



Empowering Women in the African Continental Free Trade Area

 ITC | SheTrades



Implemented by
giz
Technische Dienstleistung
für internationale
Zusammenarbeit



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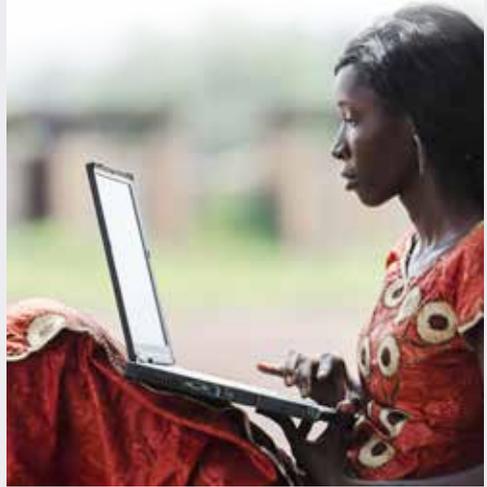
SHETRADES AfCFTA



Introduction

The International Trade Centre (ITC)'s SheTrades Initiative promotes equitable economic opportunities for women and works to increase their participation in trade. In addition, SheTrades is dedicated to making sure that the policy ecosystem is conducive for women to benefit equally.

With respect to the African Continental Free Trade Area (AfCFTA), ITC offers technical expertise, online learning modules, and tools to make sure the agreement works for women. This document provides an overview of these resources.



54

**Countries included
in the AfCFTA**



1
BILLION

**People supported
through the AfCFTA**



2.5
TRILLION
(USD)

**Market of goods
& services created
through the AfCFTA**

The African Continental Free Trade Area's potential

The AfCFTA presents a ground-breaking opportunity to create a unified continental market, boost Africa's share of global trade, and achieve the goals of Agenda 2063. With trading under the AfCFTA having started in January 2021, these objectives can only be accomplished if the agreement is fair and inclusive.



ABOUT

AfCFTA & GENDER EQUALITY

Women's equal participation in international trade is critical to promoting economic growth, enhancing productivity, increasing international competitiveness, and reducing poverty. Recognizing gender equality as an objective of the AfCFTA, it is important to make sure gender considerations are fully taken into account and that women are well-positioned to seize regional trade opportunities.



ITC is providing training and strategic guidance to women's business associations and governments to make sure that women's voices are heard.

INTERNATIONAL TRADE CENTRE'S

TECHNICAL EXPERTISE

01

Identifying priorities for a gender-responsive AfCFTA



9 policy briefs on priorities for women in trade facilitation, non-tariff barriers, standards, trade in services, ICTs & digital trade, strengthening women's associations, investment, competition, intellectual property, & e-commerce



44 recommendations on Phase I issues for women in the AfCFTA

02

Networking support for women-owned businesses



Mobilize more than **50 women's business associations** across the continent



Peer-to-peer learning & knowledge-sharing



Kick-off the development of a **formal network**



03

Providing additional capacity-building



Women's business associations **supported with training** on sustainable business development models, governance of associations, service portfolio development & risk management



Boosting **policy advocacy skills**

04

Gender-mainstreaming in AfCFTA national strategies



Technical assistance & capacity-building for governments on **gender-mainstreaming** into AfCFTA national strategies



Supporting national-level consultations on **gender issues & the AfCFTA**

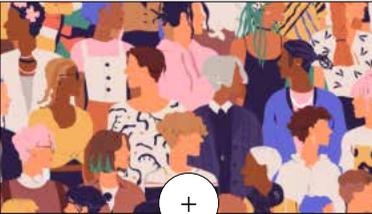
AFCFTA

LEARNING RESOURCES

01

Navigating the AfCFTA through the SheTrades Virtual Learning Space

3 Virtual Learning Space Modules available on www.shetrades.com/en/learn/e-learning



Fostering an Inclusive African Continental Free Trade Area (AfCFTA)

VIEW IN ENGLISH

VOIR EN FRANÇAIS

VER EM PORTUGUES



Making COMESA Work for Women

VIEW IN ENGLISH



Leveraging Intra-Regional Trade in the Context of ECCAS and the AfCFTA for Women

VIEW IN ENGLISH

VOIR EN FRANÇAIS

VER EM PORTUGUES

For more learning resources & information, visit our [WEBSITE](#)

02

Delivering results & insights through research

Guides for women-owned businesses available on www.shetrades.com



African Women's Business Associations on the AfCFTA & COVID-19

[VIEW IN ENGLISH](#)



Products and Markets with Export Growth Potential in COMESA

[VIEW IN ENGLISH](#)



Reforming Public Policy Step-by-Step: An Introduction to Dialogue & Advocacy for Women's Business Associations

[VIEW IN ENGLISH](#)

AFCFTA

ADDITIONAL RESOURCES

01

SheTrades Outlook



SheTrades Outlook is an innovative policy tool that helps **improve** how a country's ecosystem supports women to trade.

