WTO-ITC

HIGH-LEVEL EVENT ON WOMEN & TRADE

Abu Dhabi, United Arab Emirates

24-25 February 2024
World Trade Organization (WTO) Members, the WTO Secretariat and the International Trade Centre (ITC) have placed inclusive trade at the forefront of global, regional and national agendas. In 2017, the Buenos Aires WTO Declaration on Trade and Women’s Economic Empowerment was a key milestone in the global women and trade agenda with more than two-thirds of the WTO membership joining the Declaration. In 2021, 134 WTO members and observers established the Informal Working Group on Trade and Gender. At the 12th WTO Ministerial Conference (MC12), WTO members recognized the importance of women’s economic empowerment in international trade.

Turning to Aid for Trade, ITC SheTrades Initiative, launched in 2015, has been a key driver in transforming opportunities for women producers and entrepreneurs. ITC SheTrades works with corporations, export promotion agencies, chambers of commerce, financial institutions and trade ministries to create sustainable and scalable impact for women entrepreneurs and producers.

At MC13, the journey towards an inclusive trading system accelerates. WTO and ITC, in collaboration with the Government of the UAE, will hold a two-day high-level event, the WTO-ITC High-Level Event on Women and Trade, to celebrate the progress made by women entrepreneurs in international trade and inspire governments and private sector to take bolder actions in their support for the trade and women’s economic empowerment agenda.

The launch of the WEIDE Fund is preceded by the WTO-ITC SheTrades Summit, which features a programme specially tailored to women entrepreneurs. Participants get to access a programme featuring masterclasses, panel sessions and networking opportunities.
**WTO-ITC SHETRADES SUMMIT**
**DAY 1 | 24 FEBRUARY 2024**
**ABU DHABI NATIONAL EXHIBITION CENTRE (ADNEC)**

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<th>TIME (GST)</th>
<th>ACTIVITY</th>
<th>LOCATION</th>
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<tr>
<td>08:00 – 09:30</td>
<td><strong>Registration</strong> (Coffee available in Hall 8)</td>
<td>Hall 1</td>
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<tr>
<td>09:30 – 09:40</td>
<td><strong>Welcome remarks</strong> H.E. Dr. Thani Ahmed Al Zeyoudi</td>
<td>Hall 9 – Press Briefing Room 1</td>
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<tr>
<td>09:40 – 10:00</td>
<td><strong>Official opening</strong> Ms. Pamela Coke-Hamilton</td>
<td>Hall 9 – Press Briefing Room 1</td>
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<tr>
<td>10:00 – 10:15</td>
<td><strong>Keynote address</strong> H.E. Alia Al Mazrouei</td>
<td>Hall 9 – Press Briefing Room 1</td>
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<tr>
<td>10:15 – 12:30</td>
<td><strong>Panel sessions: Women reshaping the future of trade</strong></td>
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<tr>
<td>10:15 – 11:15</td>
<td><strong>Session 1: Trailblazing an inclusive green and digital transition</strong> Moderator: Ms. Eleni Giokos, CNN Correspondent</td>
<td>Hall 9 – Press Briefing Room 1</td>
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<tr>
<td>11:15 – 11:30</td>
<td><strong>Poetry:</strong> “A Woman on a Mission” by Irene Mutuzo</td>
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Introduction by host, **Ms. Eleni Giokos**, CNN Correspondent

H.E. Dr. Thani Ahmed Al Zeyoudi
Minister of State for Foreign Trade
United Arab Emirates

Ms. Pamela Coke-Hamilton
Executive Director, International Trade Centre

Dr. Ngozi Okonjo-Iweala
Director General, World Trade Organization

H.E. Alia Al Mazrouei
CEO, Khalifa Fund for Enterprise Development

While significant strides have been made over the past decade in advancing the women and trade agenda, the double digital and green transitions call for bold solutions to safeguard and accelerate this progress. Over two panel sessions, join movers and shapers from the industry and policy worlds and learn how they are bringing more women into the fold of an inclusive, and more sustainable trading system.

Achieving just transition calls for women to play a central role in developing and deploying solutions for a resilient net-zero economy. This is even more crucial as the digital revolution reshapes opportunities for production and trade. What role can key stakeholders across the business and trade ecosystem play to empower women entrepreneurs to be effective agents of this double transition? Let our esteemed panellists take you through a thought-provoking journey into the intersecting worlds of digitalization, sustainability and international trade.

