International Trade Centre

GOBIERNO FEDERAL
SRE

EXHIBICIÓN Y FORO DE MUJERES EMPRESARIAS 2012

WOMEN VENDORS EXHIBITION AND FORUM 2012

Global Platform for Action on Sourcing from Women Vendors
Mexico City, 6-7 November

PROGRAMME

PRO MÉXICO
Trade and Investment

WEConnect INTERNATIONAL

International Trade Centre

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

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Secretaría de Relaciones Exteriores

Plaza Juárez No. 20. Col. Centro. Delegación Cuauhtémoc. 06010 México D.F.

Tuesday 6 NOVEMBER 2012

Venue *Secretaría De Relaciones Exteriores (SRE)*
José María Morelos, Plenary Room , 1st Floor

07.00 **Registration** – *Foyer, 1st Floor*

08:15 PLENARY
OPENING ADDRESSES
Ms. Patricia Francis, Executive Director, International Trade Centre (ITC)
Mr. Carlos Casas Guerrero, Head, Export Promotion Unit, ProMéxico
Ms. Elizabeth Vazquez, CEO, WEConnect International
Ms. Alia Lorena Ibarra Ávalos, National President, Asociación Mexicana de Mujeres Empresarias

08:45 SIGNING CEREMONY
Ms. Patricia Francis, Executive Director, International Trade Centre (ITC)
Mr. Carlos Casas Guerrero, Head, Export Promotion Unit, ProMéxico

10:15 GROUP PHOTO

09:45 **Coffee Break** – *Foyer, 1st Floor*

10:00 KEYNOTE ADDRESS
Mr. Michael K. Robinson, Program Director, Global Supplier Diversity, IBM

10:30 PANEL ON PROCUREMENT PRACTICES
Moderator:
Ms. Elizabeth Vazquez, Chief Executive Officer, WEConnect International
Speakers:
Mr. John Priddy, Chief Executive Officer, Priddy Group
Ms. Pacita Juan, Philippines Coffee Board
Ms. Phyllis Johnson, International Women's Coffee Alliance

11:30 INTRODUCTION TO BUYER MENTOR GROUPS (BMGS)
BREAKOUT GROUPS:

1. **Information Technology and Business Process Outsourcing**
   César Sepúlveda Room, 3rd Floor
   BMG Lead: Ms. Liz Cullen
   Business Generation Specialist: Ms. Grace Oliver, ProMéxico
2. **The Built Environment** (Including clean & green technology, construction and mining)
   Genaro Estrada Room, 3rd Floor
   BMG Lead: Ms. Tess Mateo and Ms. Porie Saikia-Eapen
   Business Generation Specialist: Ms. Lorena Colin, ProMéxico

3. **Trade Facilitation**
   José María Morelos Room, Section F, 1st Floor
   BMG Lead: Ms. Dagmar Steinmez
   Business Generation Specialist: Ms. Lorenia Orantes, ProMéxico
4. **Coffee**
   Venustiano Carranza Room, 3rd Floor
   BMG Lead: Ms. Phyllis Johnson
   Business Generation Specialist: Ms. Karola de la Peña, ProMéxico
5. **Textiles and Apparel (and Silver Jewellery)**
   José Gorostiza Room, 3rd Floor
   BMG Lead: Mr. John Priddy and Ms. Rupa Ganguli
   Business Generation Specialist: Ms. Tania Mosquera, ProMéxico
6. **Agribusiness**
   Lázaro Cárdenas Room. 3rd Floor
   BMG Lead: Ms. Luz María de la Mora
   Sector Specialist: Ms. Ileana Dominguez, ProMéxico

12:30 **Lunch** – *Terrace, 2nd Floor*

14:00 BMGS – UNDERSTANDING PROCUREMENT PROCESSES
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   BMG Lead: Ms. Luz María de la Mora
   Sector Specialist: Ms. Ileana Dominguez, ProMéxico

15:15 **Coffee Break** – *Foyer, 1st Floor*

15:30 PARALLEL SESSIONS

BUYER/SELLER FOCUS MEETINGS

José María Morelos Room, Section D, 1st Floor

BMGS – FOSTERING LINKAGES

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   BMG Lead: Ms. Luz María de la Mora
   Sector Specialist: Ms. Ileana Dominguez, ProMéxico

16:30 PLENARY

José María Morelos, Plenary Room, 1st Floor

Wrap Up:
Ms. Aicha Pouyé, Director, Division of Business and Institutional Support, ITC

17:00 CLOSE

18:00 RECEPTION

Juárez Room, Mezzanine, Meliá Mexico Reforma Hotel

Launch of the Vital Voices Latin America and the Caribbean Businesswomen's Network in Mexico

19:00 GALA DINNER

Revolución Room, Mezzanine, Meliá Mexico Reforma Hotel

LAUNCH OF WECONNECT INTERNATIONAL IN MEXICO

Wednesday 7 NOVEMBER 2012

Venue *Secretaría De Relaciones Exteriores (SRE)*
José María Morelos, Plenary Room , 1st Floor

