

#SheTrades

**SheTrades Initiative
International Trade Centre (ITC)**

By Juan Hoyos

**Practical Workshop on Intellectual Property for Women Entrepreneurs
from Indigenous Peoples and Local Communities**



WIPO – November 11, 2019

TRADE IMPACT
FOR GOOD

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SheTrades - Market Access

THE SHETRADES INITIATIVE



TRADE IMPACT
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A PLAN

7 global actions

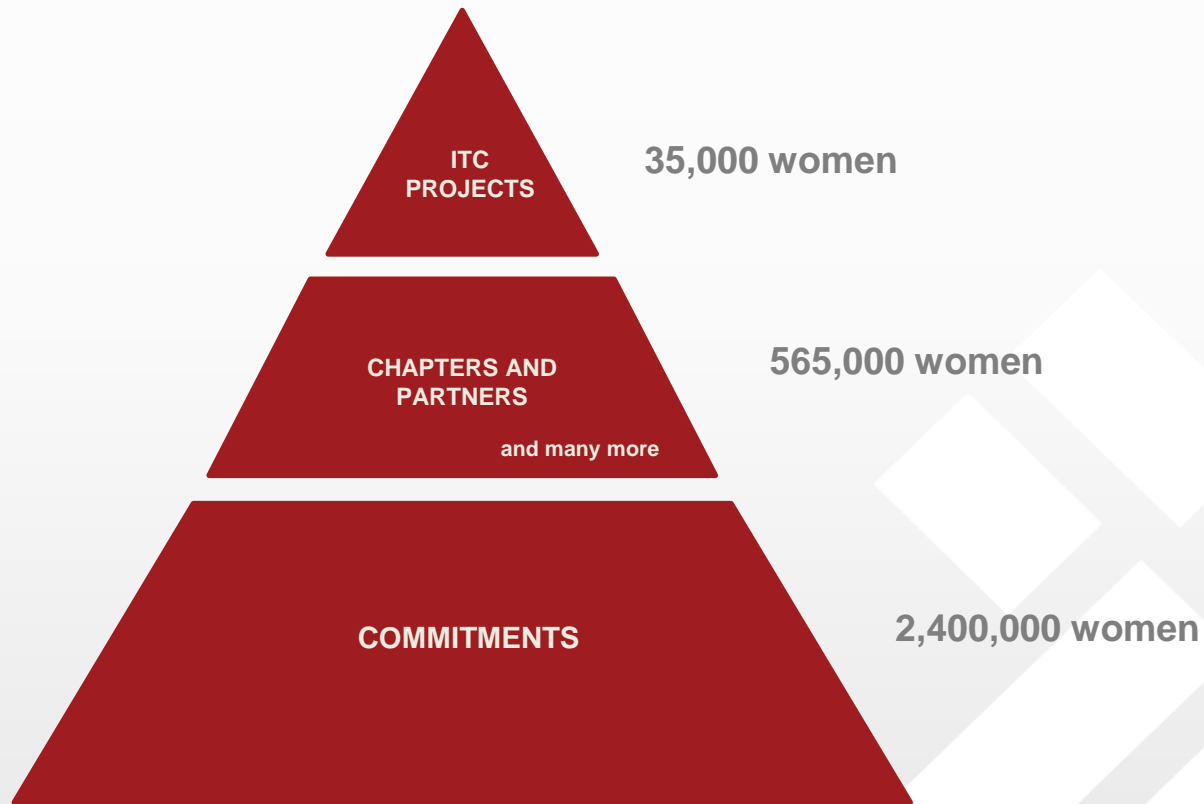
<p>1 Champion. Quality data</p>  <p>ITC #SheTrades</p>	<p>2 Enact. Fair policies</p>  <p>ITC #SheTrades</p>	<p>3 Secure. Government contracts</p>  <p>ITC #SheTrades</p>	<p>4 Strike. Business deals</p>  <p>ITC #SheTrades</p>
<p>5 Enable. Market access</p>  <p>ITC #SheTrades</p>	<p>6 Unlock. Financial services</p>  <p>ITC #SheTrades</p>	<p>7 Grant. Ownership rights</p>  <p>ITC #SheTrades</p>	<p>#SheTrades</p>



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SheTrades Goal: connecting 3 million women to market by 2021



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SheTrades: What have we achieved?



