

# The 2nd Phase of Aid for Trade Initiative for the Arab States (AFTIAS 2.0 Program) and Gender Equality & Women's Empowerment

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# Brief introduction of the ITFC



# about ITFC

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- ITFC member of the Islamic Development Bank (IsDB) Group



- **Purpose** : Advancing trade to improve the economic condition & livelihood of people across the world.



- Became operational in January 2008



- **Trade financing Amount** : More than US\$ 55 billion of to Organization of Islamic Cooperation (OIC) Member Countries since 2008.

# itfc vision

ITFC is the leading provider of trade solutions for OIC member countries' needs.

# itfc mission

ITFC is a catalyst for trade development among OIC member countries and beyond.



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**improving  
lives**

**Balancing  
financial  
sustainability  
with  
development  
impact**

**advancing  
trade**

Financial Sustainability

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**improving  
lives**

Development Impact





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# Where we operate



**57**  
Member  
Countries



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Aid for Trade Initiative  
for the Arab States

The 2<sup>nd</sup> Phase of The Aid for  
Trade Initiative for the Arab  
States :

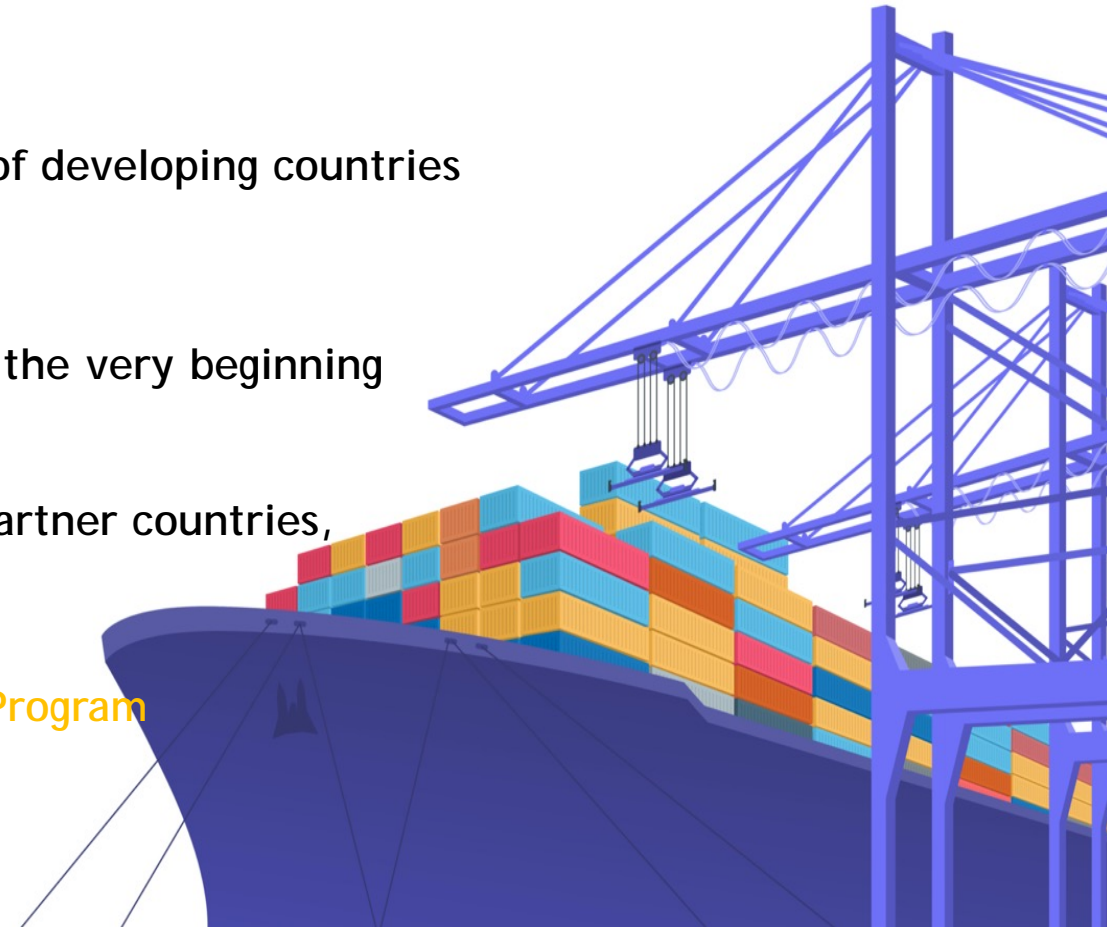
**AfTIAS 2.0 Program**

# About AfTIAS Program

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## Background:

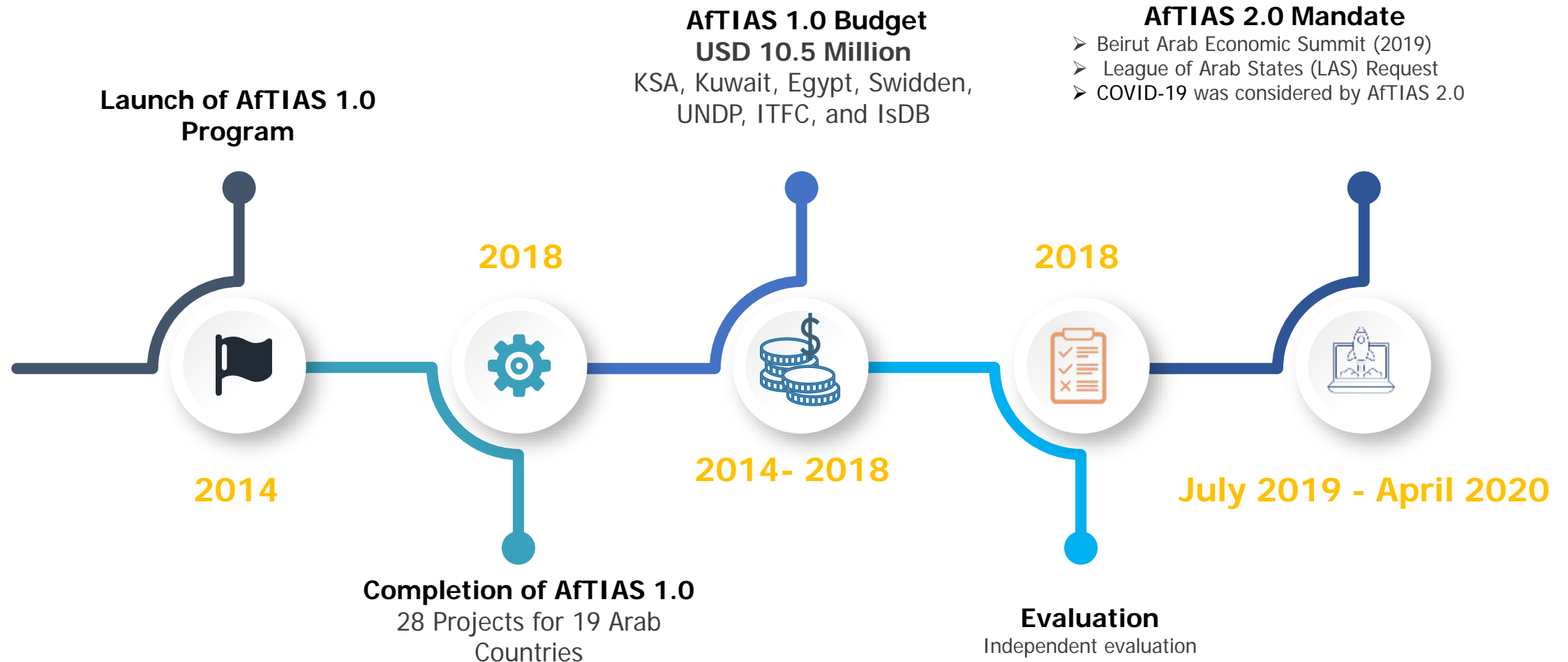
- **AfT** : WTO Initiative / MC6 (2005) / strengthen the capacity of developing countries to benefit from International Trade.
- **ITFC**, on behalf of IsDB Group, has been following AfT since the very beginning alongside other MDBs.
- **For ITFC**: AfT is a partnership between recipient countries, partner countries, UN Agencies, & International Financial Institutions.
- **Since 2012**, ITFC has supported the Arab Region: **AfTIAS 1.0 Program**





# AfTIAS 1.0 Program Journey

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# AfTIAS 2.0 Program in a nutshell

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for the Arab States

- **Design** : Lessons learnt in AfTIAS 1.0 Program
- **Overall objective**: “The environment for international trade in the Arab region is more efficient and inclusive, creating opportunities for employment and contributing to sustainable development”.
- **Pillars**:
  1. Improving market access
  2. Removing supply side constraints
  3. Enhancing inclusivity of trade for disadvantaged groups.
- **Beneficiary Countries** : 22 Arab countries (Members of LAS)
- **Anticipated budget**: USD 40 million over 5 years
- **Launching date**: October 2021
- **COVID-19**: AfTIAS 2.0 offers a platform to accommodate COVID-19 economic recovery plans in the Arab Region.