To better assess your country

The tool includes 6 policy areas and can be used to:

- identify data gaps
- examine areas for inclusive policy reform
- learn from good practices of other countries



38

Countries included in the SheTrades Outlook tool



23

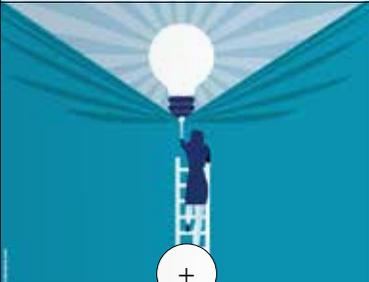
African countries examined



For more information on SheTrades Outlook, visit our [WEBSITE](#)

02 Policy Reform Resources

ITC also provides technical assistance for policy reform with methodologies detailed in:



Making Public Procurement Work for Women

2020

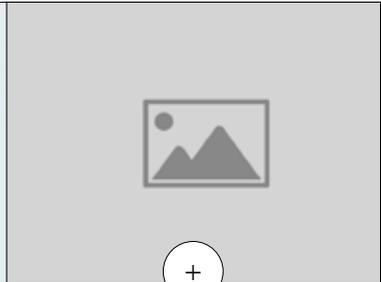
[VIEW NOW](#)



Mainstreaming Gender in Free Trade Agreements

2020

[VIEW NOW](#)



Mainstreaming Gender in Trade and SME Policies

2021

[AVAILABLE SOON](#)

ABOUT

THE SHETRADES AfCFTA PROJECT

Funded by GIZ, the SheTrades AfCFTA project aims to support women-owned businesses to benefit from trade opportunities created by the AfCFTA through capacity building, networking, and advocacy. The project is working with more than 50 women's business associations across the continent to identify priority issues for women under the AfCFTA and foster dialogues with trade negotiators.

Beyond developing concrete recommendations on Phase I, II, and III issues, the project is supporting the creation of an Africa-wide network of women's business associations, providing technical assistance at the national level, creating training resources to support women's associations under the Regional Economic Communities, and providing crisis-management toolkits to help women weather the shocks of the COVID-19 pandemic.

This project is working with the African Union Commission (AUC), United Nations Economic Commission for Africa (UNECA), World Intellectual Property Organization (WIPO), and Trade Law Centre (Tralac) to deliver results for women.

Contributions to the
Sustainable Development
Goals (SDGs)



1 NO
POVERTY





5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



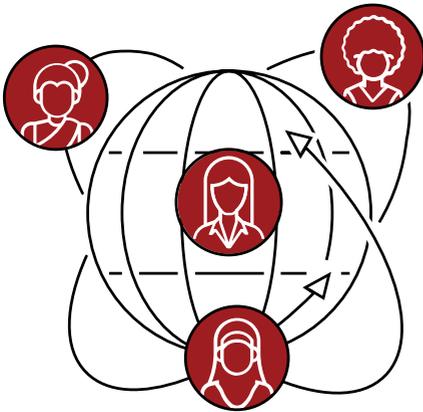
17 PARTNERSHIPS
FOR THE GOALS





ABOUT

THE SHETRADES INITIATIVE



SheTrades aims to **connect three million women to international markets by 2021** and follows a blueprint of seven global actions to unlock markets for women to trade.

ITC's SheTrades Initiative empowers women around the world to engage in business, creating value for both them and their communities. The Initiative ensures the right capacities and conditions are present to foster inclusive and sustainable trade. SheTrades delivers activities and training that improve women traders' ability to do business successfully. At the same time, SheTrades works to remove inequalities that hinder women's participation in trade and foster a better trade environment for all.



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

The SheTrades Initiative is supported by:





#SheTrades

FOR EVERY WOMAN, EVERYWHERE

Only 1 out of 5 exporting company is led or managed by women. Today, women across the world are still significantly less likely to participate in, and benefit from, international trade. Changing this requires governments, private sector, and women to work together.

The International Trade Centre (ITC) launched the SheTrades Initiative to ensure that the right capacities and conditions are present to foster inclusive and sustainable trade.

SheTrades delivers activities and training that improve women's ability to do business successfully. At the same time, it works to remove inequalities that hinder women's participation in trade and foster a better trade environment for all.

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