



20 JUNE 2017

MANAGEMENT CENTRE EUROPE, RUE DE L'AQUEDUC 118, 1050 IXELLES,
BRUSSELS, BELGIUM

INTERNATIONAL FORUM ON WOMEN AND TRADE

The International Forum on Women and Trade will be hosted by the European Commission and the International Trade Centre (ITC) in Brussels, Belgium, on 20 June 2017. Policymakers, the business community and civil society organisations will convene to galvanize support for inclusive trade policy and the ITC [SheTrades](#)* initiative to connect one million women to market by 2020, using trade as a lever for women's economic empowerment.

Gender equality and the empowerment of women is at the heart of the Global Goals for Sustainable Development which seek to eliminate extreme poverty by 2030. Advancing women's equality could add US\$ 28 trillion to global GDP by 2025, enabling economies to unlock their full potential.

Participants will take stock of current trade policy's contribution to the economic empowerment of women, *raise* awareness of gender issues in trade, and consider how trade can promote the advancement of gender equality through a combination of multi-stakeholder engagement and a progressive approach to sustainable development.

#WomenAndTrade

** ITC launched the SheTrades initiative seeking to rally stakeholders around the world to work together on seven global actions to address trade barriers and create greater opportunities for women entrepreneurs. It is supported by a web and mobile digital platform.*

08:30 – 09:30 Registration

09:30 – 10:00 Opening Remarks

- **Cecilia Malmström**, European Commissioner for Trade
- **Arancha González**, Executive Director, International Trade Centre
- **Michelle Bachelet Jeria**, President, Republic of Chile (*via videomessage*)

10:00 – 11:15 Plenary: What does inclusive trade policy look like?

What are the binding constraints that hamper women entrepreneurs from accessing markets and take part in trade? Panelists will discuss opportunities to leverage trade agreements, and highlight policy, legal and regulatory aspects contributing to levelling the playing field to ensure that women-owned and women-powered businesses are able to fully participate in the global economy.

- **Amina Mohamed**, Cabinet Secretary for Foreign Affairs and International Trade, Kenya
- **François-Philippe Champagne**, Minister of International Trade, Canada
- **Roberto Azevêdo**, Director General, World Trade Organization, Switzerland
- **Jennifer Gallegos**, Vice President of Development, International Women's Coffee Alliance, USA

Moderator: Silvana Koch-Mehrin, Founder, Women in Parliaments, Belgium

11:15 – 11:45 Break

11:45 – 12:45

Breakout Session 1: Evidence driven solutions

Data collection and analysis related to women's economic participation remains scarce. What does existing data tell us about women and trade? What are the data gaps and what methodologies can be applied to bridging the gaps? How can data drive an inclusive trade agenda?

- **Pierre Sauve**, Senior Trade Specialist, World Bank Group, USA
- **Simonetta Zarrilli**, Chief of Trade, Gender and Development programme, UNCTAD, Switzerland
- **Julia Nielson**, Head of the Development Division, Trade and Agriculture Directorate, OECD, France

Moderator: Inmaculada Rodríguez-Piñero, Member of the European Parliament

Breakout Session 2: Opening markets for women to trade

Accelerating women's participation in global value chains could be supported by developing new market opportunities. Public and corporate procurement have a role to play. This session will discuss good practices, challenges and lessons learned.

- **Paola Subacchi**, Research Director, Chatham House, UK
- **Robert Anderson**, Team leader for Government procurement, WTO, Switzerland
- **Benon Ngobi**, Global Procurement Sustainability Lead, Accenture
- **Nataliya Mykolska**, Deputy Minister of Economic Development and Trade, Ukraine

Moderator: Alessia Mosca, Member of the European Parliament

12:45 - 14:00 Lunch break

14:00 -15:00

Breakout Session 3: Financing for growth

Women are more likely to cite access to finance as a major constraint on their business operations. What bold steps can be taken to support the achievement of universal financial access?

- **Monica Musonda**, CEO, Java Foods, Zambia
- **Maria Shaw-Barragan**, Head of Global Partners Operations, European Investment Bank, Luxembourg
- **Deniz Duygu**, Secretary General, Arya Women Investment Platform, Turkey

Moderator: Kerstin Jorna, Deputy Director General, Economic and Financial Affairs,
European Commission, Belgium

Breakout Session 4: Addressing supply side constraints

Trade-related technical assistance initiatives and game-changing solutions such as SheTrades are brought to the table by a diverse range of stakeholders building the case of inclusive value chains for a sustainable economic growth.

- **Chiedza Makonnen**, CEO, Afrodesiac Worldwide, Ghana
- **Sanem Oktar**, President, KAGIDER, Turkey
- **Malini Patel**, Vice President of Economic Empowerment and Entrepreneurship, Vital Voices Global Partnership, USA
- **Klaus Rudischhauser**, Deputy Director General, International Cooperation and Development, European Commission, Belgium

Moderator: Susan Harris, Chatham House, Australia

15:00 – 15:30 Break

15:30 - 16:30 Plenary: The digital economy

How can technology improve inclusion and connectivity for women entrepreneurs? Technology, digital solutions, innovations in addressing trade barriers - a view from the private sector, entrepreneurs and policy makers.

- **Isabel Pesce**, Founder, FazINNOVA, Brazil
- **Kaidi Ruusalepp**, Founder and CEO of Funderbeam, Estonia
- **Claudia Große-Leege**, General Manager, Association of German Women Entrepreneurs, Germany
- **Doreen Bogdan-Martin**, Chief of the Strategic Planning and Membership Department, ITU

Moderator: Elena Bonfiglioli, European Network for Women in Leadership, Belgium

16:30-17:45 Closing Plenary

Delivering on Agenda 2030 through gender inclusive trade

- **Mukhisa Kituyi**, Secretary General of UNCTAD, Switzerland
- **Eleonora Forenza**, Member of the European Parliament
- **Brindusa Burrows**, Founder and CEO, The Ground Up Project, Switzerland
- **Betsy Nelson**, Vice-President Risk and Compliance, EBRD

Moderator: Claire Doole, Founder & CEO, Claire Doole, Switzerland

17:45 – 18:00 Closing remarks

- **Cecilia Malmström**, European Commissioner for Trade
- **Arancha González**, Executive Director, International Trade Centre