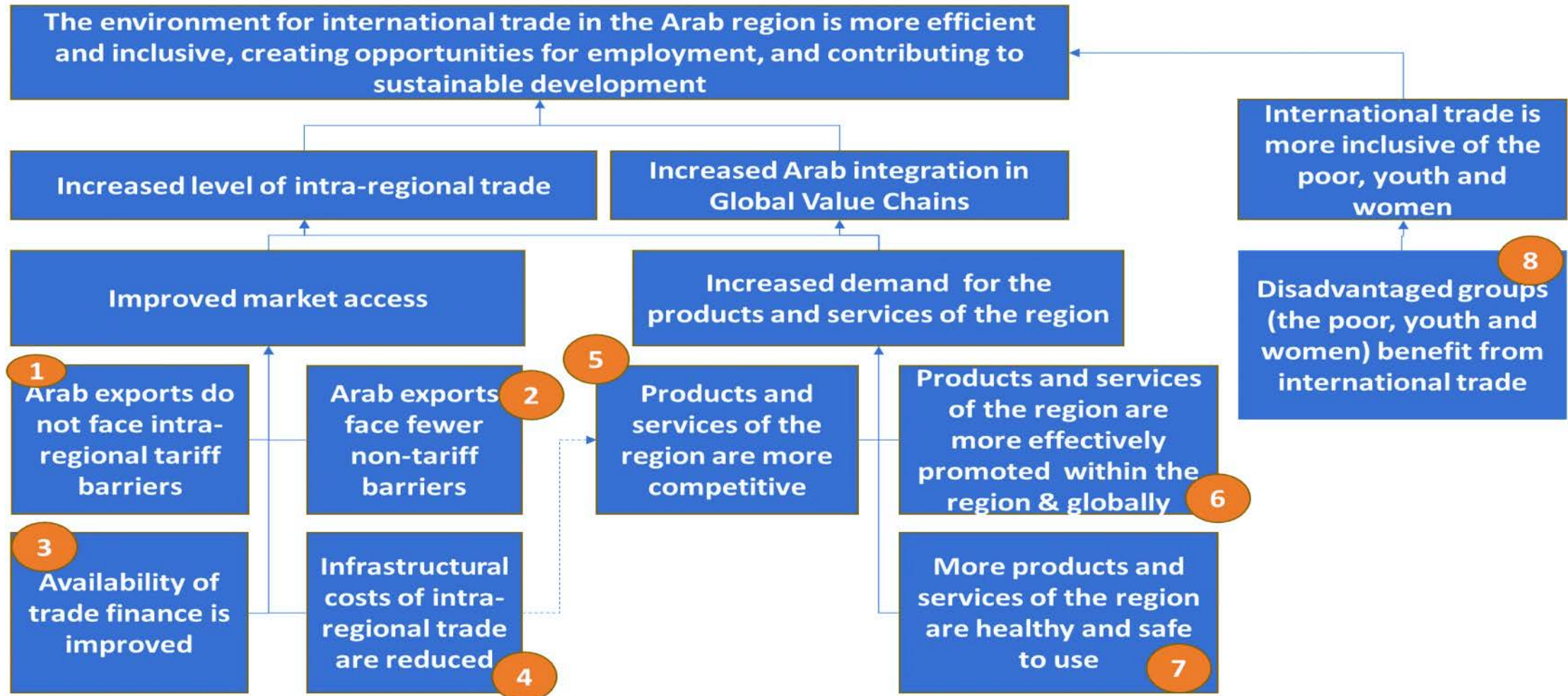
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# About AfTIAS 2.0

## Objectives & Areas of intervention

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# AfTIAS 2.0

## 5 financing facilities

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In terms of the implementation approach, AfTIAS 2.0 will operate on the basis of 5 facilities

**01**

**Trade  
development &  
competitiveness  
facility**

**02**

**Inclusivity  
Support Facility**

**03**

**Regional  
Investment  
Proposal  
Preparation  
Facility (RIPPF)**

**04**

**Reverse Linkage  
Facility**

**05**

**Research and  
Surveys Facility**

# AfTIAS 2.0

## Program Structure

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01

**AfTIAS Trust Fund:  
to administer  
donor  
contributions**

02

**AfTIAS Board:  
Main governance  
& oversight body**

03

**AfTIAS  
Secretariat in  
charge of  
AfTIAS 2.0  
management**

04

**National  
Focal Points  
(NFP) from  
each Arab  
Country**



# AfTIAS Program & Gender



# Under AfTIAS 1.0

## She Trades, Morocco



International  
Trade  
Centre

#SheTrades



#SheTrades

**Background:** Developed under AfTIAS 1.0 by ITC in collaboration with IsDB, ITFC and Trade Facilitation Office Canada (TFO) to increase the participation of women-owned businesses in trade by improving their competitiveness and strengthening their market linkages.