CAPACITY

- 83 training events/webinars organized
- 20 VLS modules available
- More than 10,000 women directly trained



BUSINESS LINKAGES

- > thousands of users on the SheTrades app
- 91M generated in exports



INCREASED AWARENESS

- Network of >800,000
- >200 institutions commit to SheTrades



Getting ready to Export



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What is Exporting



Exporting is selling products or services across a country's national borders and, in return, getting paid in currency, goods, or services from parties who are also from outside these borders.

KNOWLEDGE PILLARS

Know your product

Know your company

Know your sector

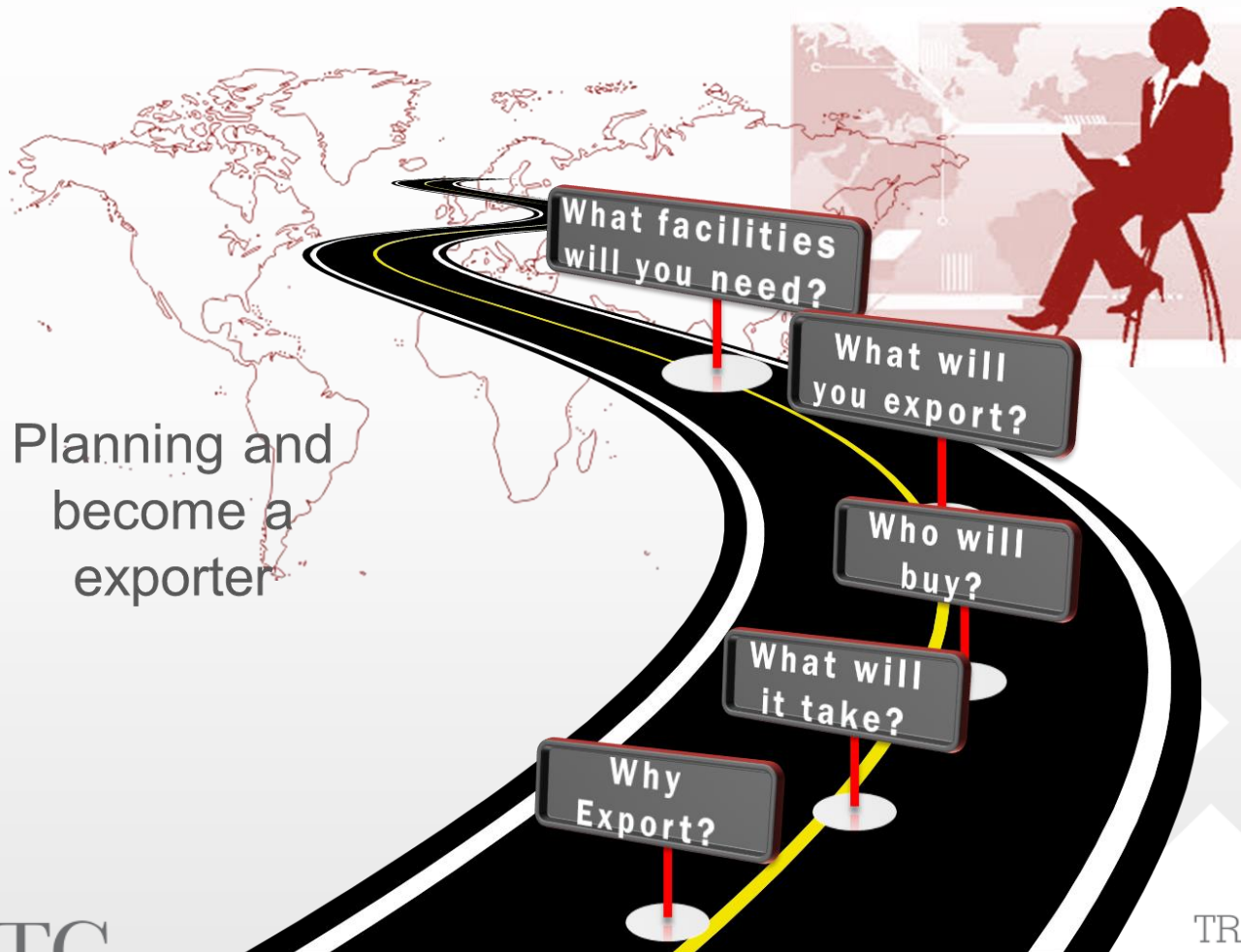
Know your market /Customers

Know Your Product

Product Characteristics, Certifications, Import Regulations



Know your company



Know your company

Basic issues you must face...

