THE ROAD TO SheTrades Global

PROGRAMME AGENDA

MARCH - AUGUST | 2021
Part of SheTrades Global Dubai, “The Road to SheTrades Global” is a 6-month training programme for women-owned businesses (WOBs) and Business Support Organizations (BSOs) comprised of webinars, panel discussions and online courses. Each month features one thematic focus - carefully curated to prepare you for SheTrades Global Dubai.

**WEBINARS and PANELS** will be in English with captions in Arabic, French and Spanish. Availability of **ONLINE COURSES** in other languages is being confirmed.

---

**ABOUT THE PROGRAMME**

**REGISTER NOW**
Scan the QR code or [click here to register](#) for The Road to SheTrades Global
The negative outcomes arising from social and environmental issues are not only limited to big firms – but also extend to first, second and lower-tier suppliers. Adopting sustainable practices improves the social and environmental performance of stakeholders. The theme of this month will prepare value chain stakeholders to create a framework that facilitates the adoption of inclusive business practices and the creation of opportunities for women-owned businesses.

### LAUNCH EVENT

**Presentation of SheTrades Global Dubai and Related Opportunities**

11 MARCH 2021

2:00 PM CET

### WEBINAR + PANEL DISCUSSION

**Sustainable, Inclusive, and Ethical Value Chains**

17 MARCH 2021

2:00 PM CET

### ONLINE COURSE

**Introduction to Corporate Social Responsibility**

22 MARCH 2021

2 WEEK ONLINE COURSE
GROWTH & RESILIENCE THROUGH DIGITAL TRADE

DESCRIPTION
In an increasingly uncertain trade environment, digitalization has become a crucial means for businesses to stay resilient, access new markets, and become more competitive. This theme highlights good practices in digital trade, specifically looking at what actions businesses should take to enhance their online visibility and optimize sales through e-Commerce.

WEBINAR
Best Practices for Increasing Your Online Visibility
07 APRIL 2021
2:00 PM CET

PANEL DISCUSSION
Overcoming COVID-19 Through Digitalization
14 APRIL 2021
2:00 PM CET

ONLINE COURSE
Introduction to E-Commerce
19 APRIL 2021
2 WEEK ONLINE COURSE
**DESCRIPTION**

Women entrepreneurs face a range of financial and non-financial challenges in realising their growth potential, and often cite access to finance as a major constraint on their business operations. The theme of this month will prepare women-owned businesses to strengthen their access to financial services and increase their financial literacy.

<table>
<thead>
<tr>
<th>Programme</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEBINAR</strong></td>
<td>05 May 2021</td>
<td>2:00 PM CET</td>
<td>UNLOCKING FINANCES FOR YOUR BUSINESS</td>
</tr>
<tr>
<td>Identify and Access Appropriate Finance Products</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Programme</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PANEL DISCUSSION</strong></td>
<td>12 May 2021</td>
<td>2:00 PM CET</td>
<td>UNLOCKING FINANCES FOR YOUR BUSINESS</td>
</tr>
<tr>
<td>Impact Investors - What Are They Looking For?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Programme</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONLINE COURSE</strong></td>
<td>17 May 2021</td>
<td>2 WEEK ONLINE COURSE</td>
<td>UNLOCKING FINANCES FOR YOUR BUSINESS</td>
</tr>
<tr>
<td>Raising Funds for Your Business</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The small changes that MSMEs make to their way of working can have a positive, cumulative effect on the environment. The theme of this month will provide a better understanding of how climate change affects businesses, the risks and opportunities related to this situation, and the benefits of climate adaptation measures via a climate resilience strategy.

### Programme

**WEBINAR**

Climate Resilience: the Benefits of Climate Adaptation Measures

**PANEL DISCUSSION**

Environmental Sustainability and Climate Change

**ONLINE COURSE**

Climate Resilience for SMEs

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 June 2021</td>
<td>2:00 PM</td>
<td>Webinar: Climate Resilience: the Benefits of Climate Adaptation Measures</td>
</tr>
<tr>
<td>23 June 2021</td>
<td>2:00 PM</td>
<td>Panel Discussion: Environmental Sustainability and Climate Change</td>
</tr>
<tr>
<td>28 June 2021</td>
<td>2:00 PM</td>
<td>Online Course: Climate Resilience for SMEs</td>
</tr>
</tbody>
</table>

**Description**

The small changes that MSMEs make to their way of working can have a positive, cumulative effect on the environment. The theme of this month will provide a better understanding of how climate change affects businesses, the risks and opportunities related to this situation, and the benefits of climate adaptation measures via a climate resilience strategy.
Programme

**DIGITAL TRANSFORMATION IN THE POST-COVID ENVIRONMENT**

**DESCRIPTION**
The use of the Internet and digital technologies to conduct and grow one’s business – e.g. digital marketing and analytics – has risen substantially during the pandemic. For women-owned businesses, digitalization could help them make better business decisions, understand their customers’ needs, reach new markets, and so much more. The theme of this month aims to equip WOBs with the knowledge to make the necessary and urgent digital transition and learn how to conduct effective digital trade.

**WEBINAR**
Creating and Implementing A Digital Strategy For Your Business

21 JULY 2021
2:00 PM CET

**PANEL DISCUSSION**
Re(designing) Your Business for the Digital Age – A Cross-Sectoral Perspective

28 JULY 2021
2:00 PM CET

**ONLINE COURSE**
Embarking on a Lean Digital Transformation for Organizations

02 AUGUST 2021
2 WEEK ONLINE COURSE
Standards are production and trade guidelines and provide consistent “protocols” designed to reduce uncertainty, manage reputation, enhance market reach, control quality and fuel innovation. Producers, manufacturers, brands and retailers face a serious challenge in navigating the constantly moving landscape of sustainability standards, especially as supply chains grow more complex and new challenges multiply. The theme of this month aims to introduce participants to the concepts of standards and sustainability, focusing on voluntary sustainability standards (VSS) and the various ways in which enterprises can approach them.

**WEBINAR**

**Complying with Voluntary Sustainably Standards**

11 AUGUST 2021

2:00 PM CET

**PANEL DISCUSSION**

**The Benefits of Entering Sustainable Markets**

18 AUGUST 2021

2:00 PM CET

**ONLINE COURSE**

**The Role of Standards in Sustainable Supply Chains**

23 AUGUST 2021

2 WEEK ONLINE COURSE
Register Now for SheTrades Global Dubai

Scan or Code
OR Click Here to Register for SheTrades Global Dubai

Not Yet a Member of SheTrades.com?
Click Here to Join Us and Benefit from a Host of Opportunities.

The SheTrades Initiative is Grateful for the Partnership & Funding From:

UK aid
Korea International Cooperation Agency
Funded by the European Union
giz
German cooperation
United Parcel Service
Enhanced Integrated Framework
MARY KAY
International Islamic Trade Finance Corporation
OPEC Fund
Ministry for Foreign Affairs
Sweden
Ministry of Foreign Affairs of the Netherlands
Ministry for Foreign Affairs of Iceland
Norwegian Ministry of Foreign Affairs
From the People of Japan

SheTradesGlobal@Intracen.org  SheTrades.com  #SheTrades
#SheTrades

CONNECTING THREE MILLION WOMEN TO MARKET BY 2021

Women’s economic empowerment is not a matter for government policy, the private sector, or social change alone. All have critical roles to play. This is why the International Trade Centre (ITC) has launched the SheTrades Initiative, which seeks to connect three million women entrepreneurs to market by 2021.