

About SheTrades Global

Co-hosted by the International Trade Centre (ITC) and Dubai Exports, the 8th edition of the global business event is taking place in Dubai, United Arab Emirates, at Expo 2020 from 13-15 February 2022.

This year's SheTrades Global aims to help women entrepreneurs to thrive in the post-pandemic era. It will be taking place virtually and onsite, convening over 3,000 women entrepreneurs, stakeholders, buyers and investors from across the globe. During the three day summit, delegates will conduct business, forge alliances for action, harness innovation and revitalize collective action towards sustainable growth.

Previous editions



+4000

Participants



85+

Countries represented



+4000

B2B meetings



+USD \$80 million

in export and investment opportunities generated

Why you should sponsor

Your sponsorship is key to supporting women entrepreneurs realise their business potential. Did you know that advancing women's participation in the economy could add \$28 trillion to global GDP by 2025?

SheTrades Global is a unique opportunity to lend your hand to women entrepreneurs, enhance their trade opportunities, while also directly contributing to the UN Sustainable Development Goals 5 Gender Equality and 8 Decent Work and Economic Growth. Sponsor SheTrades Global to:

- **Boost** your global visibility and engage wider audiences
- **Access** unique investment opportunities
- **Diversify** your supplier and investment portfolio
- **Network** and build relationships with top industry leaders
- **Showcase** your brand leadership and enhance your public perception
- **Demonstrate** your support of women's economic empowerment and the SDGs

What you will be sponsoring

Your contribution will go towards the delivery of the event and **directly support eligible women entrepreneurs from least developed countries** to attend SheTrades Global. From travel to accommodation and on-the-ground support, your contribution will greatly increase opportunities for women around the world.

Sponsorship Packages

Sponsor SheTrades Global at the **Bronze** level for basic recognition at the event, or at the **Silver** and **Gold** levels to receive exclusive benefits such as tailored support in arranging one-to-one bilateral meetings with high-level delegates. Become a **Platinum** sponsor to choose how you want to be centrally featured! The following packages are available:

	PLATINUM	GOLD	SILVER	BRONZE
	>US \$100,000	>US \$60,000	>US \$30,000	>US \$15,000
Delegate registration (access to conference, including Pavilion Activities on Day 3)	4	3	2	1
Recognition of sponsorship status in official programme and banners	✓	✓	✓	✓
Logo, description and hyperlink from the 'Sponsors' section on the SheTrades and ITC websites	✓	✓	✓	✓
Company name/logo on all event promotional materials	✓	✓	✓	✓
Media exposure (interviews with attending press, delegate packs, promotional video)	✓	✓	✓	
Facilitated 1-to-1 meetings with high-level delegates (applications necessary in advance)	✓	✓	✓	
Advance list of attending participants	✓	✓		
Possibility of having a stand at the Conference	3x3m	3x3m		
Possibility of having a Virtual Booth	✓			
VIP seating during the ITC sponsored dinners	✓			
Flexibility on choosing how you want to be centrally featured	✓			

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Attending SheTrades Global was one of the best experiences I've had in my journey to entrepreneurship.

Achenyo Helen Asimegbe
Stylemark Mall Enterprises
Nigeria

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There's truly no end to learning. We have taken away a lot of lessons from this event and we will use them to improve our business.

Salome Kengara
Wren Tours And Travel
Kenya

Our donors:



MARY KAY



For more information, email us at shetradeglobal@intracen.org