Trust and Reputation
Quality : Having it and Preserving it



Access to Credit
Do you have the financial
resources to export?
Credit Risk



Price Volatility & Foreign
Exchange or Currency Risk



Country
Risk



SWOT Analysis

Is a structured planning method used to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project or in a business venture.



SWOT Analysis - An example



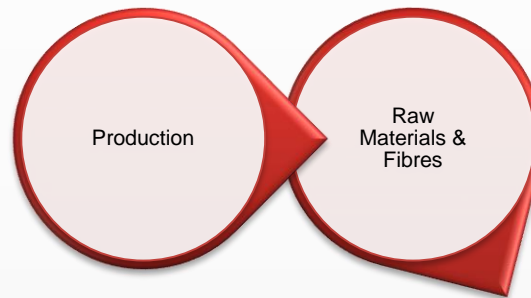
Know Your Market



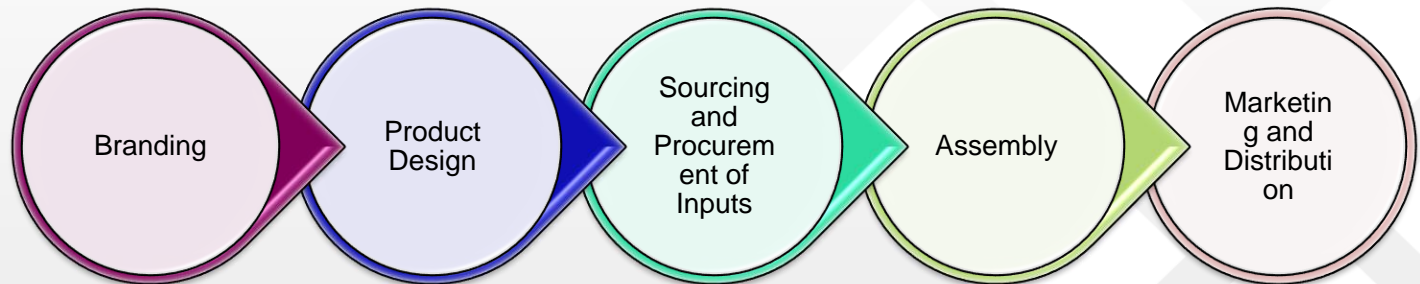
Know Your Sector

Production and distribution flow of the textiles and apparel value chain

Textile Sector



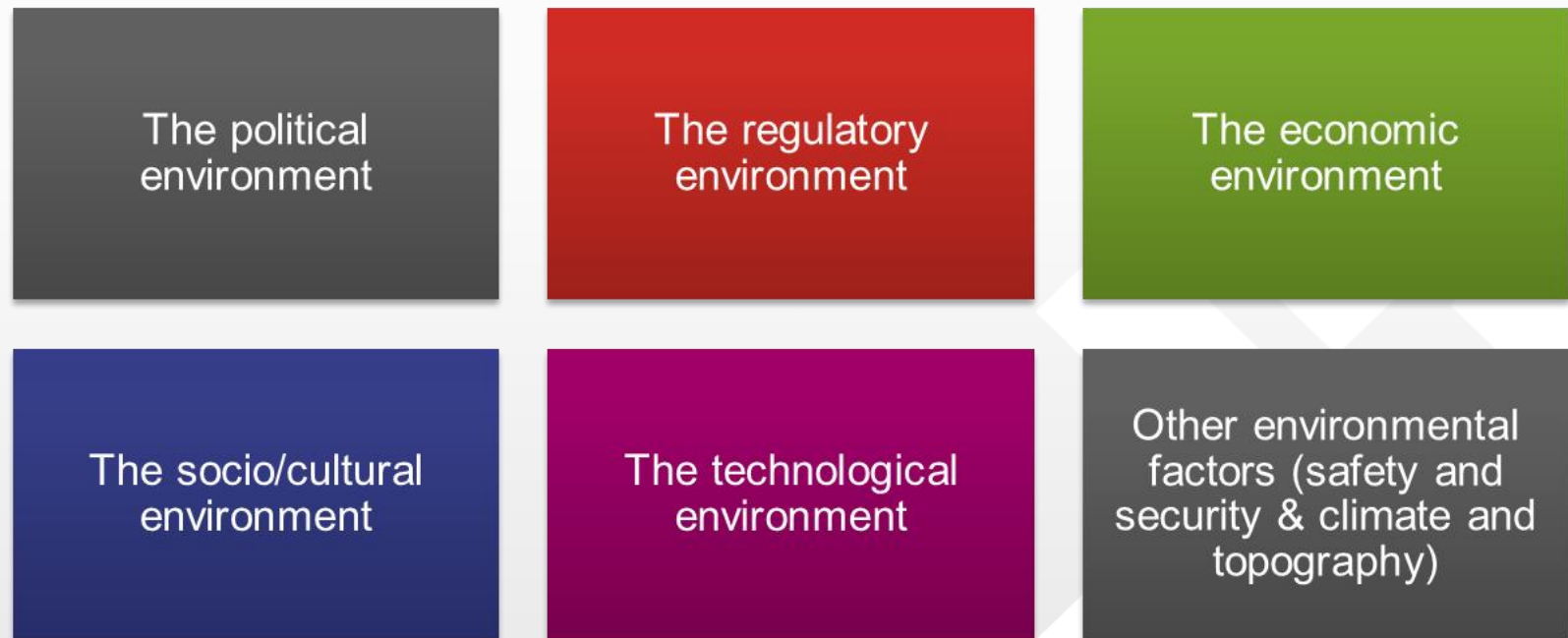
Apparel Sector



Know Your Market

The export destination

To understand the “big picture” of the international business environment the company has to consider that countries do not import nor buy products; clients do **BUT** countries do set the rules for trading with them.



Know Your Market

Who is buying
Who is selling



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Know Your Market

ITC **TRADE MAP**
Trade statistics for international business development
Monthly, quarterly and yearly trade data, import & export values, volumes, growth rates, market

ITC **MARKET ACCESS MAP**
Improving transparency in international trade and market access

ITC **Export Potential Map**
SPOT EXPORT OPPORTUNITIES FOR TRADE DEVELOPMENT

ITC **SUSTAINABILITY MAP**
YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE

ITC **PROCUREMENT MAP**

International Trade Centre **INVESTMENT MAP**
For better foreign investment attraction and targeting
Foreign Direct Investment data at the sectoral level, combined with foreign affiliates, trade flows and tariffs information. English

Data Availability
Reference Material
Glossary
FDI News
Tutorials
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What's new

The Investment Map database collects yearly FDI statistics for about 200 countries and detailed FDI sectoral and/or country breakdown for about 115 countries. The Investment Map helps Investment Promotion Agencies identify priority sectors and competing countries for foreign investments, as well as existing and potential foreign investors. Moreover, it helps companies identify potential locations for investment abroad.

ITC's market analysis data becomes free for all users. Read the [press release](#)

Latest FDI statistics available in Investment Map
Most important inward FDI flow and stock figures in 2012 in Thailand

Most important partner countries			
Japan	Stock	US\$57627 millions	+20%
Singapore	Stock	US\$33314 millions	+21%

Most important sectors of destination			
Finance	Stock	US\$45027 millions	+19%
Machinery and equipment	Stock	US\$21991 millions	+19%

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TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.



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Trade Map provides - in the form of tables, graphs and maps - indicators on export performance, international demand, alternative markets and competitive markets, as well as a directory of importing and exporting companies.

Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and yearly trade flows are available from the most aggregated level to the tariff line level.

