



**International Trade Centre**  
UNCTAD/WTO



Asia-Pacific  
Economic Cooperation

## 13th APEC Women Leaders' Network Meeting

Challenges and Opportunities of  
Globalisation and Free Trade:  
Opportunities for  
Women Entrepreneurs



Meg Jones  
Women in Trade  
Programme Development Advisor  
International Trade Centre UNCTAD/WTO

Arequipa, Peru 12 May 2008



**International Trade Centre**  
UNCTAD/WTO

## ITC as your development partner



### Mission

ITC enables small business export success in developing countries by providing, with partners, sustainable and inclusive trade development solutions to the private sector, trade support institutions and policy-makers.

2.



**International Trade Centre**  
UNCTAD / WTO

## Converting your opportunities into results

We bring broad trade insights to developing:

- global competitiveness
- opportunities offered by trade agreements
- potential specific to your country sectors

and help develop insights related to:

- export opportunities
- market opportunities
- small business success factors
- competitiveness on products and services
- specific niche markets for products and services

3.



**International Trade Centre**  
UNCTAD / WTO

## Connecting opportunities to markets

Strategic development - identifying the environment for success...

- we enable developing countries to access and act on global market knowledge
- we connect business and governments to share and develop innovative solutions
- we translate global knowledge and business experience into practical solutions

Capacity development - delivering the tools for success...

- we facilitate profitable business generation
- help you to develop the right products and services
- identify where the market is and connect you to it
- and help develop skills and technical capacity for ongoing success

4.



**International Trade Centre**  
UNCTAD/WTO

## Delivering long term tangible benefits

We influence national development strategies to:

- increase the reach of TSI's to deliver support to more small firms
- build the capacity of TSI's to make change sustainable
- help business, governments and communities to be more environmentally effective and discover green export opportunities  
...to increase exports.

By increasing exports we:

- create jobs
- raise revenue for businesses and communities
- improve community welfare
- empower women in business and communities

5.



**International Trade Centre**  
UNCTAD/WTO

## ITC Women in Trade Programme

### **Strategic Objectives:**

- **Enterprise:**  
Helping women-owned export enterprises become more competitive;
- **Trade support institutions:**  
Develop trade support institutions' capacity to support business women; and
- **Policy makers:**  
Support policy makers in creating environments that better facilitate women's export business.

6.



**International Trade Centre**  
UNCTAD/WTO

## Delivering on Strategic Objectives

- **Enterprise:**  
ACCESS! Programme – Export training in 22 modules plus mentoring, networking and web-based business intelligence.\* Beneficiaries: Over 600 women in Africa.  
Looking to launch in Asia in 2008.
- **Trade support institutions:**  
Currently exploring linking buyers and sellers through video conferencing.
- **Policy makers:**  
Highlight the gender dimension of trade. Eg Expert Round-table on the Gender Dimension of the EIF. <sup>7.</sup>



**International Trade Centre**  
UNCTAD/WTO

## Challenge and opportunity?

- **Policy makers unleashing the export potential of women!**
  - Why focus on women?
  - What are 'gender-specific' constraints to trade?
  - Where is gender in the agenda?

8.



**International Trade Centre**  
UNCTAD/WTO

## Women: The Business Case

- **Entrepreneurs:** 800,000 women entrepreneurs in Canada, contributing more than C\$18 billion to the Canadian economy every year. Prime Minister's Task Force on Women Entrepreneurs
- **Decision makers:** Companies with the highest representation of women in their senior management had a 35% higher return on equity and a 34% higher total return to shareholders than companies with the lowest representation. Catalyst, 2004 (1996-2000 study of 353 Fortune 500 companies).
- **Employees:** 53%-90% of workers employed in export-oriented sectors in middle-income developing countries. OECD 2005

9.



**International Trade Centre**  
UNCTAD/WTO

## Commitments in International Agreements

- “(T)rade...should be conducted with a view to raising standards of living (and) ensuring full employment...”  
Preamble, Marrakesh Agreement Establishing the WTO.
- “Abolish existing laws, regulations, customs and practices that discriminate against women.”  
Article 2, CEDAW.
- “Promote gender equality and empower women.”MDG3
- “States seek to ensure that national policies related to international and regional trade agreements do not have an adverse impact on women’s new and traditional economic activity.” Strategic objective F.1.165, Beijing Declaration and Platform for Action.

10.



**International Trade Centre**  
UNCTAD/WTO

## Women: Links to Development

- “We need to help women get ahead in export as a mechanism to allow the development of our people in each of our economies.”  
- Honourable Susana Pinilla, Minister of Women and Social Development, Peru, APEC Women in Export meeting 2008
- “We had 50 members with 8 women. Now we are 735 women. We have our own coffee brand helping lift women out of poverty. Women get paid and make visible contributions to households. This has raised the self esteem of women and decision making at the cooperative and in the home.”  
- Lucila Quintana, Director of the National Coffee Board, Peru.  
APEC Women in Export meeting 2008

11.



**International Trade Centre**  
UNCTAD/WTO

## Challenge and opportunity: Policy makers

- Why focus on women?
- What are ‘gender-specific’ constraints to trade?
- Where is gender in the agenda?

12.



**International Trade Centre**  
UNCTAD/WTO

## Gender-specific constraints to trade

Customs:

“An ECOWAS study on the trade border activities in West Africa suggests that the rights of women traders enshrined in the ECOWAS charter are regularly violated, they are subject to corruption, sexual harassment and abuses.”

Ngoné Diop, UNECA, Expert Round-Table on the Gender Dimension of the Enhanced Integrated Framework, April 2008.

13.



**International Trade Centre**  
UNCTAD/WTO

## Challenge and opportunity: Policy makers

- Why focus on women?
- What are ‘gender-specific’ constraints to trade?
- Where is gender in the agenda?

14.



**International Trade Centre**  
UNCTAD/WTO

## Identify where gender is in the agenda

Lessons learnt from preparations for the Expert Round-table on the Gender Dimension of the EIF:

- Read 'their' agenda;
- Present research that shows that (trade/development) targets could have been achieved more comprehensively through better integration of women in trade.
- Provide examples of replicable policies and practices that have served to integrate women.
- Foster a focused, encouraging support network.

15.



**International Trade Centre**  
UNCTAD/WTO

## Closing remark:

“I am personally convinced that addressing gender-related constraints to trade will increase trading opportunities for both women and men....if it works for women it works for trade.”

-Pascal Lamy, Director General, WTO.

Closing remarks at the 'Expert Round-table on the Gender Dimension of the Enhanced Integrated Framework', Geneva, 30 April, 2008.

16.



**International Trade Centre**  
UNCTAD/WTO

## Moving forward

ITC can help you to create your own success stories if you:

- frame your opportunity and vision
- identify a concrete initiative where we can work together
- agree specific milestones and actions for delivery

17.



**International Trade Centre**  
UNCTAD/WTO

## Thank you!

ITC

[www.intracen.org](http://www.intracen.org)

Meg Jones

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

18.