



eTrade for Women

Empowering women entrepreneurs in developing countries

WTO Informal Working Group on Trade and Gender 3rd Regular Meeting

20 June 2023, Geneva



WORLD TRADE ORGANIZATION



The eTrade for Women Initiative

Launched in 2019 by UNCTAD, eTrade for Women aims at supporting women digital entrepreneurs in developing countries to create a **more gender-inclusive digital economy**.

Our vision

To make women digital entrepreneurs in developing countries a **force for inclusive wealth creation and development**.

Our mission

We help women entrepreneurs who already use the positive impact of digital technologies to thrive as business leaders and emerge as an influential voice in the public policy debate.



eTrade for Women



What we do

To deliver on our mission, we focus on 4 action lines:

Inspire

Inspire the next generation of entrepreneurs and bring women's voices to the front through their work and visibility

Empower

Provide knowledge and support for women digital entrepreneurs to develop their business

Connect

Nurture a space where women digital entrepreneurs can interact with like-minded peers

Give a voice

Enhance women entrepreneurs' participation in decision-making processes to shape a more inclusive digital economy

Empowering for the future

Our "Masterclasses" are regional **empowerment events** for women digital entrepreneurs.

They combine **inspirational** and **learning sessions** with top experts, **networking opportunities** and **policy dialogues**.

The Masterclasses offer women the possibility to **strengthen their leadership & business skills** and to thrive as pioneers of the digital transformation.

[To know more about the Masterclasses](#)



eTrade for Women

Empowering the next generation



MASTERCLASS
25-28 APRIL 2023

**Scaling-Up
Women-Led Digital
Businesses**

An Opportunity for Latin America
and the Caribbean

Take a glimpse at
the eTrade for Women
Masterclass in Quito
2023

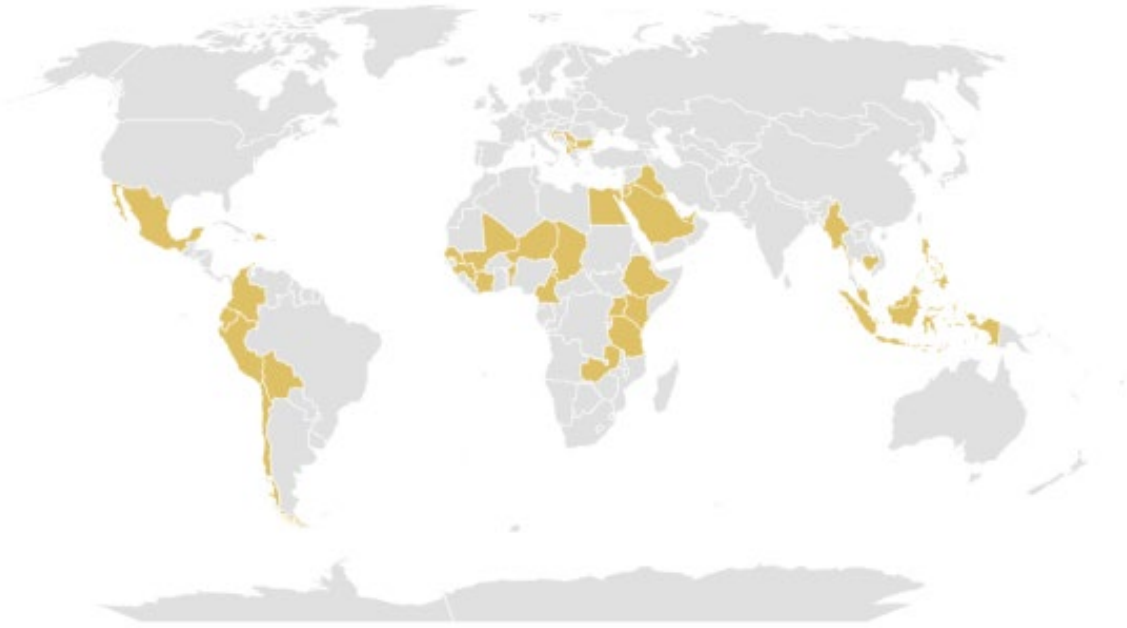
In focus: LatAm Masterclass 2023

We held our 1st in-person MC for Latin America & the Caribbean "*Scaling-up Women-Led Digital Businesses: An opportunity for Latin America and the Caribbean*" in Quito, Ecuador (April 2023).

- 25 women entrepreneurs from 6 countries, operating in the digital sector: e-Commerce, Fintech, Edutech, Agritech, Software as a Service.
- A **tailored-made programme** focused on their business challenges: Building a successful growth strategy, Accessing capital, Getting ready to pitch, Intellectual Property for Digital SMEs, etc.
- **Highlights:** a unique opportunity to interact with **H.E. Mr. Prado, Minister of Production, Foreign Trade, Investment and Fisheries of Ecuador**
- **Key partners:** Endeavor, IMPAQTO capital, WIPO Academy, GIZ, etc.



Our impact (2019-2023)



+220

**Women-led digital
businesses
impacted**

5

**Regional Communities
of Women Entrepreneurs
activated**

3

**Cohorts of
Advocates helping us
change the narrative**

40

**Countries
across the globe**

11

Masterclasses organized



eTrade for Women

The UNCTAD eWeek



eWeek
Geneva, 4–8 December 2023

Shaping the future
of the digital economy

- **WHEN?** 4 - 8 DECEMBER 2023
- **WHAT?** Overall theme: **Shaping the future of the digital economy**
- **HOW?** 2 tracks: **High Level** sessions & **Thematic** sessions
- **WHERE?** • **In-person** at the Centre International de Conférences de Genève (CICG) - **Geneva, Switzerland**
 - Some thematic sessions will be held **online** on the virtual conference center & the High-Level sessions will be **livestreamed**
- **WHO?** registration will soon open – check regularly unctad.org/eweek2023

unctad.org/eweek2023

#UNCTADeWeek

A Unique Opportunity



Shaping the future
of the digital economy

- ✓ **Organize a thematic session** on a topic in relation with the overall theme of the event and **get your voice heard: deadline 23 June**
- ✓ **Meet our eTrade for Women Advocates and Community Leaders:** our 5 Advocates and our 15 Community Leaders will join the UNCTAD eWeek
- ✓ **Leverage the event** to better understand ongoing processes on the digital economy and contribute to the global conversation (GDC, WTO Ministerial, Summit of the Future).

unctad.org/eWeek2023

[#UNCTADeWeek](https://twitter.com/UNCTADeWeek)

Thank you !

eTrade for Women



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