

ITC SheTrades @ the 13th WTO Ministerial Conference

24 - 25 February 2024, Abu Dhabi, the United Arab Emirates

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Women entrepreneurs take centre stage at MC13

The World Trade Organization's (WTO) Ministerial Conference is the topmost decision-making body of the multilateral trading system. At the 13th Ministerial Conference (MC13), the International Trade Centre (ITC) and the WTO, in collaboration with the Government of the UAE, is organizing a two-day event to celebrate the progress by women entrepreneurs and inspire bolder actions on the women and trade agenda.

At the SheTrades Summit (Day 1 and 2), access our power-packed programme featuring masterclasses, panel sessions and a field visit.

On Day 2, join governments, corporations, financial institutions, industry leaders and women-led businesses for a series of thought-provoking panel sessions—and witness the launch of the groundbreaking WTO-ITC Women Exporters Accelerator Fund (WEAF).

Event highlights

DAY 1		DAY 2	
ABU DHABI NATIONAL EXHIBITION CENTRE		VENUE (TBC)	
Time	Activity	Time	Activity
09:00 - 10:00	Registration	09:00 - 14:00	Field Visit
10:00 - 12:30	Opening & Fireside Chat	DAY 2 ABU DHABI NATIONAL EXHIBITION CENTRE JOINT WTO-ITC HIGH-LEVEL EVENT	
12:30 - 14:15	Lunch		
14:15 - 14:45	Trailblazers Panel		
14:45 - 16:45	Going Global Masterclasses		
16:45 - 17:00	Success Stories Video Showcase		
17:00 - 17:30	Closing Remarks		
14:00 - 14:30	Welcome & Opening Remarks		
14:30 - 15:00	Launch of WEAFF		
15:00 - 15:30	Panel: From Barriers to Breakthroughs	15:30 - 16:00	Panel: Advancing Inclusive Trade Policies
		16:00 - 17:30	SheTrades Innovation Festival
		17:30 - 18:00	Reception & Grand Finale

 ITC SheTrades Summit

 Joint WTO - ITC High-Level Event on the Launch of the WTO-ITC Women Exporters Acceleration Fund

About the launch of the Women Exporters Accelerator Fund (WEAF)

At the heart of the SheTrades event is the launch of the WTO-ITC Women Exporters Accelerator Fund (WEAF). First-of-its-kind, WEAF is a groundbreaking initiative designed to supercharge women's participation and success in international trade.

About the ITC SheTrades Innovation Festival

One of our many firsts at MC13, the inaugural SheTrades Innovation Festival will spotlight young women entrepreneurs' creativity at its finest. Get inspired by young women who are developing solutions to advance a greener digital economy.

How can you support us?

- Promote the event among your networks
- Showcase your offerings and innovations
- Sponsor a delegation (women entrepreneurs, BSOs, private sector, government) to the event

Target stakeholders and what can you expect?

Ministers	Private Sector	International Organizations
<ul style="list-style-type: none"> • Gain valuable policy insights • Explore trade partnerships 	<ul style="list-style-type: none"> • Identify pathways to making your supply chain more diverse and inclusive 	<ul style="list-style-type: none"> • Share and learn about initiatives promoting women's economic empowerment

Business Support Organizations

- Includes trade promotion organizations, chambers of commerce, women's business associations, sector associations, enterprise development agencies, supply chain management organizations and other organizations supporting women's entrepreneurship.

Women-Led Businesses

- Network with industry leaders and women entrepreneurs
- Participate in exclusive masterclasses and mentorship sessions delivered by ITC and our partners

What qualifies as a women-led business?

ITC SheTrades adheres to definitions and terms set out in the [ISO International Workshop Agreement 34](#). To qualify as a women-led business, you must meet all of the below criteria:

- 1 Your business is at least 25% owned by one or more women
- 2 The top manager is a woman
- 3 At least one-third of your board of directors must be women (if a board exists)
- 3 The signatory of your company's legal documents and financial accounts must be a woman
- 4 Your business is operated independently from businesses which are neither led nor owned by women

About the International Trade Centre and the ITC SheTrades Initiative

The [International Trade Centre \(ITC\)](#) is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals.

Established in 2015, the [SheTrades Initiative](#) is the ITC's flagship Women and Trade Programme. ITC SheTrades aims to remove barriers to women's participation in trade by working with governments, the private sector and entrepreneurs to build the business capacities of women and to create a fairer, more sustainable global economy.