



# Women Traders in the AfCFTA

16 OCTOBER 2021

جناح  
المساءة  
**WOMEN'S**  
PAVILION



EXPO  
2020  
DUBAI  
UAE

IN COLLABORATION

WITH *Cartier*



# Women Traders in the AfCFTA



The background is a dark, textured canvas. In the center, there is a faint, glowing lightbulb. The bulb's glass part is filled with a complex, colorful pattern of paint splashes and brushstrokes in shades of blue, red, yellow, and white. The base of the bulb, which would be the screw-in part, is depicted with dark, horizontal, textured lines. The overall effect is one of creative energy and inspiration.

“If your dreams do not scare  
you, they are not big enough.”

Ellen Johnson Sirleaf



## Women Traders in the AfCFTA

**On 25 February 2021, ICC, UPS, Trade Law Centre (Tralac), and West Blue Consulting announced a partnership to support women-led small and medium-sized enterprises (SMEs) in Africa.**



# KEY BENEFITS OF THE PARTNERSHIP.

Building on the recent launch of the African Continental Free Trade Area (AfCFTA), the partnership will help women-led SMEs expand their operations to new marketplaces in Africa and around the world. Through the establishment of the “Women Traders in the AfCFTA” working group, the partners will collaborate with interest groups, trade associations, and other stakeholders to support women-led SMEs and entrepreneurs in the region.

The partners will offer practical support in the areas of capacity building programmes and tools, a trade and information portal [www.etradehubs.com](http://www.etradehubs.com), advocate for enabling public policy, and create electronic guidelines to help women entrepreneurs scale-up and digitise their businesses.





# **WOMEN TRADERS IN THE AfCFTA**

The parties will create an umbrella working group of Women Traders in the AfCFTA to consolidate and harmonise the activities of related interest groups, trade associations, and other stakeholders in the region

# PROGRAMME PILLARS.



## **CAPACITY BUILDING AND TRAINING**

The partners will work together to help SMEs and Entrepreneurs, particularly women and youth, to digitise and scale-up by providing access to trainings, webinars, workshops.

## **2. TRADE INFORMATION & TOOLS PORTAL**

To complement the *Digitise 5 Million SMEs* campaign and the ICC Centres of Entrepreneurship, the partners will work together to create a Trade Information and Tools Portal called [www.etradehubs.com](http://www.etradehubs.com) leveraging existing tools in the region and creating new tools required. The parties will also develop electronic collateral and guidelines to orient business in the region about the new trade rules of the AfCFTA, etc.

## **3. ADVOCACY**

In addition to working with women entrepreneurs to support capacity building, the Parties will hold dialogues with policymakers responsible for various aspects of women's empowerment in the trade landscape. The Parties will also develop an article or report that outlines recommendations and lessons learned that will support women's participation in, and benefit from, the AfCFTA



# PARTNERS PROFILES.

**“If you want to go fast, go alone. If you want to go FAR go together.”** African Proverb



The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies in over 100 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market- leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.





UPS is a global leader in logistics that offers a broad range of solutions, including transporting packages and freight, facilitating international trade, and deploying advanced technology to manage the world of business more efficiently. Headquartered in Atlanta, Georgia, UPS serves more than 220 countries and territories worldwide.



Tralac (Trade Law Centre) is a public benefit organization based in the Western Cape region of South Africa. Established in 2002, Tralac develops technical expertise and institutional capacity to enhance trade governance across Africa. Tralac's analysis, training and policy dialogue programs aim to inform, capacitate and empower African policy makers, traders and other non-state actors.



West Blue Consulting is an award-winning ICT consultancy that delivers innovative technology solutions to public and private sector entities across Africa. With a core focus on trade facilitation and process automation, West Blue Consulting deploys its proprietary software to enable clients to enhance competitiveness and reduce the time and cost of doing business. West Blue Consulting provides cutting-edge, sustainable technology solutions across a wide range of industries and verticals including trade and customs, mining, ports and logistics and international development.



