



WORLD TRADE
ORGANIZATION

#trade
for women

Mainstreaming *Shepreneurs* in International Trade

*CUTS International
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OUTLINE OF PRESENTATION

I. WHY ACCESS TO INFORMATION IS CRUCIAL FOR SHEPRENEURS TO PARTICIPATE IN INTERNATIONAL TRADE

1. Evidence of knowledge gaps and lack of capacity building programmes dedicated to women entrepreneurs on trade rules
1. knowledge is fundamental if trade is to be used as an empowering tool

OUTLINE OF PRESENTATION

II. HOW CAN THOSE CHALLENGES BE REDUCED

1. WTO programme dedicated to women entrepreneurs – a very concrete programme in line with women's needs
2. Other solutions: integrating a gender lens when crafting trade policies

I. Access to information is crucial for shepreneurs to participate in international trade

1. Evidence

- Women entrepreneurs are underrepresented in international trade (WTO DATA)
- Women entrepreneurs face a general knowledge gap on trade rules and agreements (WTO DATA)
- Training programmes do not address women entrepreneurs' knowledge gap on trade rules (WTO DATA)

I. Access to information is crucial for shepreneurs to participate in international

2. Knowledge is fundamental if trade is to be used as an empowering tool

- The must does to trade
- Information is essential if trade is to be used as a tool for economic empowerment
- Knowledge also helps women dispose of the middle-man
- For cross-border traders, knowledge is also power

II. How can those challenges be reduced

1. **WTO programme dedicated to women entrepreneurs –in line with women’s needs**
 - **Objective:** fill the knowledge and training offer gaps
 - **Concept:** Tailor made; regionally anchored; train the trainer; support in knowledge implementation; mentoring and networking; and evaluation and monitoring of progress.
 - Three other **positive spill-over effects**
 - **Implemented with governments’** support which will be key partners

II. How can those challenges be reduced

2. Other solutions: integrating a gender lens when crafting trade policies

- Implementation of trade agreements with a gender lens: example of TF Agreement
- Gender lens in policy making: the MSMEs example
- Development of trade policy tools

Conclusions

- Capacity building in trade: a key element in supporting women entrepreneurs to integrate the global market
- At the same level as business related trainings.
- The WTO is putting capacity building at the centre of its new Action Plan on trade and gender 2021-2026
- **There is a lot of room for action -> concrete, grounded into the reality of women entrepreneurs and traders.**
- I am very happy to be collaborating with CUTS International on this topic.

THIS CONCLUDES MY PRESENTATION

THANK YOU

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