

Mainstreaming *Shepreneurs* in International Trade

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Thursday
 14:30-16:00 Hours (Indian Standard Time)



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Trade leads to job creation, economic growth and improved producer as well as consumer welfare. Despite this fact, women's participation in international trade is limited in developing countries as they face numerous challenges, which are not gender-neutral.

One of the major reasons for low participation of women in global market is inadequate knowledge about establishing export/import business, trade procedures, etc. Evidence collected by CUTS International from Bangladesh, Bhutan, India and Nepal reveal that woman entrepreneurs are reluctant to directly take part in trade because of procedural issues. Hence, they mostly depend on intermediaries.

Given this Background and Context, CUTS International, with support from Foreign, Commonwealth and Development Office of the United Kingdom under its Asia Regional Trade and Connectivity Programme, has produced two animation videos. The purpose is to educate women entrepreneurs on trading procedures and motivate them to participate in global market.

Therefore, along with launching these videos, this Webinar will organise a panel discussion on why access to information is crucial for *Shepreneurs* to participate in international trade and how challenges related to asymmetric information and resultant problem of adverse selection can be reduced.

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