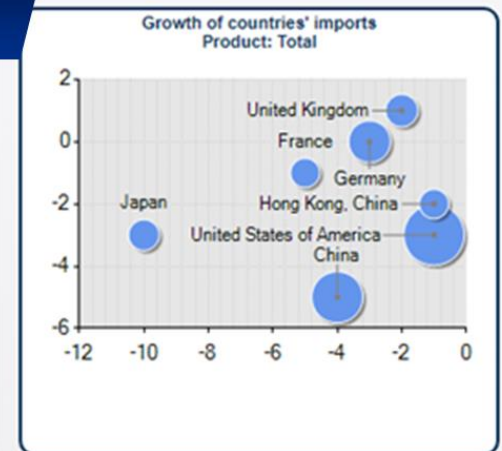
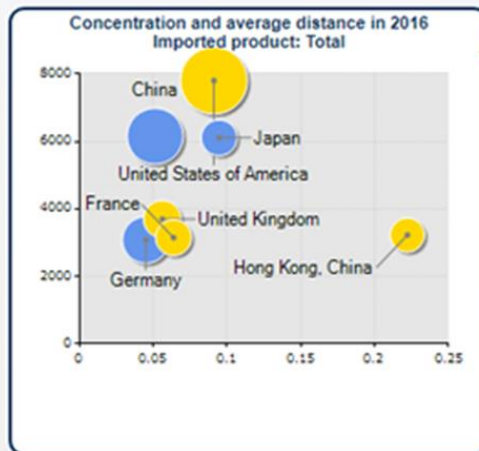
Imports Exports

Service Product

Online user-friendly application to analyse global trade flows, based on one of the largest trade flow databases in the world.

Advanced search

www.trademap.org



Trade Map

- What is the level of global market demand for my product?
- Who are the fastest growing markets in the world market?
- Who are the main importing and exporting countries?
- Which companies import my product in a given market?
- What is the most interesting market for my product?



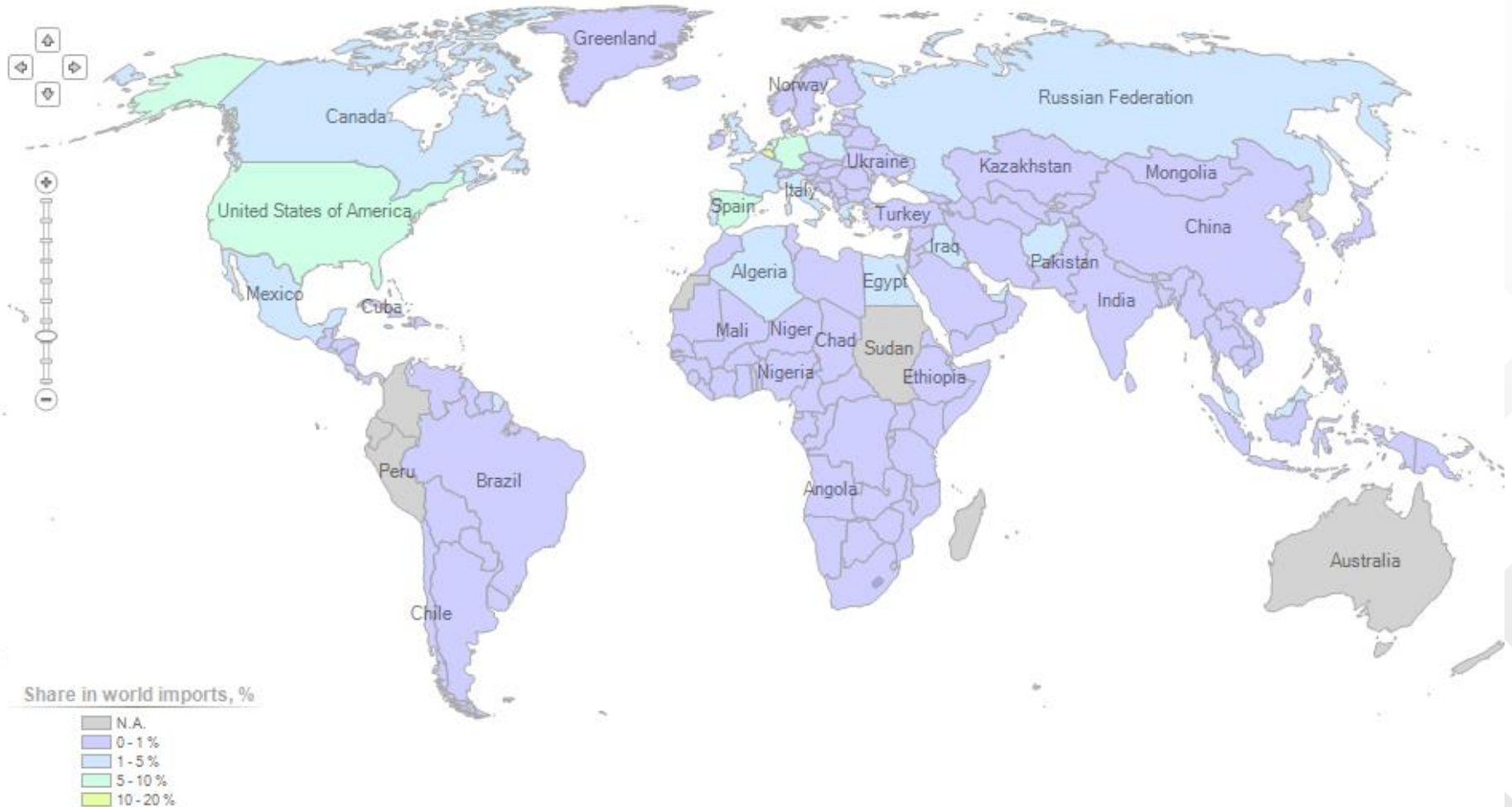
Selection of most attractive market for your product

