



Celebrating women at the heart of our business

ITC SheTrades and UPS Women Exporters Programme
2019–2024

FOREWORD



“The private sector is key to our efforts to achieve gender equality in trade and to deliver on the United Nations Sustainable Development Goals. Our partnership with The UPS Foundation, now in its fifth year, sets a benchmark for how the United Nations and the private sector can co-pilot programmes with more women at the helm to shape an inclusive digital economy”.

Pamela Coke-Hamilton

Executive Director
International Trade Centre



“At UPS, we believe that women entrepreneurs are critical to economic growth—because when women thrive, communities thrive. We’re proud to partner with the International Trade Centre on our commitment to empower women entrepreneurs worldwide and boost their business outcomes by connecting them to the global economy”.

Nicole “Nikki” Clifton

President
Social Impact and The UPS Foundation

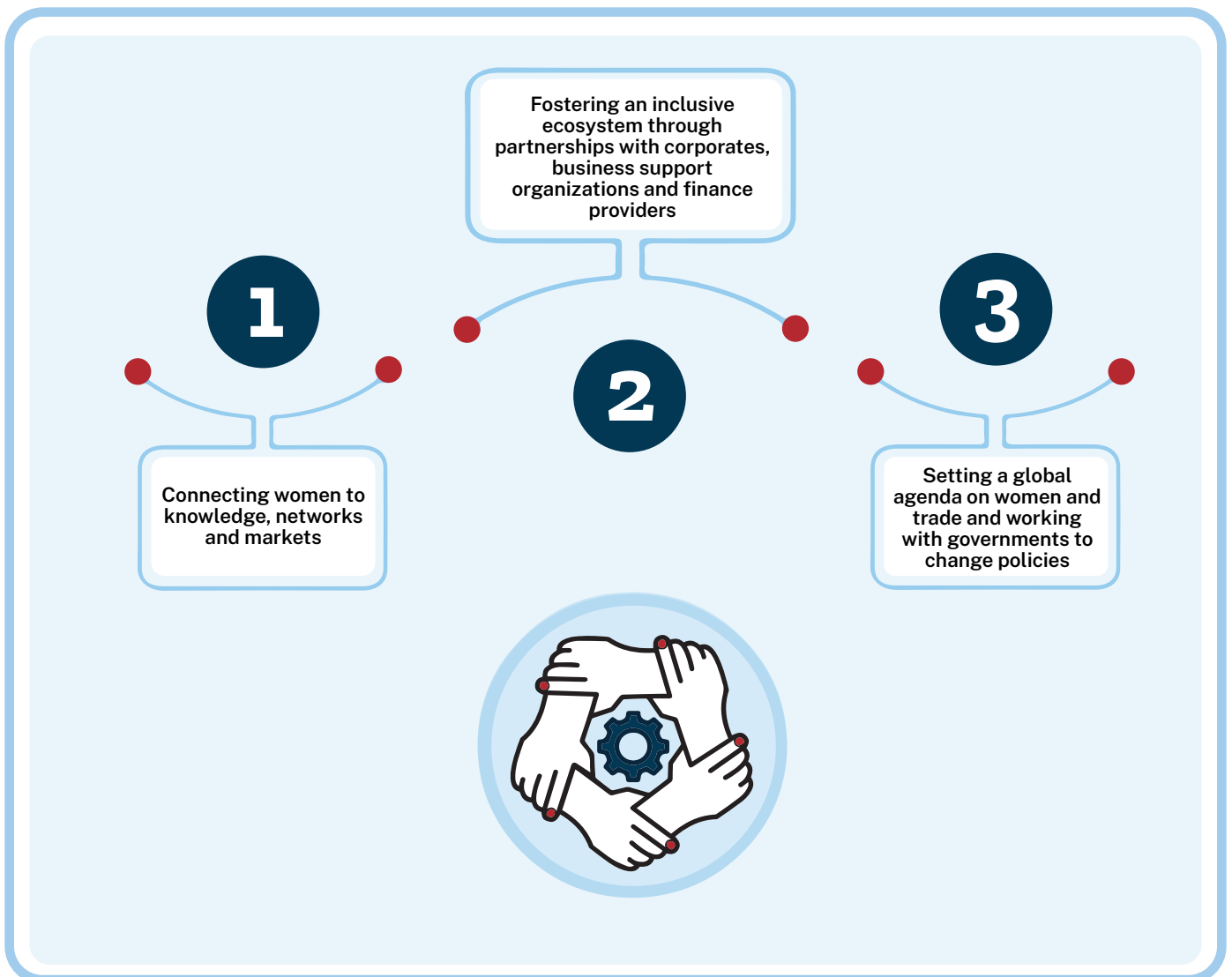
ABOUT

ITC SheTrades

Established in 2015, the SheTrades Initiative is the International Trade Centre's (ITC) flagship programme on women and trade. ITC SheTrades is a global movement to unlock women's full economic potential through trade.

By working with governments, business support organizations, the private sector, and women producers and entrepreneurs, the initiative aims to foster the right capacities and conditions for sustainable impact at scale.

SheTrades adopts a three-pronged approach to deliver concrete results for women in trade:

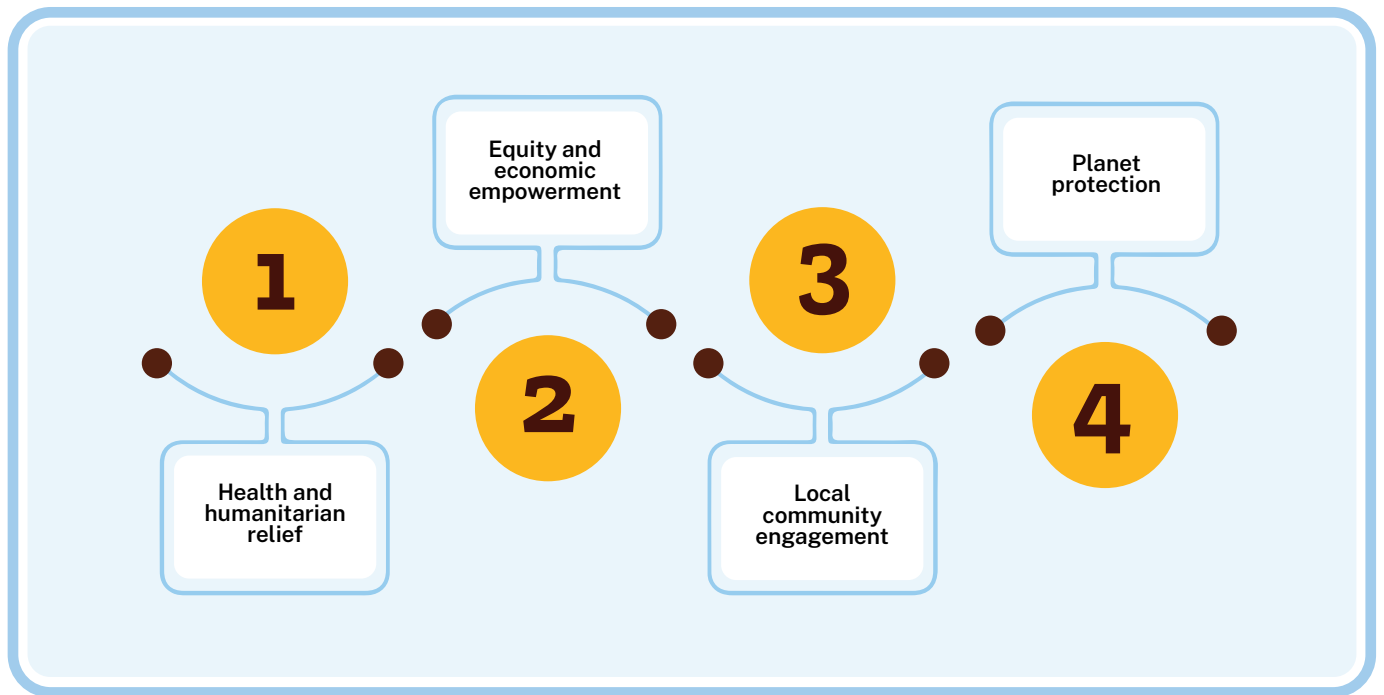


For more information about ITC SheTrades, visit www.shetrades.com

The UPS Foundation

The philanthropic arm of the United Parcel Service (UPS), The UPS Foundation has worked for over 70 years to build resilient, just and safe communities around the world.