Panellists:
- **Ms. La’Kerri Jackson**, Global Director, Social Impact and The UPS Foundation
- **Dr. Afua Asabea Asare**, CEO, Ghana Export Promotion Authority
- **Mr. Carl Manlan**, Vice President, Inclusive Impact and Sustainability, Visa CEMEA
- **Mr. Iain Sandford**, Partner, Sidley Austin LLP
- **Ms. Reema Nanavaty**, Director, Self-Employed Women's Association
**Session 2: Building inclusive and resilient supply chains**

**Moderator:** Ms. Judith Fessehaie, Head, SheTrades Initiative, International Trade Centre

The ongoing crisis of three C’s – climate, conflict and cost-of-living – has exposed weaknesses in the global supply chain and taken a disproportionate toll on women’s livelihoods, particularly those in developing and least development countries.

How can we futureproof women-led businesses and build more resilient supply chains? In this panel, learn what innovative strategies and initiatives leading corporations are putting in place to strengthen supply chains.

**Panellists:**
- Mrs. Nonye Ayeni, CEO, Nigerian Export Promotion Council
- Mr. Steven Pope, Group Head of Trade Facilitation (GoTrade), DHL Group
- Ms. Ralitsa Ivanova, Chief Financial Officer IMEA, AP Moller-Maersk
- Ms. Lisa Harding, Head, Private Sector Division, Caribbean Development Bank
- Ms. Norette Turimuci, Lead, Gender and Youth Engagement, Mastercard Foundation Rwanda
- Ms. Yuser Almutawa, Co-Founder, Seeds Co.

**Networking Lunch** hosted by Dubai Economic Development Corporation, host of SheTrades MENA Hub

Networking lunch to connect like-minded professionals, industry experts, and fellow women’s economic empowerment champions over lunch.

**Masterclasses: Building forward-thinking businesses**

Want to take your business to the next level? Choose your focus area and join one of our three masterclasses led by industry experts on digitalization, sustainability and innovation.

**Masterclass with Visa: Navigating business trends – What’s in store?**

Are you ready to seize the digital marketplace? In this masterclass, deep dive into the rapidly transforming marketplace, and learn key trends shaping how we buy, sell and do business in an increasingly digital and interconnected world.

**Masterclass with DHL and Sidley Austin LLP: Green your business, access new markets**

Greener businesses aren’t just good for the planet – they also make good business sense. In this workshop, learn how you can tap into international green trade regulations, and green certifications, tools and technologies to boost the transparency and traceability of your supply chains.

**Partners in focus**

Partners who walk the talk

Join ITC SheTrades and fellow women’s economic empowerment champions as we mark a series of milestones for women in trade.
Welcome and networking dinner

WTO-ITC SHETRADES SUMMIT
DAY 2 | 25 FEBRUARY 2024
ABU DHABI NATIONAL EXHIBITION CENTRE (ADNEC)

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<tr>
<td>10:00 – 11:00</td>
<td>Masterclass with WIPO: Sharpen your competitive edge with innovation and intellectual property</td>
<td>Hall 9 – Press Briefing Room 1</td>
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<td>Moderator: Ms. Nancy Pignataro, Associate External Relations Officer, External Relations Division, WIPO</td>
<td>Mrs. Tamara Nanayakkara, Counselor, Small and Medium-Sized Enterprises Division, WIPO</td>
<td>Ms. Annabel Sykes, Senior E-commerce expert, International Trade Centre</td>
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<td>Have a great idea, product or service and looking to conquer new markets? Learn how the twin engines of innovation and intellectual property (IP) rights are must-haves in your internationalization journey.</td>
<td>Mr. Max Germeil, Marketing Expert, Hague Legal and Business Development Division, WIPO</td>
<td>Mr. Aidan Oneill, International Photographer and Filmmaker</td>
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<td>11:00 – 11:15</td>
<td>Coffee break</td>
<td>Hall 8</td>
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<td>11:15 – 12:00</td>
<td>Masterclass with ITC: Optimize your online visibility</td>
<td>Hall 9 – Press Briefing Room 1</td>
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<td>Ms. Peserverance Muzeya, Business Development Manager, Alzanael Pty Ltd</td>
<td>Ms. Teodora Pecanac, Co-Founder &amp; CMO, Smartsy Pet</td>
<td>Ms. Annabel Sykes, Senior E-commerce expert, International Trade Centre</td>
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<td>Want to transform your approach to digital marketing with the power of visual storytelling? In this masterclass, learn how to captivate and engage your audience with stunning images and strategic social media presence. Topics include photography basics, leveraging visual content for engagement, and analysing your social media impact.</td>
<td>Mr. Aidan Oneill, International Photographer and Filmmaker</td>
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<td>12:00 – 14:00</td>
<td>Networking lunch hosted by Dubai Economic Development Corporation, host of SheTrades MENA Hub</td>
<td>Hall 8</td>
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### Introduction by host, Ms. Eleni Giokos, CNN Correspondent