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Know Your Market : Who is buying - Potatoes

List of importing countries for the selected product in 2018

Product : 0701 Potatoes, fresh or chilled

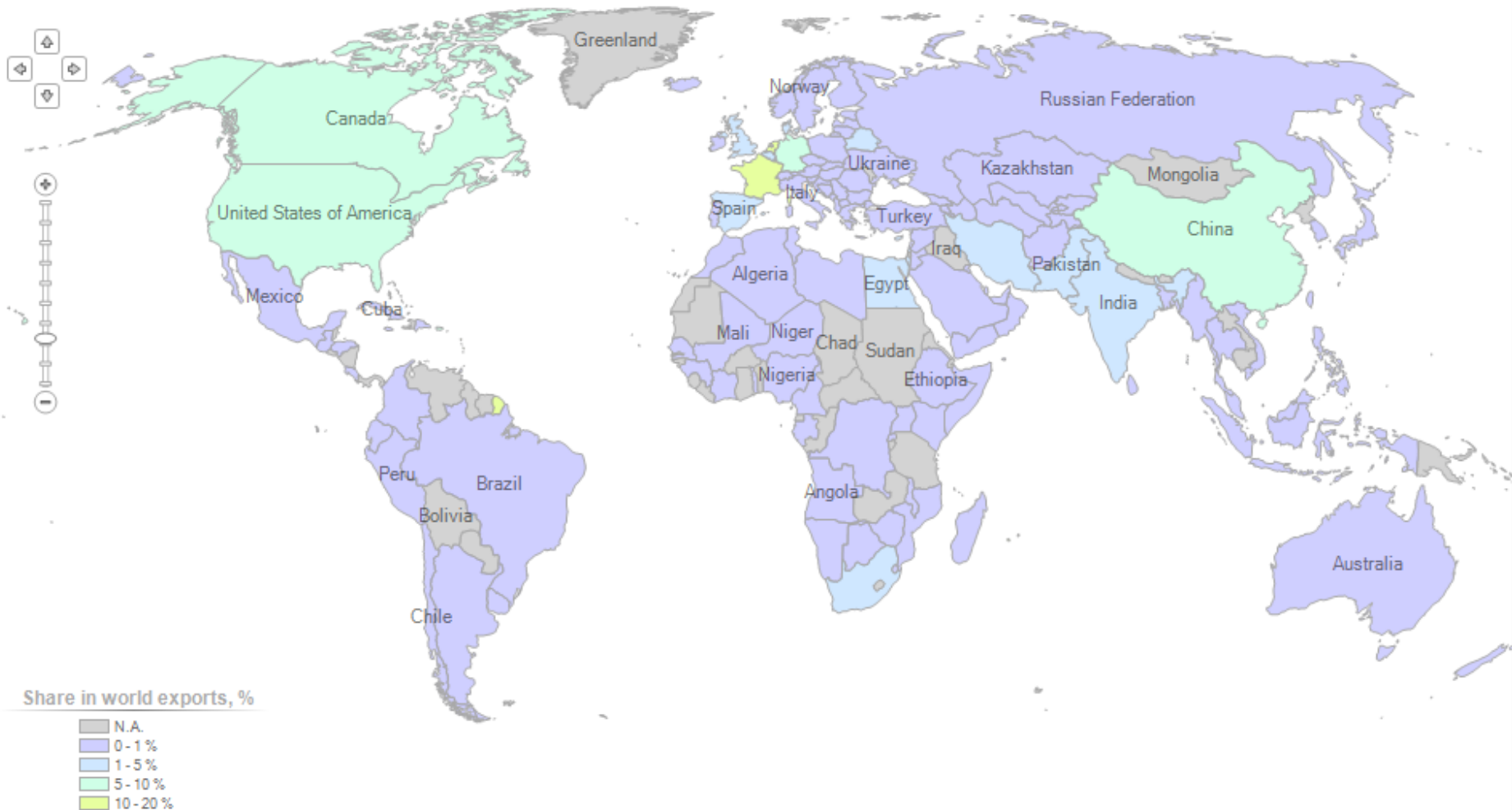


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Know Your Market : Who is selling - Potatoes

List of exporting countries for the selected product in 2018

Product : 0701 Potatoes, fresh or chilled



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Know Your Market : Who is selling - Potatoes

List of exporters for the selected product in 2018

Exporters	Select your indicators										
	Value exported in 2018 (USD thousand)	Trade balance in 2018 (USD thousand)	Quantity exported in 2018	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2014-2018 (%)	Annual growth in quantity between 2014-2018 (%)	Annual growth in value between 2017-2018 (%)	Share in world exports (%)	Average distance of importing countries (km)	Concentration of importing countries
World	4341202	-245583	0	o quantity		2	3	1	100	1722	0.03
Netherlands	793942	428644	1791985	Tons	443	-1	-3	0	18.3	1937	0.07
France	645164	534509	2324186	Tons	278	7	4	10	14.9	1083	0.12
Germany	384549	143110	1905212	Tons	202	6	4	-2	8.9	1046	0.18
China	261240	261233	447556	Tons	584	1	-1	-7	6	2467	0.27
Canada	252214	160986	526521	Tons	479	8	2	6	5.8	1665	0.88
United States of America	235790	-7811	481625	Tons	490	6	6	-2	5.4	4400	0.23
Egypt	206858	123480	502720	Tons	411	-7	-5	-24	4.8	2538	0.27