The foundation's approach centres on four focus areas:



In 2018, The UPS Foundation established the UPS Women Exporters Programme to equip women entrepreneurs with essential skills to launch and expand their export journeys and thrive in a competitive global marketplace.

For more information about the UPS Women Exporters Programme, visit [this link](#).



**women
exporters**

 Supported by UPS

UNITED IN A COMMITMENT TO ADVANCING WOMEN'S ECONOMIC EMPOWERMENT

ITC SheTrades and The UPS Foundation joined forces in 2019 to launch the 'SheTrades and UPS Women Exporters Programme'.

With the SheTrades Initiative and The UPS Foundation as global leaders in their

respective fields, the programme aims to expand the role of women entrepreneurs in the global economy. Our commitment is for more women entrepreneurs to have the tools and resources they need to succeed in trade.

THE TRANSFORMATIVE POWER OF PARTNERSHIP



308,881 lives positively impacted

both directly and indirectly

85% of women entrepreneurs

reported improvements in business and financial strategies/operations

By combining expertise, resources and networks, ITC SheTrades and The UPS Foundation have touched the lives of over 300,000 people. We have not only supported women entrepreneurs and institutions to enhance business skills but have also worked tirelessly to bridge gaps in market

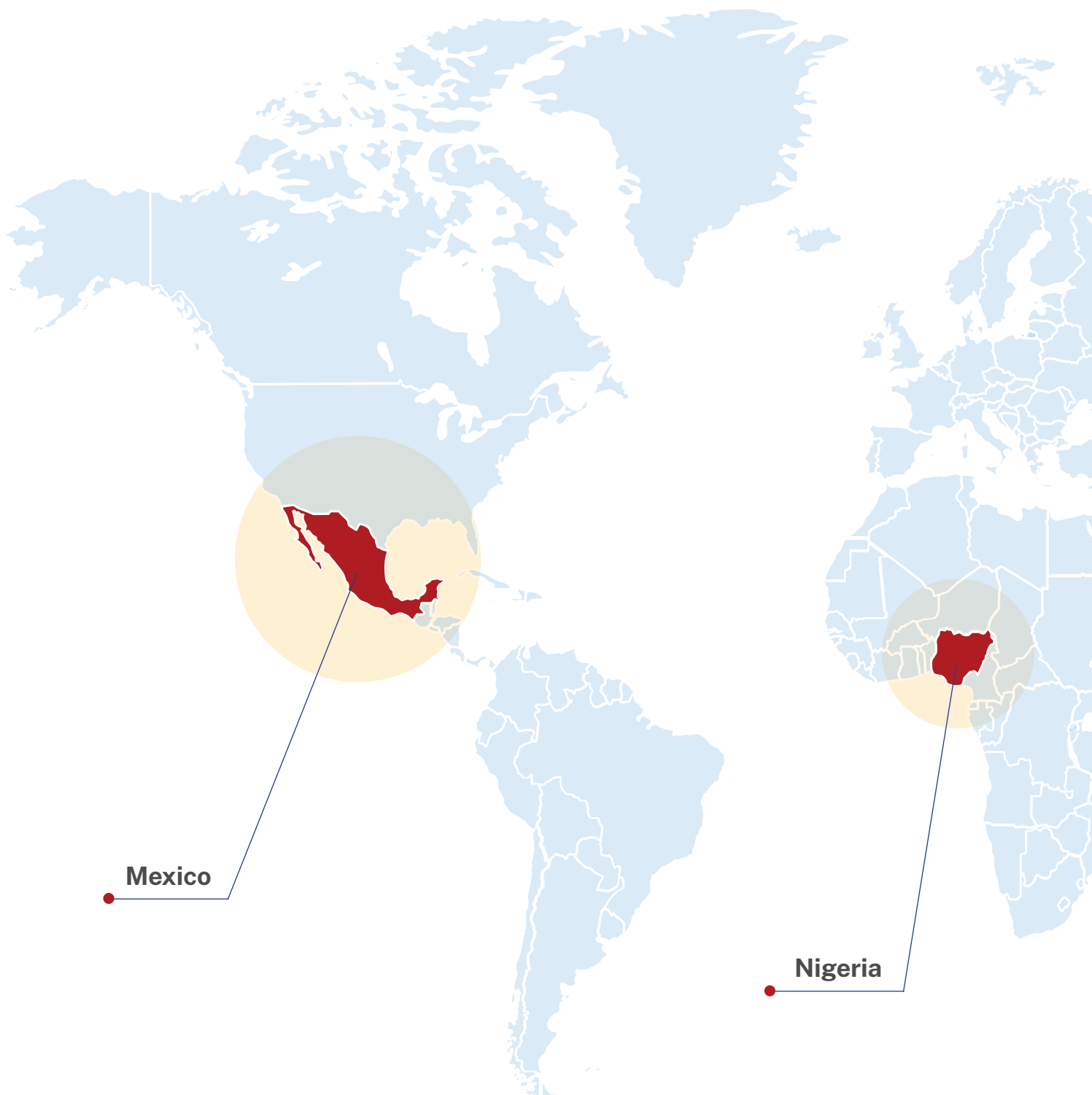
access, financing and gender-inclusive business support services.

