SheTrades Global Dubai

17 - 19 OCTOBER 2021

The International Trade Centre’s premier global business event for women entrepreneurs to do business, get inspired and forge lasting partnerships.
ABOUT DUBAI INDUSTRIES & EXPORTS

Dubai IE is an agency of the Dubai Department of Economic Development and part of the Government of Dubai. It strives to ensure the success of the exports sector in Dubai and the UAE, through constant guidance, advice and practical support to both overseas buyers and suppliers. Dubai IE provides trade information, branding advice, financial, legal and foreign trade representation and access to potential buyers. It is as well the host institution of SheTrades MENA.

ABOUT SHETRADES

The SheTrades Initiative is ITC’s flagship initiative on women and trade. It provides women entrepreneurs around the world with a unique network and platform to connect to international markets. The Initiative aims to connect 3 million women entrepreneurs to market by 2021.

ABOUT THE INTERNATIONAL TRADE CENTRE

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations’ Sustainable Development Goals.

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ABOUT EXPO 2020 DUBAI

Expo 2020 Dubai is the first World Expo to be hosted by Dubai in the United Arab Emirates. It is the first of its kind to be held in the Middle East and aims to increase awareness about the challenges faced by humanity on a global scale. It is the world’s largest meeting place and offers many opportunities such as networking and promoting international relationships.

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SheTrades Global is the International Trade Centre’s (ITC) premier global business event connecting women entrepreneurs with buyers, investors, and partners.

With a strong focus on business generation, investment, sustainability and innovation, SheTrades Global is a unique opportunity for women business leaders to do business, get inspired and forge lasting business partnerships.

SheTrades Global is a worldwide business forum for women’s economic empowerment.

SheTrades Global continues to grow from strength to strength, attracting a larger number of participants and greater diversity of stakeholders from across the world with each edition. Currently, five continents are represented at the event.

**PREVIOUS RESULTS**

- **2000+** B2BS with international corporations
- **2000+** Participants
- **$80M USD** in export & investment opportunities
- **80+** countries represented

**PAST 7 EDITIONS OF SHETRADES GLOBAL**

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<thead>
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**COMING UP:**

The 8th edition of SheTrades Global is co-hosted by the International Trade Centre and Dubai IE in partnership with Expo 2020 Dubai.
A Year-Long, Power-Packed Agenda

Road to SheTrades Global Dubai
DEVELOPED BY DUBAI IE, ITC, & UPS
EVENT ACCESS | VIRTUAL PLATFORM | EVENT 10X

SheTrades Global Dubai
CO-HOSTED BY DUBAI IE & ITC
EVENT ACCESS | VIRTUAL + EXPO 2020 DUBAI
PLATFORM | CONVERSE

SheTrades at Expo 2020 Dubai
SUPPORTED BY DUBAI IE, ITC, & INTERNATIONAL PARTNERS
EVENT ACCESS | VIRTUAL + EXPO 2020 DUBAI
Road to SheTrades Global Dubai

MARCH 2021 – AUGUST 2021
TO ACCESS EVENT AND RECORDINGS, CLICK HERE

An integral part of SheTrades Global Dubai, "The Road to SheTrades Global" is a 6-month training programme for women-owned businesses (WOBs) and business support organisations (BSOs) comprised of webinars, panel discussions and online courses. Each month will feature a different thematic focus, carefully curated to prepare you for SheTrades Global Dubai.*

**WEBINARS** Learn from experts on current trends

**PANELS** Share and learn with experts and successful women entrepreneurs

**ONLINE COURSES** Deepen your knowledge and skills with our 2-week courses

*Recordings of webinars and panel sessions are available under 'Archive' tab of the Event 10X platform

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**March**

**Theme:** Building Sustainable Value Chains

The theme of this month aims to sensitize and 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.

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**April**

**Theme:** Growth & Resilience Through Digital Trade

In April, we highlight good practices in Digital Trade - what businesses should look out for to enhance their online visibility and optimise sales through e-commerce. In an increasingly uncertain trade environment, digitalisation has become a crucial means for businesses to stay resilient, access new markets and become more competitive.

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**May**

**Theme:** Unlocking Finances For Your Business

The theme of this month aims to sensitize and prepare women owned businesses to strengthen their access to financial services, from securing bank accounts to SME loans, equity, and insurance products.

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**June**

**Theme:** Environmental Sustainability & Climate Change

The theme of this month aims to provide a better understanding of how climate change affects businesses, the risks and opportunities related to this situation, and the benefits of climate adaptation via a climate resilience strategy.

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**July**

**Theme:** Digital Transformation in the Post-COVID Environment

The theme of this month aims to equip WOBs with the requisite knowledge to enable their companies to make the necessary and urgent transition and to learn to market their businesses online using digital media channels.

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**Aug**

**Theme:** Standards in Sustainable Supply Chains & Logistics

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.
SheTrades Global Dubai

The 8th edition of SheTrades Global is co-hosted by the International Trade Centre and Dubai IE in partnership with Expo 2020 Dubai.

**Centred on the key theme of sustainability.** SheTrades Global Dubai will be the first hybrid event of its kind – join us virtually or in-person from **17 – 19 October 2021** at Expo 2020 Dubai in the United Arab Emirates.
Join SheTrades Global Dubai virtually or attend in-person at Expo 2020

A HYBRID EVENT

01 VIRTUAL & EXPO 2020 DUBAI
- Welcome and Closing Ceremony
- Digital B2Bs
- Informal Networking Clinics by Industry Leaders
- High-Level Roundtables (by invitation only)
- Information Centres
- Digital Exhibition

02 EXPO 2020 DUBAI ONLY
- Physical Exhibition Areas
- Face-to-Face Networking
- Investment Challenge
- 2-Day Pass to Attend Expo 2020 Dubai
- Meals on Day 1 and Day 2

COVID-19 REGULATIONS ENFORCED

Ensuring the safety of all attendees and staff at SheTrades Global Dubai is our top priority. Expo 2020 Dubai and our teams will strictly adhere to the UAE government’s COVID-19 precautionary measures to safeguard all participants’ well-being throughout the event.
SheTrades at Expo 2020 Dubai

OCTOBER 2021 - MARCH 2022
EVENT ACCESS | VIRTUAL + EXPO 2020 DUBAI

Over 6 months, SheTrades and partners will be hosting activities at the Women’s Pavilion to:

• Celebrate female achievements and women change-makers worldwide
• Foster dialogue among a diverse community of leaders, politicians, entrepreneurs and more.

KEY THEMES

• Climate and Biodiversity (Circular Economy)
• Knowledge and Learning
• Travel and Connectivity (Travel/Supply Chains and Trade / Digital Connectivity)
• Global Goals (SDGs) (Women and Girls / Livelihoods and Enterprise Development)
• Food, Agriculture and Livelihood (Value Chains and Smallholder Farming)
• Creative Industry / Digital Trade / Lifestyle
In the 8th edition of SheTrades Global, ITC SheTrades & Dubai IE strive to go bigger & bolder.

It is for this reason that we are targeting more than 3,000 participants from over 90 countries and are offering content in English, Arabic, French, and Spanish languages for a global audience.

We look forward to your participation and motivation to make that happen.

**Women Entrepreneurs**

**KEY ELIGIBILITY**
- At least 30% owned, managed and controlled by women
- Legally registered and incorporated company domiciled in an economy in transition/developing country or in the host country (UAE)
- Planning and/or implementing corporate sustainable practices
- Export ready

**Business Support Organizations**

**KEY ELIGIBILITY**
- Local, national, regional and international organizations that support business, ranging from trade promotion organizations, chambers of commerce, sector associations, enterprise development agencies, supply chain management organizations, and other organizations supporting women entrepreneurs

**Market Partner Buyers & Investors**

**KEY ELIGIBILITY**
- Company/foundation/academia interested in sourcing, investing and/or sharing and interacting with women entrepreneurs

**Guests, Speakers & VIPs**

**KEY ELIGIBILITY**
- Only for participants attending panel discussions and visiting the exhibition area in Dubai and virtually.
- To access the B2B and networking platform, please register using another category.
As part of Expo 2020, SheTrades Global Dubai will empower women entrepreneurs to build forward better. Through an innovative hybrid model, SMEs from around the globe will access new business opportunities and gain international exposure. Shaping a more resilient, inclusive, and sustainable world can only be achieved if women are part of the solution. When women succeed, we all succeed!