14:00 – 15:15

**Launch ceremony**

**WTO-ITC Women Exporters in the Digital Economy Fund**

Witness the historic launch of the Women Exporters in the Digital Economy (WEIDE) Fund, a groundbreaking initiative pioneered by the WTO and ITC. The WEIDE Fund aims to boost the competitiveness of women-led businesses and unlock new markets through digitalization.

**Welcome remarks:**

**H.E. Dr. Thani Ahmed Al Zeyoudi**, Minister of State for Foreign Trade, UAE

**Remarks:**

**Dr. Ngozi Okonjo-Iweala**, Director General, World Trade Organization

**Ms. Pamela Coke-Hamilton**, Executive Director, International Trade Centre

**Pledges from donors to the Fund**

- Hall 9 – Press Briefing Room 1

### Voices of three women entrepreneurs:

- **Ms. Ayda Al-Mudaifa**, Founder and CEO, Early Riser
- **Ms. Chileshe Chewe**, Founder and CEO, Travium Supplies
- **Ms. Teni Majekodunmi**, Founder and CEO, Eclectic Chique

15:15 – 15:45

**Publication launch**

**Launch of the ‘Compendium on Access to Finance for Women-Led MSMEs’**

A joint effort by the WTO Informal Working Groups on Trade and Gender and on Micro, Small and Medium-Sized Enterprises (MSMEs) and developed with support of ITC and the WTO Secretariat, this compendium lists financial inclusion initiatives taken at the national, regional and international levels and includes practical recommendations to enhance access to finance for women-led MSMEs.

**Speakers:**

- **Hon. Mr. Kerrie D. Symmonds**, Minister of Foreign Affairs and Foreign Trade, Barbados
- **Rt Hon. Kemi Badenoch**, Secretary of State, Department for Business and Trade, United Kingdom
- **Hon. Mr. Alexandre Dias Monteiro**, Minister of Industry, Trade and Energy, Cabo Verde
- **Mrs. Raquel Martinez**, General Director of Trade Policy, Ministry of Economy, El Salvador
- **Ms. Pamela Coke-Hamilton**, Executive Director, International Trade Centre
- **Ms. Johanna Hill**, Deputy-Director General, World Trade Organization

15:45 – 16:30

**Panel session:** From barriers to breakthroughs: Narrowing the gender-financing and digital gaps

Accessing finance remains one of the top barriers to women’s entrepreneurial development. In this panel, learn what innovative financing solutions and strategies have been implemented to bridge the gender financing gap—

**Speakers:**

- **Ms. Margaret Komen**, CEO, Mace Foods
- **Ms. Raja Al Mazrouei**, CEO, Etihad Credit Insurance
- **Eng. Nasser Al-Thekair**, General Manager, Trade & Business Development Department, International Islamic Trade Finance Corporation
Innovation showcase
ITC SheTrades Innovation Festival

At the ITC SheTrades Innovation Festival, selected young women entrepreneurs will showcase innovative solutions to today’s most pressing issues: green and digital. Women entrepreneurs will receive customized support from partners—and the audience’s favourite pitch will take home a special prize.