The programme has led advocacy efforts and showcased the potential of public-private partnerships to champion inclusive trade.

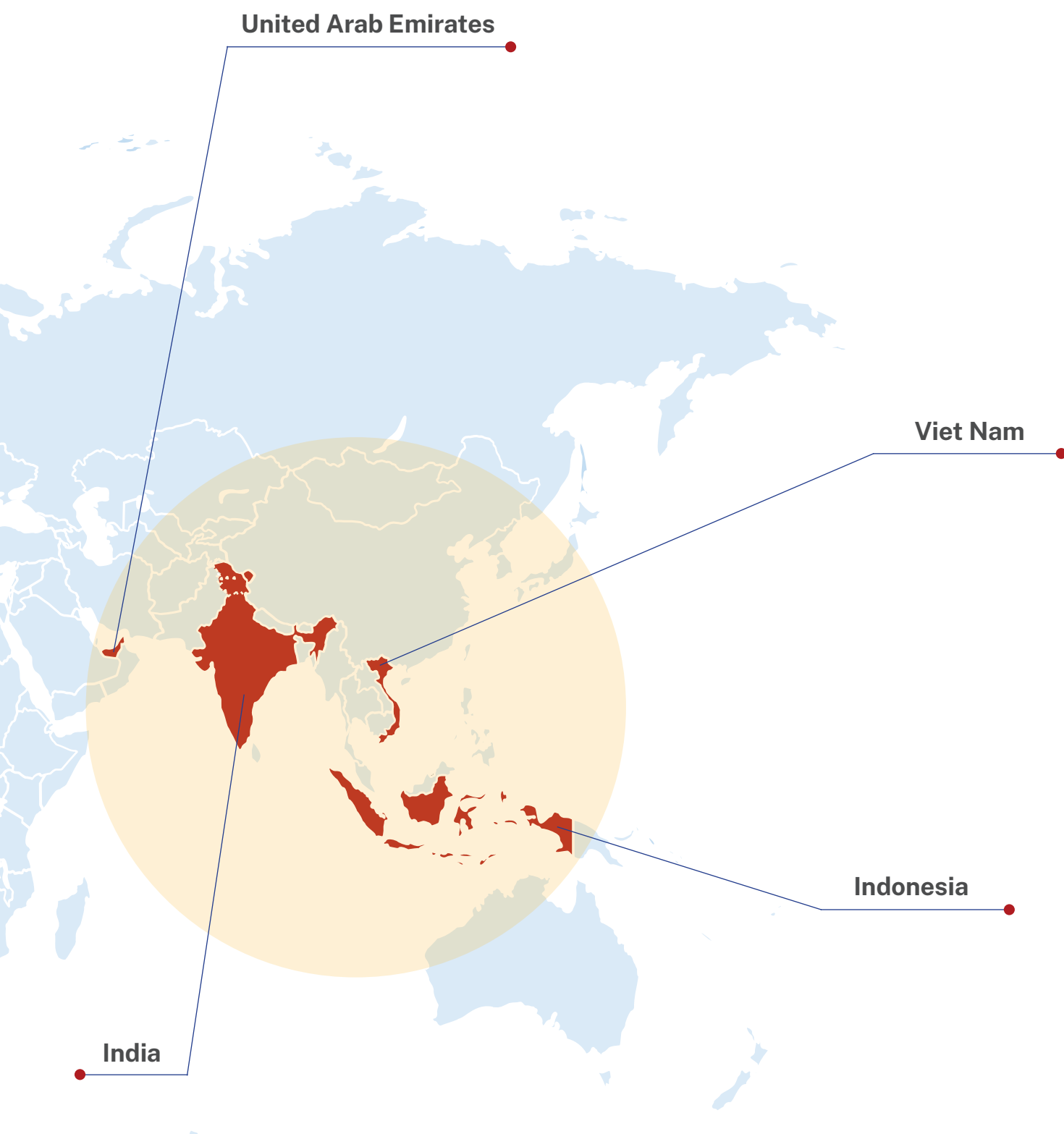
GLOBAL REACH, LOCAL ACTIONS

- Building technical skills and competitiveness to trade in global markets
- Strengthening resilience and business continuity planning
- Fostering new business and investment opportunities

The SheTrades and UPS Women Exporters Programme employs a 'local and global' approach, incorporating both global outreach and an in-depth focus in key countries for women entrepreneurs.



Since 2019, the SheTrades and UPS Women Exporters Programme has touched the lives of women across Africa (Nigeria), Asia (India, Indonesia, the United Arab Emirates and Viet Nam) and North America (Mexico).



BUILDING SKILLS FOR TODAY'S MARKETS

18,169 women

received trade-related technical training



8 gamified learning modules

on trade logistics in English, French and Spanish

1 e-learning course

on business resilience and disaster preparedness

The programme provides training, skills and growth opportunities that allow women entrepreneurs to better understand and benefit from global trade. Training includes publicly accessible e-learning resources

in multiple languages, tailored capacity-building activities in selected countries, and personalized coaching and mentoring on trade-related technical topics.

Women entrepreneurs across the globe have free access to online courses on trade-related topics

A repository of e-learning resources is available as a United Nations public good and can be accessed in English, French and Spanish.