09:00 PLENARY

ELEMENTS FOR SUCCESS FOR WOMEN VENDORS ALONG THE EXPORT VALUE CHAIN; OVERVIEW OF PARALLEL WORKSHOPS

09:30 PARALLEL SESSIONS

BUYER/SELLER FOCUS MEETINGS

José María Morelos, Plenary Room, 1st Floor

1. **Workshop: ACCESS! Capacity Building Programme for Women Exporters**

   José Gorostiza Room, 3rd Floor

   Mr. Sebastién Turrel, Senior Trade Promotion Officer, ITC

   Funded by the Canadian International Development Agency (CIDA), ACCESS! for Businesswomen in International Trade has been developed and implemented to primarily meet the needs of businesswomen and entrepreneurs, in view of improving their access to a set of trade support services, such as export training, business counselling, market opportunity products development, setting up distribution channels and managing market intelligence.

   The session on ACCESS! aims at presenting the concept and its implementation modalities. In particular, the session will look at the ACCESS! benefits, its methodology and approach and its various components (Export Training, Business Counseling and Market Access). Participants will also engage in discussion with TSIs which have successfully implemented ACCESS! and share best practices for replicating the programme.

2. **Workshop: Supply Chain Management**

   César Sepúlveda, 3rd Floor

   Mr. Kofi Essuman, Senior Adviser, Export Value Chain, ITC

   Efficient Supply Chain Management is vital for exporter competitiveness especially from developing countries. One major challenge many women entrepreneurs face is inefficiency in the movement of goods and services from the source to customers and consumers. Consequently the session on Supply Chain Management for exporter competitiveness aims at creating awareness among women entrepreneurs on how to achieve enterprise competitiveness through capacity building in purchasing and supply chain management.

   During this session, participants will be introduced to the Modular Learning System on Supply Chain Management (MLS-SCM) programme and how this programme can benefit women entrepreneurs. Furthermore this platform will allow the sharing of experiences and other networking opportunities.

3. **Workshop: Managing the built environment – delivering green & clean projects**

Venustiano Carraza Room, 3rd Floor

Ms. Tess Mateo and **Ms. Porie Sakia-Eapen**

This session will provide an overview of what sustainability is and why it is important to business. Discussions will include sustainability solution examples such as ecosystem services, ecological restoration, green buildings, sustainable remediation, green transportation, green infrastructure, sustainability tools and best practices. Participants will learn about applying sustainability to major infrastructure challenges and sustainable construction approaches.

In the second part of the workshop, the discussion will focus on construction logistics and planning for multi-billion dollar projects in dense urban areas, as well as a case study of Lower Manhattan Reconstruction post 9/11.

11:00 **Coffee Break**

Foyer, 1st Floor

11:30 PARALLEL SESSIONS

BUYER/SELLER FOCUS MEETINGS

José María Morelos, Plenary Room, 1st Floor

1. **Workshop: Market Analysis Tools, ITC**

José Gorostiza Room, 3rd Floor

Mr. Mathieu Lamolle, Market Analyst, ITC

The session on ITC's Market Analysis Tools aims at presenting concrete tools and methodologies to organizations that are interested in export development strategies, market access issues, analysis of trade flows statistics and sustainability issues at stake in international trade, such as environment, labor rights and the empowerment of women in global supply chains.

During this session, participants will receive a personal access to ITC's market analysis tools and they will be invited to do some manipulations directly online to familiarize themselves to the tools and related methodologies. Participants will be introduced to underlying concepts and theories for developing market analyses from a business export perspective and optimization of market outreach.

2. **Workshop: Getting Certified as a Woman Business Enterprise**

César Sepúlveda, 3rd Floor

Ms. Liz Cullen, **Ms. Belisa de Las Casas**, **Ms. Luz Maria de la Mora**, WEConnect International

WEConnect International helps identify, train and certify women-owned businesses to increase their local and global procurement opportunities. WEConnect International also offers tools to corporations that want to buy from women as a supply base to create shared value, increase shareholder value, and enhance competitive advantage. Women make the majority of consumer decisions and corporations meet that demand with vendors that reflect their markets. Smart corporations are investing in the capacity of women to help meet global needs in a way that is responsible, measurable, and sustainable and WEConnect helps them make those connections.

WEConnect International's session will introduce participants to supplier diversity and inclusion and our programs that help women entrepreneurs access markets and build relationships with multinational corporations. Participants will learn about certification as a marketing tool, WEConnect's global eNetwork, and success stories of other women-owned businesses.