Iran, Islamic Republic of	202954	200631	529889	Tons	383	0	2	41	4.7	731	0.4
Belgium	199266	-346272	965731	Tons	206	3	-1	-5	4.6	478	0.32
Spain	152414	-94892	280876	Tons	543	12	4	44	3.5	1287	0.13
United Kingdom	143993	33068	266814	Tons	540	-1	-2	14	3.3	2021	0.18
Pakistan	120882	116442	688763	Tons	176	14	33	49	2.8	1505	0.3
Denmark	70172	29719	142298	Tons	493	-2	-5	30	1.6	1540	0.11
Israel	63446	45103	156814	Tons	405	-13	-10	-28	1.5	3396	0.19
India	57371	57214	336714	Tons	170	-11	7	-4	1.3	1848	0.29
South Africa	51384	51348	157549	Tons	326	1	0	-6	1.2	1167	0.18
Belarus	50528	46311	0	o quantity		33		-23	1.2	1009	0.88
Cyprus	50307	40617	86159	Tons	584	0	0	-7	1.2	2125	0.2
Italy	43569	-143982	76929	Tons	566	-2	-4	-24	1	978	0.16
Azerbaijan	29628	-9014	66563	Tons	445	1	11	15	0.7	1845	0.95
Australia	28685	28685	46160	Tons	621	12	15	33	0.7	7185	0.17
Turkey	26361	11509	260104	Tons	101	93	137	-5	0.6	1159	0.33
Russian Federation	22669	-195257	185461	Tons	122	28	39	-4	0.5	1482	0.39
Kazakhstan	17733	9064	152917	Tons	116	208	194	-50	0.4	758	0.92
New Zealand	17555	17555	27023	Tons	650	5	-1	-3	0.4	2619	0.65
Portugal	16900	-113307	38769	Tons	436	-4	-2	-23	0.4	1214	0.34
Lebanon	15343	-15625	72087	Tons	213	-21	-22	-49	0.4	1759	0.25
106 Peru	38	38	19	Tons	2000	-25	-43	50	0	9915	0.24
107 Morocco	11321	-17224	49965	Tons	227	-4	4	-3	0.3	2355	0.18

Know Your Customers

Customers - Key points to verify

Where do your customers live, and what is their profile?