المسبة  
WOMEN'S  
PAVILION



IN COLLABORATION  
WITH Cartier

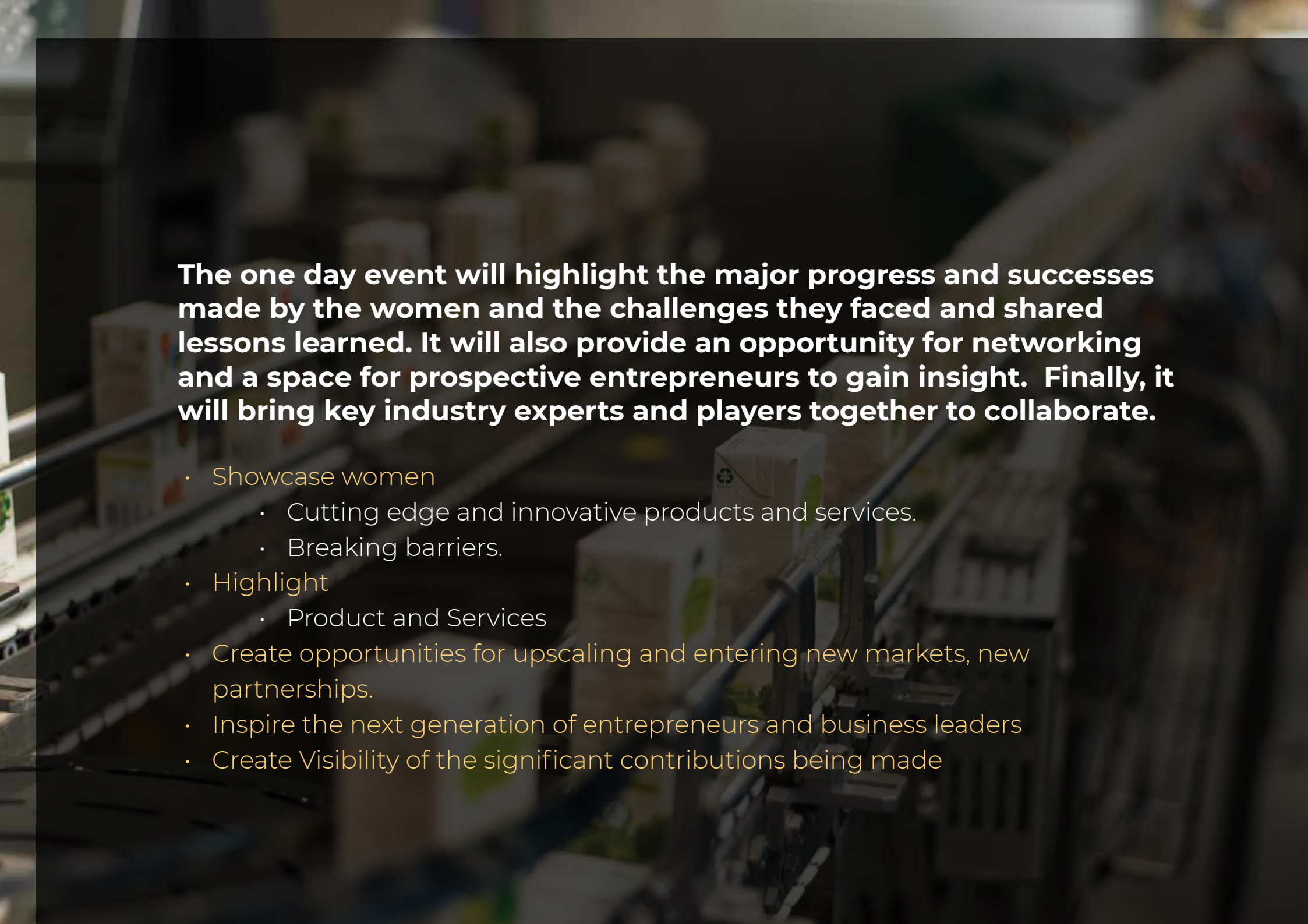


# WOMEN TRADERS IN AfCFTA" EVENT - EXPO 2020 DUBAI 16<sup>th</sup> OCTOBER 2021

The AfCFTA event at Expo 2020 Women's Pavilion in collaboration with Cartier is a unique opportunity to bring together AfCFTA entrepreneurs, innovators and business leaders highlighting outstanding contributions, successes and challenges and showcasing creativity.

A combination of panel discussions, key note speakers, roundtable and master classes. It will be a non-ticketed and invitation only for some sessions.





**The one day event will highlight the major progress and successes made by the women and the challenges they faced and shared lessons learned. It will also provide an opportunity for networking and a space for prospective entrepreneurs to gain insight. Finally, it will bring key industry experts and players together to collaborate.**

- Showcase women
  - Cutting edge and innovative products and services.
  - Breaking barriers.
- Highlight
  - Product and Services
- Create opportunities for upscaling and entering new markets, new partnerships.
- Inspire the next generation of entrepreneurs and business leaders
- Create Visibility of the significant contributions being made





## WHERE

Women's Pavilion in collaboration with Cartier, Expo 2020 Dubai

## AUDIENCE

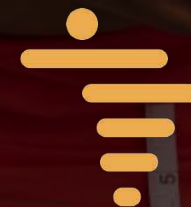
Business Leaders

Women Entrepreneurs

Women doing business in Africa, with Africa, from Africa

Institutions/Government Partners

NGOs



Women Traders  
in the AfCFTA



# PROGRAMME.

## **“A single bracelet does not jingle”**

African Proverb

- Welcome
- Keynote Speech
- Guest Speaker Presentations
- Panel Discussion - Aspirational/Innovation/ Sustainability Women Traders in and with AfCFTA
- Master Classes: Legal, Finance, Marketing, Social Media, Customs & Trade, Sustainability
- Matchmaking/Networking event
- Closing Remarks