13:00 **Coffee Break**

Foyer, 1st Floor

10:00 KEYNOTE ADDRESS

Mr. Michael K. Robinson, Program Director, Global Supplier Diversity, IBM

14:00 PLENARY
NEW APPROACHES AND COMMITMENTS

Moderator:

Ms, Aicha Pouyé, Director, Division of Institutional and Business Support, ITC

14:45 CLOSING CEREMONY

José María Morelos, Plenary Room, 1st Floor

Ms. Meg Jones, Women and Trade Programme Manager, ITC

Mr. Fernando J. Cruz, Executive Director for International Cooperation, ProMéxico

Ms. Liz Cullen, Progamme Director, WEConnect International

Ms. Alia Lorena Ibarra Ávalos, National President, Asociación Mexicana de Mujeres Empresarias

15:15 CLOSE

CONCEPT NOTE

BACKGROUND

The size of procurement markets is considerable. The average Fortune 500 Company, the majority of which have supplier diversity programmes, spends US$6m per day on indirect purchasing.[1] In 2002 the total size of the government procurement sector was an estimated 15%-20% of GDP across OECD and non-OECD economies.[2]

Despite their significant participation in the economy, with over 34% of firms worldwide having female participation in ownership, women-owned companies are not getting their fair share of contracts. Their access to trade and procurement opportunities is constrained by a number of factors including limited information on procurement guidelines and regulations, and limited knowledge about selection and bidding procedures. Women's share of corporate procurement is estimated at less than 1% and even in the United States, where there is a government-wide mandated procurement goal of 5%, only 4.1% of contracts are awarded to women-owned businesses.[3]

The Women Vendors Exhibition and Forum (WVEF) is the annual event of the Global Platform for Action on Sourcing from Women Vendors, launched in September 2010 at the International Trade Centre's (ITC) World Export Development Forum. Under a ten year strategy to link buyers, sellers and institutions to build the capacity of suppliers to meet buyers' requirements, the Global Platform aims to leverage powerful partnerships to increase the share of corporate, government and institutional procurement secured by women vendors, and in so doing, bring greater economic benefit to women and their communities in developing countries.

WVEF brings together corporations, governments, trade support institutions (TSIs) and women vendors to establish relationships with the objective of generating business transactions over time. The inaugural WVEF, held in Chongqing, China in September 2011, was attended by 300 delegates from the public and private sectors from 19 countries, including senior procurement officers from multinational corporations such as Accenture, Boeing, Marriott International and Walmart.

Women business owners signed contracts worth USD14.8m during the meeting, and in subsequent months partners such as Full Circle Exchange and the International Women's Coffee Alliance teamed up resulting in the purchase of 1,200 pounds of women's coffee, distribution on Walmart's e- commerce platform and a 200 retail store test in November 2012.

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1 European Commission, E-Procurement

2 The Size of Government Procurement Markets, www.oecd.org/dataoecd/34/14/1845927.pdf

3 Women Impacting Public Policy

FORMAT

The six selected sectors for the second annual Women Vendors Exhibition and Forum are as follows:

- Information Technology and Business Process Outsourcing;
- The Built Environment (including Clean & Green Technology, Construction and Mining);
- Trade Facilitation;
- Textiles and Apparel (& Silver Jewellery);
- Coffee;
- Agribusiness (Mexico only).

Through a rigorous selection and matching process, women vendors from developing countries are brought together with senior representatives of corporations, government and trade support institutions. At WVEFII, participants will have the opportunity to develop partnerships by engaging in Buyer Mentor Groups (BMGs) in the target sectors, and to further these partnerships through facilitated one to one buyer seller meetings on a selected basis. The BMGs are led by senior mentors who have substantial experience of making buyer seller linkages and have also been tasked with ensuring that linkages are made between women vendors, promoting south-south cooperation.

In addition to a high profile signing ceremony showcasing agreements reached between buyers and sellers, as well as participating organizations, there will be presentations from dynamic speakers sharing their practical experiences in successfully participating in and implementing diverse supply chains.

The Exhibition will comprise an electronic showcase of select companies, and the capacity building workshops will focus on key issues such as market analysis and information, standards and certifications, and other market access topics.

OUTCOMES

Expected outcomes of WVEFII include:

- Agreements to enter into commercial transactions between women vendors from developing countries and large corporations, as well as between women vendors themselves;
- Collaborative relationships established between women vendors;
- Establishment and strengthening of strategic partnerships to advance the goal of increasing the share of procurement contracts accessed by women;
- Commitments to develop capacity building projects to promote the increased participation of women in global supply chains;
- Increased knowledge and capacity of participants to increase the share of women's access to procurement contracts.

The second annual Women Vendors Exhibition and Forum is jointly organized by the International Trade Centre, the Secretaría de Relaciones Exteriores, ProMéxico, WEConnect International and La Asociación Mexicana de Mujeres Empresarias (AMMJE). Additional support for WVEFII is provided by the International Federation of Business and Professional Women (BPW), Vital Voices Global Partnership, the International Women's Coffee Alliance (IWCA), Full Circle Exchange, the Women's International Textile Alliance (SPINNA) and Quantum Leaps.

In partnership with:

Sponsored by: