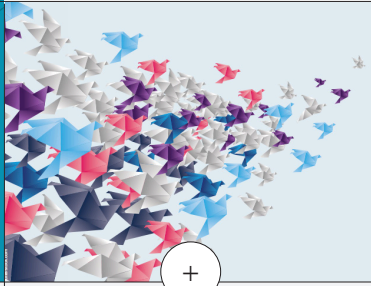
## 02 Policy Reform Resources

ITC also provides technical assistance for policy reform with methodologies detailed in:



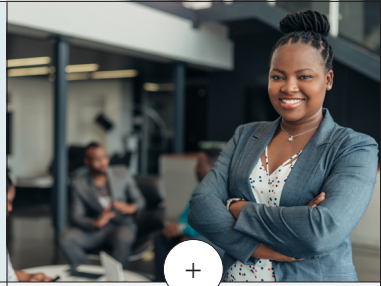
**Making Public Procurement Work for Women**  
**2020**

[VIEW NOW](#)



**Mainstreaming Gender in Free Trade Agreements**  
**2020**

[VIEW NOW](#)



**Mainstreaming Gender in Trade and SME Policies**  
**2021**

[AVAILABLE SOON](#)

ABOUT

# THE SHETRADES AfCFTA PROJECT

Funded by GIZ, the SheTrades AfCFTA project aims to support women-owned businesses to benefit from trade opportunities created by the AfCFTA through capacity building, networking, and advocacy. The project is working with more than 50 women's business associations across the continent to identify priority issues for women under the AfCFTA and foster dialogues with trade negotiators.

Beyond developing concrete recommendations on Phase I, II, and III issues, the project is supporting the creation of an Africa-wide network of women's business associations, providing technical assistance at the national level, creating training resources to support women's associations under the Regional Economic Communities, and providing crisis-management toolkits to help women weather the shocks of the COVID-19 pandemic.

This project is working with the African Union Commission (AUC), United Nations Economic Commission for Africa (UNECA), World Intellectual Property Organization (WIPO), and Trade Law Centre (Tralac) to deliver results for women.

Contributions to the  
Sustainable Development  
Goals (SDGs)



1 NO  
POVERTY





5 GENDER  
EQUALITY



8 DECENT WORK AND  
ECONOMIC GROWTH



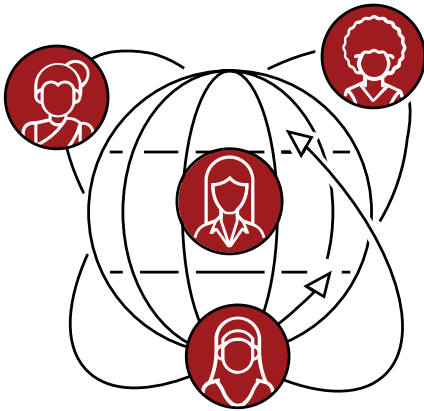
17 PARTNERSHIPS  
FOR THE GOALS





ABOUT

# THE SHETRADES INITIATIVE



SheTrades aims to **connect three million women to international markets by 2021** and follows a blueprint of seven global actions to unlock markets for women to trade.

ITC's SheTrades Initiative empowers women around the world to engage in business, creating value for both them and their communities. The Initiative ensures the right capacities and conditions are present to foster inclusive and sustainable trade. SheTrades delivers activities and training that improve women traders' ability to do business successfully. At the same time, SheTrades works to remove inequalities that hinder women's participation in trade and foster a better trade environment for all.



<p><b>1 Champion.</b> Quality data</p> <p>#SheTrades</p>	<p><b>2 Enact.</b> Fair policies</p> <p>#SheTrades</p>
<p><b>3 Secure.</b> Government contracts</p> <p>#SheTrades</p>	<p><b>4 Strike.</b> Business deals</p> <p>#SheTrades</p>
<p><b>5 Enable.</b> Market access</p> <p>#SheTrades</p>	<p><b>6 Unlock.</b> Financial services</p> <p>#SheTrades</p>
<p><b>7 Grant.</b> Ownership rights</p> <p>#SheTrades</p>	<p><b>#SheTrades</b></p> <p>#SheTrades</p>

The SheTrades initiative is supported by:

<p>UKaid from the British people</p>	<p>KOICA Korea International Cooperation Agency</p>	<p>Ministry for Foreign Affairs of Finland</p>
<p>giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</p>	<p>german cooperation DEUTSCHE ZUSAMMENARBEIT</p>	<p>OPEC FUND for International Development</p>
<p>EIF Enhanced Integrated Framework</p>	<p>itfc International Islamic Trade Finance Corporation</p>	<p>MINISTRY FOR FOREIGN AFFAIRS OF ICELAND</p>
<p>ups</p>	<p>MARY KAY</p>	<p>Ministry of Foreign Affairs of the Netherlands</p>
<p>Funded by the European Union</p>	<p>NORWEGIAN MINISTRY OF FOREIGN AFFAIRS</p>	<p>REGERINGSKANSLIET Ministry for Foreign Affairs Sweden</p>
		<p>From the People of Japan</p>



# #SheTrades

Women's economic empowerment is not a matter for government policy, the private sector, or social change alone. All have critical roles to play. This is why the International Trade Centre (ITC) launched the SheTrades Initiative, which seeks to connect three million women entrepreneurs to market by 2021.

## CONTACT DETAILS

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 ITC | SheTrades

FOR MORE INFORMATION ON  
SHE TRADES, VISIT OUR [WEBSITE](#)