The online courses were co-developed by SheTrades and UPS experts and are accessible through [SheTrades Academy](#). Courses on offer include customer experience, warehousing and logistics, tariffs and trade regulations, business resilience and environmental sustainability.

Women entrepreneurs in selected countries can better navigate the complexities of global trade

We deliver a holistic curriculum combining online and in-person training on trade-related topics ranging from logistics and supply chain management to regulatory compliance.

We provide one-on-one coaching to support women entrepreneurs with refining their business and financial strategies.

2023 Workshop 'Beyond Borders: Women's Guide to Export Success in Viet Nam'



A two-day workshop in Dubai where women learned about export strategies and packaging. The session gathered experts from Dubai Exports, Expo 2020 Dubai, PayPal, Microsoft, Procter & Gamble, APCO and Sealed Air



Launch workshop of the SheTrades and UPS programme in Mexico City (May, 2019)



— Mexico: Taking Mezquital global

Oreganic is a Mexican company based in Mezquital, Durango, that specializes in producing and marketing food supplements made from oregano – known for its antioxidant, antiviral and fungicidal properties. Under the leadership of Ms. Martinez Vazquez, the company has consistently improved product quality and production efficiency by acquiring advanced technological equipment and implementing staff training initiatives focused on safety and hygiene standards. These efforts enabled Oreganic to enter foreign markets.

