



International Trade Centre

SheTrades

1- The Project

The SheTrades initiative together with the International Trade Centre's ecomConnect Programme is launching a virtual training Programme in Latin America:

To train 1000 women-led businesses to sell their products and services online to expand to national and international markets.

01.



02.

To support companies to develop high quality digital content to achieve greater visibility in their social networks.

To equip local trade support institutions with tools for e-commerce

03.



Self-driven online course

Weekly events

Competitions

Technical support

Official certificate



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2- Participating countries



3- Local strategic partners

Institutions trained to train and monitor results



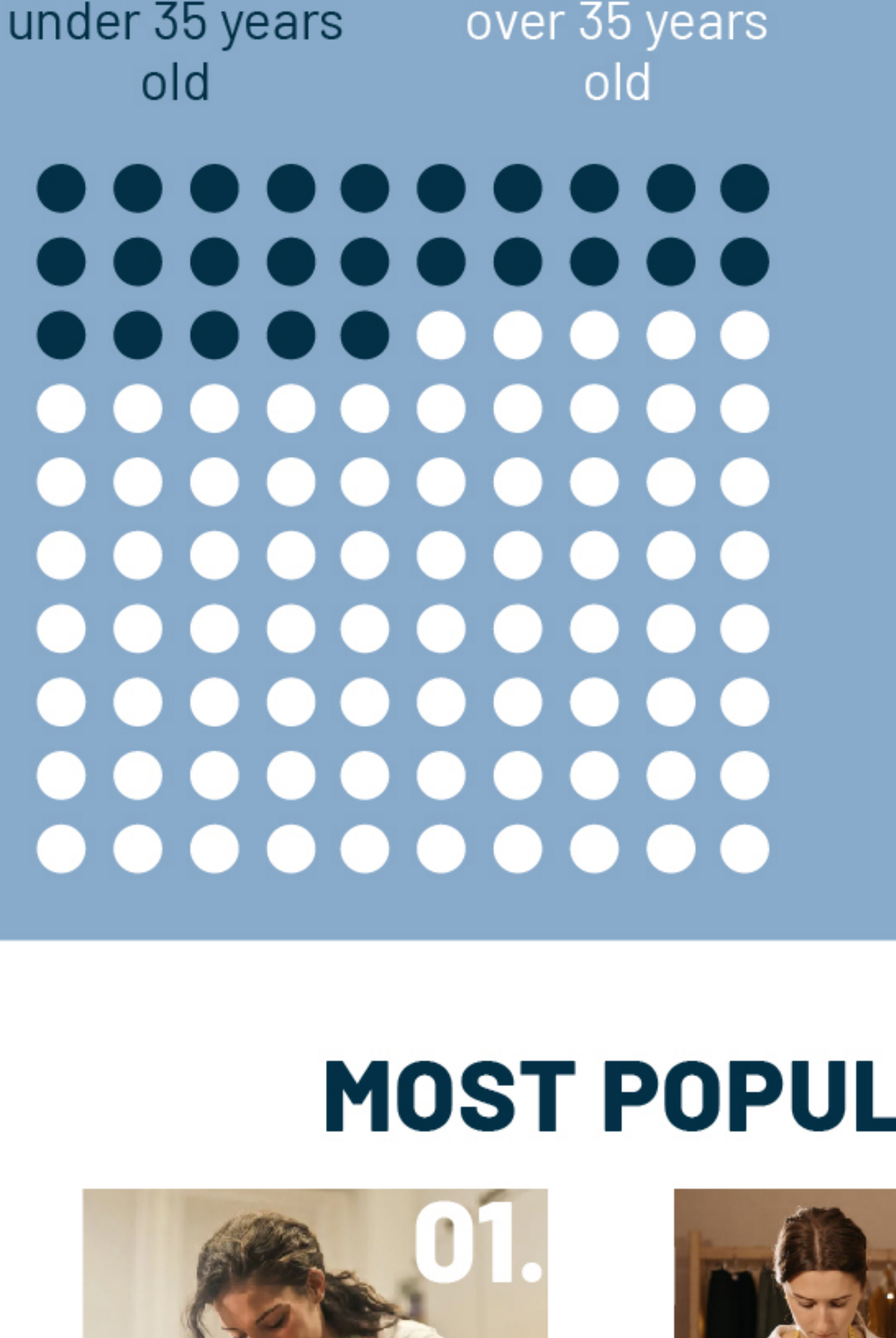
4- Results as of March 2023



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PROFILE OF THE PARTICIPANTS



MOST POPULAR SECTORS



FOOD



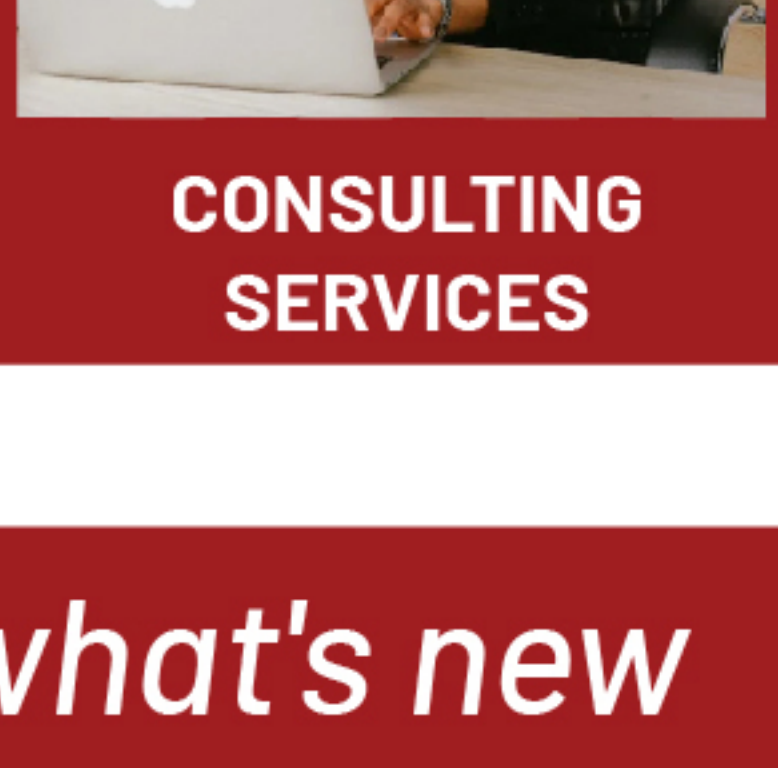
FASHION



TEXTILES



JEWELRY AND BIJOUTERIE



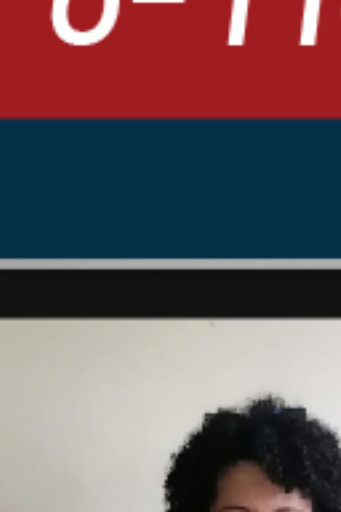
CONSULTING SERVICES

5- Discover what's new



The Secretariat for Central American Economic Integration (SIECA) has added five countries to the initiative, becoming an implementing partner of the project. Thanks to this collaboration, companies based in Costa Rica, El Salvador, Guatemala, Honduras and Panama will be able to join the program, increasing the exchange of experiences at the regional level.

The graphic design platform Canva joins the project to train local institutions on "How to use Canva to grow your business" in two virtual workshops in March. The training will be replicated by each local social institution to help participating companies improve their branding and communication materials. In addition, Canva will give Canva Pro vouchers to 300 companies in the project.



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6- Meet a female entrepreneur



How e-commerce helps Nhora, a Colombian micro-entrepreneur.

Nhora Moreno, through her marketing consultancy "Confianza y Marketing" in Colombia, supports entrepreneurs to cross from the comfort of local fairs to the international market.

7- Help us to spread the word

Requirements and **REGISTRATION FORM**

