

26 April 2022

Innovations Session N°9

Successes from women-led agribusinesses in Africa



INNOVATIONS
SERIES



SheTrades West Africa

Improving Women's Livelihoods Through Inclusive Value Chains



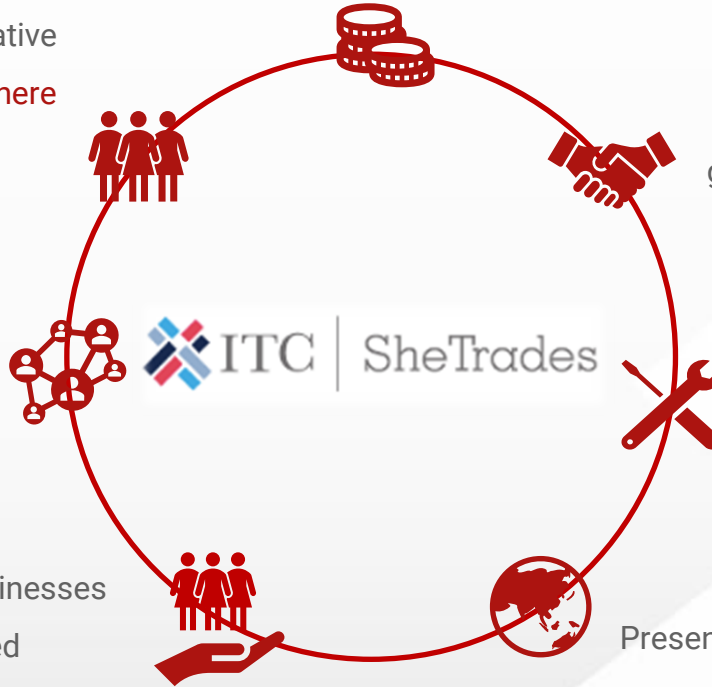
ITC's SheTrades Initiative

US\$342 million in trade leads and US\$63 million
in sales generated for women

UN and WTO joint agency initiative
to target every women everywhere

Partners with private sector and
governments to build a **conductive**
ecosystem for women to trade

Global network of **350 partner**
organisations from 65 countries



Technical expertise in facilitating trade,
improving competitiveness of women

33,000 women-led businesses
directly supported

Presence in **25 countries**

Women's role in agricultural value chains – cashew



Yet:

- Women's contribution often invisible
- Limited access to necessary resources and inputs
- Women not benefitting from services

Economic potential not used!
USD26 trillion to add to global GDP



Business Support Organizations and Service Providers.

- Improving the **capacities** to better serve SMEs and women producers
- Developing a **gender-sensitive approach** to increase their outreach to women farmers for inputs, trainings, sourcing
- **Technical trainings** through trainings in production, processing, value addition, quality and business management





Micro, Small and Medium Sized Enterprises.

Developing their **competitiveness and inclusiveness** through trainings and coaching in:

- Packaging, Labelling
- Branding, Marketing
- Business and financial management, pitch planning, financial literacy, **SheTrades Invest**
- International and Private Voluntary Standards
- Climate resilience, Circular production
- Value addition, quality requirements
- Increasing outreach to women suppliers through gender sensitisation



Nader Fakhry
March 6 at 5:30 PM · 🌐

Encourager et valoriser la transformation des matières premières d'Ivoire 🇨🇮 est l'un de mes objectifs.

Je vous présente dans cette vidéo Dame Amichia, Ivoirienne, crée son entreprise ACLAM *Saveurs d'ici* avec les dons des condoléances de son défunt mari (les yako) . Sa spécialité: le cajou 🥥

Donner de la force à Mme Amichia, c'est encourager le Mad d'Ivoire.... See more

Encouraging and valuing the transformation of 1st mater Ivory Coast 🇨🇮 is one of my goals.

In this video, I present to you Dame Amichia, Ivorian who her company ACLAM *Saveurs d'ici* with the condolences husband (the yako). His specialty: cashew nut 🥥

Giving strength to Mrs. Amichia is encouraging the Mad d'Ivoire.... See more

🔍 · Hide original · Rate this translation



Market Linkages.

Creating **market linkages** between SMEs and international buyers through:

- Trade fairs, buyer visits, B2B events
- Influencer and social media campaigns to boost online visibility
- E-commerce



www.shetrades.com



shetradeswestafrica@intracen.org



[@ITCSheTrades](https://www.facebook.com/ITCSheTrades)



[@ITCnews](https://twitter.com/ITCnews)



[@internationaltradecentre](https://www.instagram.com/internationaltradecentre)





The PAFO-COLEACP Innovations Series focuses on innovations and successes of African farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.



Thank you

