

SheTrades Platform



WHAT IS SHETRADES?

SheTrades is a web and mobile application that provides women entrepreneurs around the world a unique platform to connect to markets.

At SheTrades women entrepreneurs are able to share information about their companies, increase visibility, expand networks, connect and internationalise. SheTrades also helps corporations to include more women entrepreneurs in their supply chains.

What does SheTrades offer women entrepreneurs?

- Lets the market know what their companies have to offer
- Enables them to find new business and partnership opportunities
- Matches them with companies that have complimentary interests
- Provides the latest technology but simple to use. Quick information at their fingertips all the time!

SheTrades offers a place to create new business, in real time, in a user-driven, dynamic and user-friendly space. The App is based on internationally recognised business protocols.

What does SheTrades offer the market?

SheTrades assists companies to include more women entrepreneurs in their supply chains and successfully fulfil diversity and inclusion commitments.

Through a series of customized filters, companies can identify women entrepreneurs that could meet their sourcing requirements. As a SheTrades member, companies have full access to women entrepreneurs' profiles and company information.

A pool of women entrepreneurs is ready to expand their networks and trade!



THE PROBLEM

In ITC's experience of working with the private sector, the challenge corporations most frequently cite in meeting their commitments to increase the participation of women entrepreneurs in their supply chains is their inability to identify eligible companies to engage with as potential suppliers.

THE SOLUTION

ITC teamed up with Google and CI&T (Brazilian Tech giant) and came up with the idea to run a tech challenge to create a solution. A global Tech Challenge was launched in July 2015, calling on software developers and other IT and graphic specialists to help us create a solution. Within the space of one week 300 applications were received. Five finalists from Thailand, Brazil, Kenya and Costa Rica were selected and mentored to help them develop mock apps from their ideas. A woman owned company, Greenbell Communications (GBC) of Kenya was announced winner at a ceremony and subsequently worked with ITC, Google and CI&T to bring the SheTrades Platform to reality.

Launched in December 2015 at the International Women in Business Forum held in conjunction with the World Trade Organization 10th Ministerial Conference, SheTrades works with partner organisations to verify registered women entrepreneurs.

A growing number of organisations including SDI International, KAGIDER, PROMPERU, Apex-Brasil, Center for Accelerated Women's Economic Empowerment (CAWEE) and International Women's Coffee Alliance (IWCA) have already signed on the platform to verify women entrepreneurs that are members of their networks. This functionality provides credibility for women entrepreneurs registered on SheTrades, enhancing their opportunities to potential business partners.

SheTrades is ready to connect women entrepreneurs to markets. Be part of this network, join SheTrades!

More on SheTrades

WEBSITE: www.shetrades.com

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