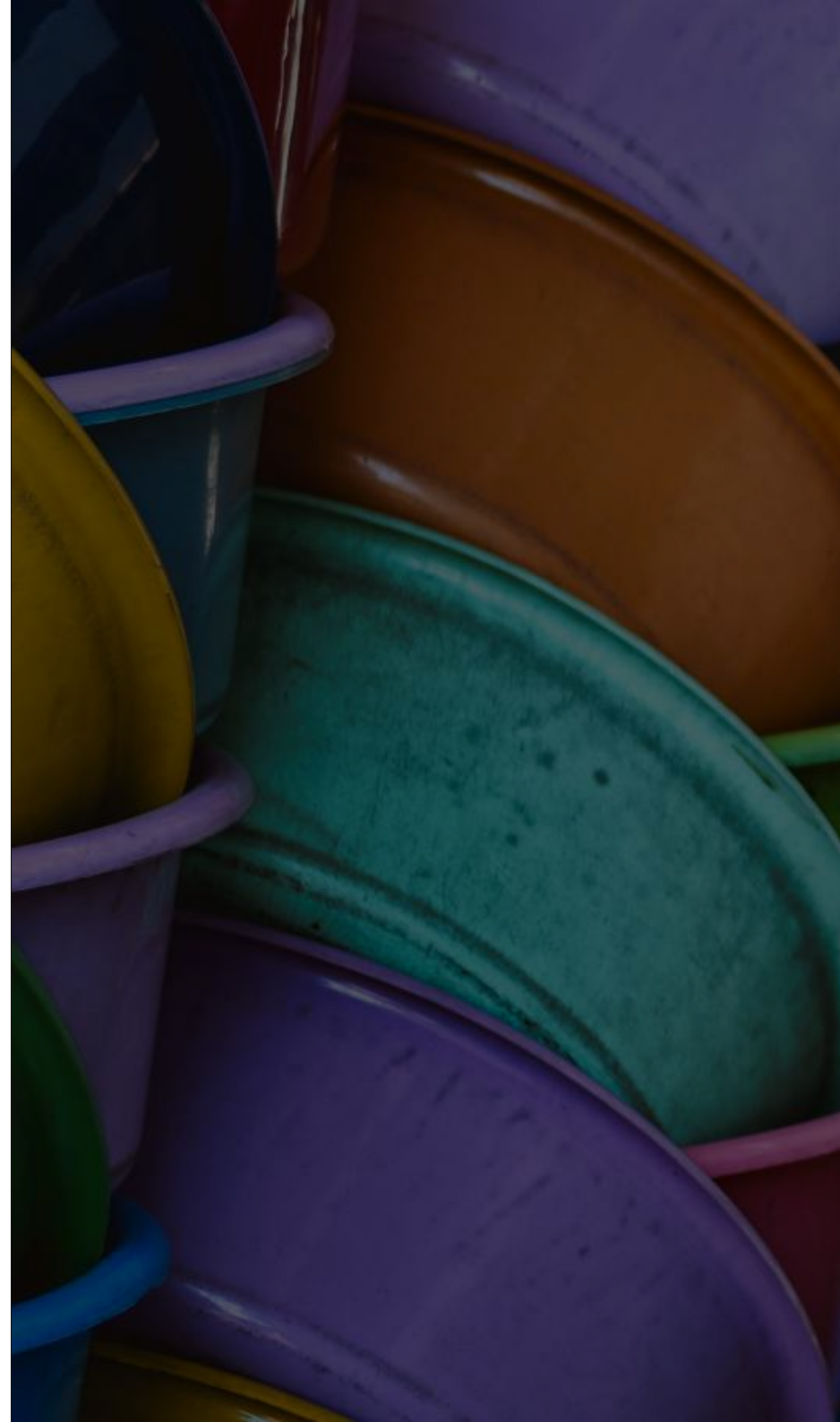


**For sponsorship  
and exploring ways  
to support the  
programme, send  
an email to  
[catherine.foster@iccwbo.org](mailto:catherine.foster@iccwbo.org)**



# FOR MORE INFORMATION CONTACT

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A woman with dark skin and short hair is wearing a brown fedora-style hat with a dark band and a bright yellow blazer over a white top. She is sitting and looking directly at the camera with a calm expression. Her hands are resting on a light-colored, textured surface in front of her. The background is filled with numerous large, colorful plastic tubs in shades of purple, blue, green, and yellow, stacked and arranged in a way that suggests a market or a storage area. The lighting is soft, and the overall tone is vibrant yet slightly muted due to the overlay.

“When sleeping women wake,  
mountains move.”

African Proverb





## Women Traders in the AfCFTA