**Strategic objective:** Increase participation of 25 women-owned SMEs in the processed food sector export-oriented value chains by enhancing their competitiveness and their capacity to access local , regional & international markets.

### Specific objectives :

- 1) Reinforcing the capacity of TPOs and women associations to provide better business services to Moroccan SMEs.
- 2) Enabling 25 women-owned SMEs to offer goods that meet buyers' requirements.
- 3) Linking 25 women-owned SMEs with targeted buyers.

**Expected Results:** 25 women-owned SMEs in the processed foods sectors will benefit from higher incomes to strengthen and grow their businesses and a better livelihood for the community in general.



# Under AfTIAS 1.0 She Trades, Egypt



International  
Trade  
Centre

#SheTrades



#SheTrades

**Background:** Developed under AfTIAS 1.0 by ITC in collaboration with IsDB & ITFC.

**Strategic objective:** Mainstreaming gender and economically empowering women in Egypt, in line with the new Egyptian constitution : Full and unconditional equality between men and women in all rights and responsibilities.

**Objectives:** Supporting 50 businesswomen in the handicraft sector to sustain and grow their business and to participate actively in the development and welfare of their families, and the society in general.

**Expected Results:** 50 beneficiary women-owned SMEs in the handicraft sector will benefit from higher incomes to strengthen and grow their businesses and a better livelihood for the community in general.





# Under AfTIAS 1.0 She Trades, Egypt



International  
Trade  
Centre

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Sample of the beneficiaries companies : Gi Designs



## The company

Gi Designs for handcrafted pottery and wood tableware is inspired by the concept of creating designs that tend to present innovative handmade artwork using the art direction of 'EXPRESSIONISM'

Company Founder  
Gehad Saafan



# Under AfTIAS 1.0 She Trades, Egypt



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Trade  
Centre

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Sample of the beneficiaries companies : SAROUCHA For Authentic Hand Painted Fabrics



Company Founder  
Rasha Abd El Gawad



Sara Abd El Gawad  
CoFounder & Art  
Directo



## The Company

SAROUCHA is Rasha & Sara's Brand name was launched in 2015 specialized in traditional textile products.



# Under AfTIAS 1.0

Promotion of Equal Opportunity and Woman Entrepreneurship in Support of Cross Border Trade in the Arab Maghreb Union (AMU)

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## Background:

The project was designed in collaboration with UNDP to carry out a number of awareness raising activities in promotion of equal opportunities and their entrepreneurship in collaboration with AMU

## Overall Result:

In 2018 the project completed a number of desk research to identify a suitable approach to promote gender equality, particularly in entrepreneurship in local economies, particularly those related to cross border operations.

## Expected Results:

Strengthened skills and abilities of key national partners to mainstream gender equality priorities into cross border trade policies in the AMU region.

## Expected impacts:

Enhanced awareness on woman entrepreneurship and woman participation to the policy making process for Arab economic integration.



# Under AfTIAS 2.0

## Through the Inclusivity Support Facility

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- **AfTIAS 2.0 : Inclusivity Support Facility – will focus on the support of women – to participate in value chains and international trade.**
- **Expected Projects will cover a wide spectrum of different types of innovative interventions encouraging greater inclusivity of trade: Support to export sectors/value chains that favour higher women’s employment; or development of women skills to provide greater flexibility and power to negotiate wages and better working conditions;**
- **Horizontally, AfTIAS 2.0 interventions will prioritise actions supporting women. E.g. in the project selection criteria, a focus on women support carries a weighting of 30% in the total.**



# Under AfTIAS 2.0

## Through the Inclusivity Support Facility

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- AfTIAS 2.0 actions responding to covid-19 also have a focus on women, e.g: identify and support the removal of legal, regulatory, financial, institutional and other barriers to the involvement of women in key intra-regional value chains particularly affected by the pandemic.
- Some project concepts are currently being discussed with organisations across the region: demand is huge, but AfTIAS 2.0 funding at present is limited.
- Recognizing the joint interests and objectives, we invite out partners in Europe and globally, and the donor community at large, to join AfTIAS 2.0 Program and contribute to the formidable task of supporting Arab women to trade.
- AfTIAS 2.0 offers the possibility for donors to provide earmarked funding, such as specifically for the Inclusivity Support Facility (or for specific projects), which ensures that funds are used specifically to support women (and other disadvantaged groups).



**thankyou.**