Between November 2023 and March 2024, Ms. Martinez Vazquez participated in the ITC SheTrades and UPS Women Exporters Programme's training and coaching programme on exporting to the United States.

The tailored guidance helped Ms. Martinez Vazquez refine her export strategy and identify the most suitable sales channel from which she could export her oregano oil. The programme also connected her to business support organizations such as the National Customs Agency of Mexico, which guided Martinez with securing the right permits in Mexico and the U.S. for her export business. As a result, in addition to being sold on Amazon, her oregano oil will soon reach shelves in Walmart, and Liverpool (a Mexican department store chain).

Ms. Martinez Vazquez's agenda plans to expand her business into Los Angeles and Chicago and increase her business sales from 5.000 to 30.000 bottles of oregano oil each month.

OPENING DOORS TO GROW BUSINESSES



192 new jobs

created for women

\$3.72 million generated

in new business and investment opportunities

The programme has supported women entrepreneurs to have greater access to markets and investment opportunities to grow their businesses. By connecting women to business networks and implementing sector-specific upskilling and market access

programmes, women entrepreneurs have more options to expand and diversify. Supporting financial service providers to adopt gender-inclusive practices and services also contributes to bridging the gender financing gap.

Women entrepreneurs are building networks and creating greater employment opportunities

We are connecting women entrepreneurs through participation in trade fairs and business forums. Increasing exposure to international markets and business models helps women to find export opportunities and optimize their global reach.

Women entrepreneurs in priority sectors are enhancing their competitiveness and market reach

We are providing women entrepreneurs with a pilot on sector-specific support in the textiles and garments sector, including handicrafts, apparel, jewellery, accessories, footwear etc. Tailored technical assistance and subsidized shipping support help women strengthen production capacity and cement business opportunities.

Women entrepreneurs have access to a greater range of financing options for scaling up

We are working to bridge the gender financing gap through:

- Improving financial literacy and investment readiness of women-led businesses
- Supporting financial institutions and capital providers to better respond to the specific needs of women entrepreneurs
- Connecting women entrepreneurs with financial institutions



SheTrades



Chương trình ITC SheTrades và UPS Phụ nữ xuất khẩu

Sáng kiến Shetrades của trung tâm thương mại quốc tế (ITC) có sự tham gia của các đối tác chính như: chính phủ, khu vực tư nhân, chuyên gia tài chính, tổ chức hỗ trợ kinh doanh, tổ chức quốc tế và các tổ chức khác để mở rộng cơ hội kinh doanh cho các doanh nghiệp do phụ nữ lãnh đạo.

Quỹ ITC SheTrades và UPS Phụ nữ xuất khẩu đã hợp lực trong sứ mệnh chung là giúp cho các doanh nghiệp do nữ làm chủ thành công trên thị trường quốc tế. Tại Việt Nam, Chương trình ITC SheTrades và UPS Phụ nữ xuất khẩu hợp tác với Cục Xúc tiến Thương mại (Bộ Công Thương) để cung cấp các cơ hội nâng cao kỹ năng, đào tạo và phát triển giúp các nữ doanh nhân Việt Nam hiểu rõ hơn

#SheTrades



#SheTrades



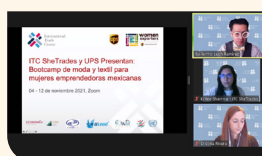
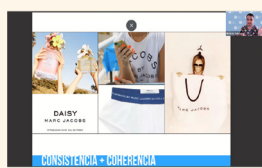
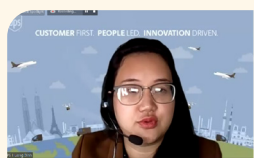
28 women-led businesses from 4 countries were supported by the programme to attend two trade fairs in 2019: Food Expo and Middle East Natural & Organic Products Expo



The 'Prepare to do business' workshop was organized in 2022 in partnership with the Ministry of Economy Mexico, Mercado Libre and Sidley Austin



Pilot training and coaching programme in Viet Nam, Mexico and India with a focus on textiles and garments sector



The "Ignite your business potential" workshop was organized in 2023 in Jakarta, Indonesia in partnership with Unilever, WIPO, Ikea and the Womanpreneur Community