**Innovators**
- **Ms. Zein Altawil**, Yello, UAE
- **Ms. Medina Ali**, Dr. Chashi Incorporation, Bangladesh
- **Ms. Granny Lesiamang**, Clauseph Biofuels, Botswana
- **Ms. Eden Tadesse**, Invicta, Ethiopia
- **Ms. Yafonia Hutabarat**, Peta Netra, Indonesia

**Judging panel:**
- **Mr. Mohammed Al Kamali**, COO - Manufacturing & Exports Development, Department of Economy and Tourism
- **Mr. Martin Eyjólfsson**, Permanent Secretary of State in the Ministry of Foreign Affairs, Iceland
- **Ms. Dalila Hamou**, Director, External Relations Division, WIPO
- **Mr. Carl Manlan**, Vice President, Inclusive Impact & Sustainability, Central & Eastern Europe Middle East and Africa VISA
- **Ms. Monica Rubiolo**, Head, Trade Promotion, Swiss State Secretariat of Economic Affairs
- **Ms. Nicole Mensa**, Special Assistant and Advisor on Gender to the Director-General, WTO

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<tr>
<td>16:30–16:45</td>
<td><strong>Launch ceremony</strong>&lt;br&gt;Raising the ambition on gender-responsive public procurement</td>
<td>Hall 9 – Press Briefing Room 1</td>
<td><strong>Hall 9 – Press Briefing Room 1</strong>&lt;br&gt;&lt;br&gt;<strong>Speakers:</strong>&lt;br&gt;- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre&lt;br&gt;- H.E. Mr. Alberto Van Klaveren Stork, Minister for Foreign Affairs, Chile&lt;br&gt;- Ms. Mabusing Prudence Malotane, CEO, Shai Boi Project Management&lt;br&gt;- Ms. Elizabeth Wasunna, Director, Business Banking, Absa Group Kenya&lt;br&gt;- and hear first-hand accounts of a women leader who, through financial markets, have taken her businesses to new heights.</td>
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<td>16:45–17:30</td>
<td><strong>Innovation showcase</strong>&lt;br&gt;ITC SheTrades Innovation Festival</td>
<td>Hall 9 – Press Briefing Room 1</td>
<td><strong>Innovation showcase</strong>&lt;br&gt;ITC SheTrades Innovation Festival&lt;br&gt;&lt;br&gt;At the ITC SheTrades Innovation Festival, selected young women entrepreneurs will showcase innovative solutions to today’s most pressing issues: green and digital. Women entrepreneurs will receive customized support from partners—and the audience’s favourite pitch will take home a special prize.&lt;br&gt;&lt;br&gt;<strong>Innovators</strong>&lt;br&gt;- Ms. Zein Altawil, Yello, UAE&lt;br&gt;- Ms. Medina Ali, Dr. Chashi Incorporation, Bangladesh&lt;br&gt;- Ms. Granny Lesiamang, Clauseph Biofuels, Botswana&lt;br&gt;- Ms. Eden Tadesse, Invicta, Ethiopia&lt;br&gt;- Ms. Yafonia Hutabarat, Peta Netra, Indonesia&lt;br&gt;&lt;br&gt;<strong>Judging panel:</strong>&lt;br&gt;- Mr. Mohammed Al Kamali, COO - Manufacturing &amp; Exports Development, Department of Economy and Tourism&lt;br&gt;- Mr. Martin Eyjólfsson, Permanent Secretary of State in the Ministry of Foreign Affairs, Iceland&lt;br&gt;- Ms. Dalila Hamou, Director, External Relations Division, WIPO&lt;br&gt;- Mr. Carl Manlan, Vice President, Inclusive Impact &amp; Sustainability, Central &amp; Eastern Europe Middle East and Africa VISA&lt;br&gt;- Ms. Monica Rubiolo, Head, Trade Promotion, Swiss State Secretariat of Economic Affairs&lt;br&gt;- Ms. Nicole Mensa, Special Assistant and Advisor on Gender to the Director-General, WTO&lt;br&gt;- and hear first-hand accounts of a women leader who, through financial markets, have taken her businesses to new heights.</td>
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<td>17:45–18:05</td>
<td><strong>Closing</strong>&lt;br&gt;Grand Finale</td>
<td>Hall 9 – Press Briefing Room 1</td>
<td><strong>Closing</strong>&lt;br&gt;Grand Finale&lt;br&gt;&lt;br&gt;Announcement of best pitch at the SheTrades Innovation Festival&lt;br&gt;&lt;br&gt;<strong>Speakers:</strong>&lt;br&gt;- Dr. Ngozi Okonjo-Iweala, Director General, World Trade Organization&lt;br&gt;- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre</td>
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<td>19:00–22:00</td>
<td><strong>Gala Reception in partnership with VISA</strong>&lt;br&gt;Networking Gala Reception</td>
<td>Hall 8</td>
<td><strong>Gala Reception in partnership with VISA</strong>&lt;br&gt;Networking Gala Reception</td>
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