What influences your customers' purchasing decisions?

This includes understanding your customers' age, gender and other important factors.

How often will your customers/buyers purchase your product/services?

Where, when, and how much will they buy?

What are your customers' preferences and needs?

Where does the customer obtain information about the product?

Export rules





Export rules and regulations

Rules and regulations for exports have a variety of different purposes

- *To ensure standards in terms of quality, health and environmental protection.*
- *To manage the flow of goods, services, people and currencies.*
- *To protect cultural artefacts*
- *For national security reasons*

Anyone intending to do business internationally must allocate resources to ensuring knowledge of, and compliance with, national and international rules of trade.

Export rules and regulations



Other elements of International Trade

The Transport Process

- Road,
- Rail,
- Sea,
- Air,
- Multi-Modal,
- Integrators

Packaging

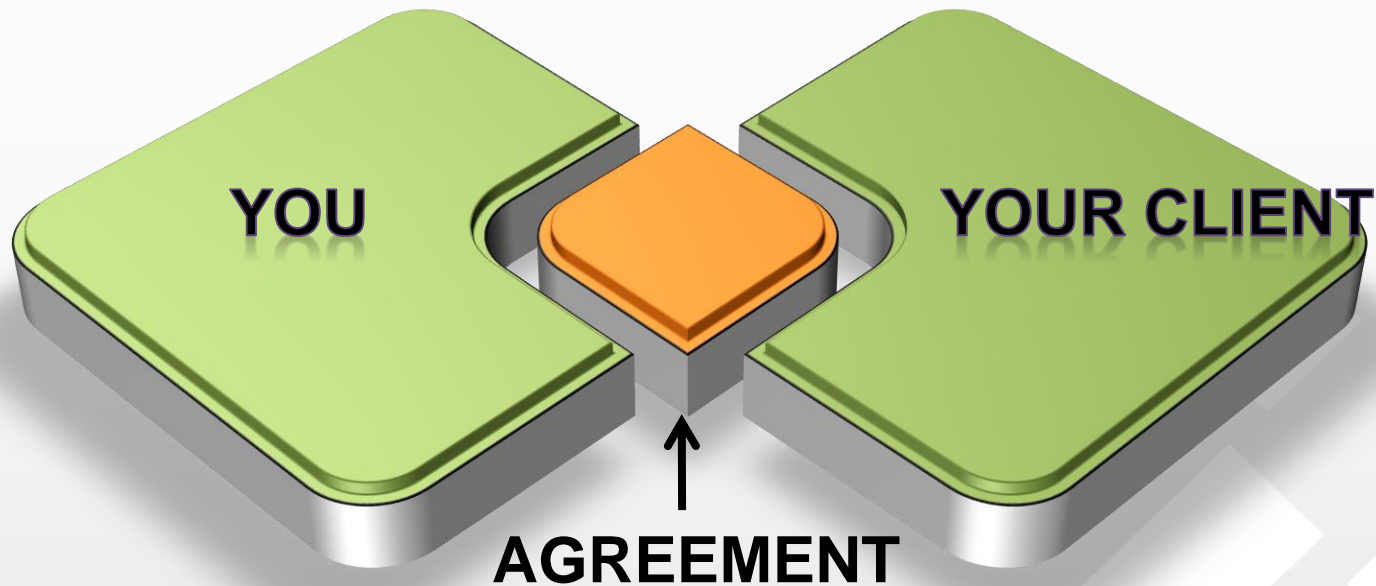
- Contain the Product
- Protect the Product
- Inform
- Facilitate Handling and Distribution
- Position the Product and Promote Sales

Payments

- Cash in Advance
- Letters of Credit
- Documentary Collections
- Open Account
- Consignment

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Finally, match your client to yourself



THANKS

Get in touch with us - Shetrades.com



www.shetrades.com



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ITC SheTrades



ITCnews

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Women and Trade Programme

Sustainable and Inclusive Value Chains Section



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