Viet Nam: Bringing quality medical solutions to the region

In Ho Chi Minh City, Viet Nam, many patients lack access to proper healthcare. In 2011, Nguyen Thi Thanh Truc took action to address this need and founded her own company, Vietcare Solutions, to bring better quality medical supplies to the country. Ms. Nguyen discovered the complexities of distributing medical equipment in Vietnam, which requires both medical expertise and financial backing. Attending a bootcamp on access to finance offered by the ITC SheTrades and UPS Women Exporters Programme helped Ms. Nguyen to apply business management principles to the healthcare sector and to refine the unique value proposition and pitch deck for her business.

After only two days, Ms. Nguyen secured a loan for 600 million Vietnamese dong (about \$24,350) from Prosperity Joint-Stock Commercial Bank (VPBank).

The non-collateral loan afforded Ms. Nguyen a 55-day grace repayment period, allowing Vietcare Solutions to expand to serve over 1,000 people in Ho Chi Minh City and to enter the Cambodian market.

'No matter how difficult the obstacles I face, the passion I have for my work always takes me to the finish line. It is only onwards and upwards from here,' says Ms. Nguyen.

MAKING BUSINESS SUPPORT SERVICES WORK FOR WOMEN



20 business support organizations

across four countries delivering enhanced gender-inclusive services

Women entrepreneurs in Vietnam, Nigeria, Mexico and Indonesia are benefiting more from business support services that cater to the specific needs of women in trade.

Business support organizations, including chambers of commerce, trade promotion organizations and women's associations, participated in training programmes to mainstream gender in their operations. Training focused on leadership and direction, resources and processes, services portfolio, and monitoring and evaluation.



Training of Trainers (ToT)
in Vietnam on export
competitiveness

ADVOCATING FOR WOMEN IN TRADE

Through high-level events and gathering, ITC SheTrades and The UPS Foundation have showcased their commitment to creating opportunities for women entrepreneurs and fostering inclusive economic growth.

The programme has also developed publications, impact videos and communications products to raise awareness on the complex challenges faced by women-led businesses and advocate for public-private partnerships to move the needle on women's economic inclusion.

- Launched the film '[Faces of SheTrades](#)', celebrating the transformations and stories of three women entrepreneurs from Mexico and Vietnam.



Faces of SheTrades

A film by Malcolm Green



- Co-developed the [publication](#) "Women Entrepreneurs: An Action Plan to Build Back Better" in collaboration with W20 and the International Chamber of Commerce in 2020, offering key trends, post-pandemic forecasts and strategic actions for stakeholders to foster and sustainable and inclusive future.



WOMEN ENTREPRENEURS An Action Plan to 'Build Back Better'



PUTTING WOMEN AT THE FOREFONT OF THE DIGITAL ECONOMY

We aim to enable **more women-led businesses to thrive** in the digital economy.

Over the past five years, the SheTrades and UPS Women Exporters Programme has gone from strength to strength. As we look to the future, the SheTrades–UPS partnership aims to raise the bar even higher.

In a rapidly evolving digital economy marked by challenges such as climate change, conflict and cost of living, our [upcoming programme for 2024–2027](#) will focus on empowering women in digital leadership.

We will equip women entrepreneurs with artificial intelligence and data analytics skills

We aim to enable more women-led businesses to thrive on advanced technologies and lead in developing technological solutions that reflect their lived experiences.

We will focus on young women for a more inclusive digital economy

We want young women changemakers to acquire both soft and hard skills to establish growth-oriented, inclusive enterprises that will one day be catalysts for more inclusivity.

ITC SheTrades and The UPS Foundation invite all interested stakeholders to join us in the Women Exporters Programme.

Together, we can show that gender equality is at the heart of our business.

FOR MORE INFORMATION

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#SheTrades

Her success. Our future.

The International Trade Centre's SheTrades Initiative is a global movement to unlock women's full economic potential through trade.

By working with governments, business support organizations, the private sector, and women producers and entrepreneurs, we create the right capacities and conditions for sustainable impact at scale.