**PAMELA COKE-HAMILTON**  
EXECUTIVE DIRECTOR  
INTERNATIONAL TRADE CENTRE  
GENEVA, SWITZERLAND

We are excited to co-host SheTrades Global with ITC. The event will be the largest virtual and physical gathering of women-owned businesses in the world. We believe the event will equip women-owned businesses to learn about best practices and meet other successful female entrepreneurs from across the globe. This will truly be the event for women looking to grow their businesses through exporting.

**SAED ALAWADI**  
CEO  
DUBAI INDUSTRIES & EXPORTS  
DUBAI, THE UAE

At Expo 2020, we are dedicated to ensuring that the issue of gender equality and women’s empowerment is addressed at every opportunity. The Women’s Pavilion by Expo 2020 Dubai in collaboration with Cartier will host a series of discussions on women’s economic empowerment, entrepreneurship, access to markets, and more. We look forward to hosting SheTrades Global at our Dubai Exhibition Center.

**HIND ALOWAIS**  
VICE PRESIDENT, INTERNATIONAL PARTICIPANTS  
EXPO 2020  
DUBAI, THE UAE

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**BENEFITS AT A GLANCE**

**Women Entrepreneurs**
- **Connect** to buyers, investors, suppliers and other women-owned businesses
- **Benefit** from international exposure of your business
- **Expand** your business network
- **Develop** your knowledge and expertise
- **Scale-up** your business and operations

**Business Support Organizations**
- **Interact** with hundreds of partners and participants
- **Strengthen** your understanding of your clients’ needs and expand your service offering (if space: to women-owned businesses)
- **Gain** knowledge, tools and expertise to share with your networks
- **Support** women’s economic empowerment

**Market Partners, Buyers & Investors**
- **Boost** your global visibility
- **Access** unique investment opportunities
- **Diversify** your supplier and investment portfolio
- **Network** and build relationships with top industry leaders
- **Demonstrate** your support of women’s economic empowerment and the SDGs
An Event Geared Towards the **Sustainable Development Goals (SDGs)**

SheTrades Global Dubai presents an opportunity to **renew, reaffirm and advance** the global community’s commitment towards achieving the UN SDGs, particularly SDG 5: **Gender Equality**. In light of this urgency, the event aims to:

- Support women-owned businesses to adopt and develop new sustainability practices;
- Serve as a platform for women entrepreneurs to generate new sales and secure investments for their businesses;
- Increase the international competitiveness and export readiness of women-owned businesses from developing countries through capacity building and other activities;
- Increase participants’ awareness of gender-responsive trade and investment strategies;
- Facilitate the forging of new partnerships and alliances among stakeholders in the women’s entrepreneurial ecosystem; and
- Officially launch and validate ITC SheTrades’ post-2021 strategy;

**SheTrades Global Dubai**

SheTrades Global mainly contributes towards the following goals:

**SUSTAINABLE DEVELOPMENT GOALS**

1. **No Poverty**
2. **Responsible Consumption and Production**
3. **Climate Action**
4. **Peace and Justice**
5. **Gender Equality**
6. **Clean Water and Sanitation**
7. **Life on Land**
8. **Decent Work and Economic Growth**
9. **Industry, Innovation and Infrastructure**
10. **Reduced Inequalities**
11. **Life Below Water**
12. **Partnerships for the Goals**

**Register Now!**

**SheTrades Global Dubai**

Registration & participation free of charge

**THE SHETRADES INITIATIVE IS GRATEFUL FOR THE PARTNERSHIP & FUNDING FROM**

- **UK Aid**
- **KOICA**
- **Korea International Cooperation Agency**
- **Ministry for Foreign Affairs of Finland**
- **giz**
- **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**
- **IPA cooperation**
- **OPEC Fund**
- **EIF Enhanced Integrated Framework**
- **ITFC International Islamic Trade Finance Cooperation**
- **Mary Kay**
- **Ministry of Foreign Affairs of Iceland**
- **Ministry for Foreign Affairs of the Netherlands**
- **Ministry for Foreign Affairs of Sweden**
- **Regeringskansliet**
- **From the People of Japan**
- **Funded by the European Union**
- **Norwegian Ministry of Foreign Affairs**
- **European Union**

**Register Now!**

**Register Now!**
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) launched the SheTrades Initiative, which seeks to connect three million women entrepreneurs to market by 2021.