empowering women in jewelry supply chains
ITC is the joint agency of the World Trade Organization and the United Nations.

ITC’s mission is to enable small business export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions and policymakers.

- Enterprises: Fostering a vibrant, innovative and globally competitive private sector to grow exports and expand markets leading to job creation and inclusive growth;

- Trade support institutions (TSIs): Building capacities to deliver export-related services to develop market knowledge, advocacy skills and an export-ready private sector;

- Policymakers: Supporting the mainstreaming of trade into development frameworks and providing input to policy-making that emphasizes the need to build export strategies on a foundation of public-private partnerships, developing an environment that is conducive to business and facilitating access to global markets.

International trade is an important engine of development and poverty reduction, contributing to economic growth, job creation and entrepreneurial opportunities. Reducing poverty by boosting trade, with a specific focus on the private sector, is a key principle of ITC trade-related technical assistance. It is also the desired impact of the Aid for Trade agenda, which responds to the capacity-building needs of developing countries. ITC concentrates on strengthening the ‘soft’ infrastructure related to international trade – this encompasses training and capacity building for institutions and firms on standards, rules of origin and customs, and trade information and identification of market opportunities. ITC engages in capacity building to support developing and transition countries in improving the use of trade as a tool for development.
ITC’s Women and Trade Programme aims to bring greater economic benefit to women through their increased participation in export trade. The Programme works with governments and trade support institutions on projects targeting both women entrepreneurs, and women working in export-oriented value chains.

In this context, Women and Trade has developed projects with a focus on four objectives:

Objective 1: Influence programming and policy at the national and international levels;
Objective 2: Build the capacity of trade support institutions to support business women;
Objective 3: Strengthen the competitiveness of women’s business enterprises through training and support; and
Objective 4: Mainstream gender into ITC’s policies, processes and activities through the development of ITC’s Gender Mainstreaming Policy.

The Global Platform for Action on Sourcing from Women Vendors is at the centre of the Women and Trade Programme’s strategic approach to facilitating interactions between buyers and sellers. ITC worked with public and private sector partners to establish the Platform as a means to understand demand, and help sellers meet buyers’ requirements. The aim of the Platform within a ten year strategy, is to increase the share of corporate, government, and institutional procurement secured by women vendors like these profiled in this catalogue for the ultimate purpose of bringing greater economic benefit to women and their communities.
THE INITIATIVE

ITC chose Mexico as one of the countries in which women-owned businesses will be linked to buyers in the United States as a result of ITC’s commitment during the 2009 Annual Asia Pacific Economic Commission (APEC) to contribute to the promotion of inter-regional trade among APEC countries.

There is great opportunity for women-owned businesses in the jewellery sector in Mexico. **Empowering Mexican Women Business Enterprises in the Silver Jewellery and Beads Industry** aims to link such enterprises with buyers in the United States. The initiative will also build the capacity of trade support institutions so that they are better able to provide assistance to the business owners to reach diverse markets.

Many women designers in Mexico have established their trademarks in design and are selling their collections in the domestic market as well as abroad. The designers provide employment to other women either to sell their collections within Mexico or oftentimes subcontracting the services of women to manufacture their collections. Empowering these women to increase their exports and improve their businesses will not only increase their outreach but is envisaged that this will likely result in employment opportunities for very small scale manufacturers and designers.

This initiative has been developed in collaboration with the Ministry of Economy, Mexico and its department, Fondo Nacional de Apoyo a Empresas de Solidaridad (FONAES). It is supported by Department for International Development (DFID), the UK Government Department responsible for promoting development and the reduction of poverty.

**The Beneficiaries**

Women designers and entrepreneurs from Taxco, Guadalajara, Mexico City, Monterrey, Zacatecas, Durango, Puebla, Oaxaca City, Chiapas, San Luis Potosí, Quintana Roo and Yucatan.
The National Fund for Solidarity Enterprises is a decentralized body of the Ministry of Economy that coordinates initiatives serving low-income entrepreneurs by supporting productive projects, facilitating the establishment and consolidation of their enterprises and their participation in social finance schemes.

In this context, the Fund has a long-term experience in working with disadvantaged groups and has a special department for female entrepreneurship targeting Women Business Entrepreneurs which are not export ready.

FONAES, support their beneficiaries to:
- Become formal social enterprises;
- Increase their social capital
- Develop their capacities and adopt new technologies
- Form cooperatives to facilitate their integration into value chains
- Become organized to generate their own capitalization and financing systems.

The SE is the federal agency that promotes the generation of quality jobs and economic growth in the country by promoting and implementing public policies and programmes that trigger the competitiveness and productive investment.

SE has among its objectives, a key objective which focuses on increasing the participation of Mexico in world trade flows and attracting Foreign Direct Investment (FDI). This objective is related to one of the pillars of the National Development Plan “Harnessing the international environment to promote the development of the Mexican economy” and “Concentrate all efforts by the Federal Government on export promotion and investment attraction FDI in order to streamline operations in the field ...”.

Fondo Nacional de Apoyo a Empresas en Solidaridad (FONAES)

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designers

Adriana Berber
Dalia Pascal
Emma Georgina Tello Rodriguez
Flora María Sánchez Arias
Geraldina Herrera Vega
Isela Robles García
Paula Guzman
Rosana Sanchez Arias
Tanya Moss
Teresa González Gómez
Adriana Berber grew up surrounded by glass. With her father’s quest for improvement of the processes in the elaboration of stained glass, grew her motivation in rescuing this artisanal process. She has turned it into her medium of expression, combining this delicate material with the softness of silk and the visual strength of the metals such as gold, silver and brass.

Her main sources of inspiration are her experiences as well as the subtle and perfect designs from nature, taking elements to interpret and creating unique and emotive pieces.

Adriana Berber’s passion is designing. Designing through the glass, whose forms are like emotions: changing, unique and beautiful. Adriana Berber embodies in each of her pieces, memories, duels, celebrations: the commitments of human beings.

Adriana Berber promotes personal transcendence through the search for means of expression that allows people to say who they are. Adriana Berber designs whose tangible value is acquired thanks to the excellent design, quality and originality of the piece and pieces whose intangible value is generated from the emotions of the wearer. At Adriana Berber’s they create pieces which people feel proud to carry.
These pieces of jewelry, created by Dalia Pascal, have a common trademark that repeats itself in everything she designs, the search for harmony, for originality, for what is perfectly and imperfectly beautiful, for something that is not based only in fashion trends, but something that becomes a part of the person that is wearing it.

Dalia fuses the perfection of silver and semiprecious stones, to the meticulous work performed by Mexican Handcrafters with the sole purpose of giving an impulse and continuity to millenary techniques used to create real works of art, that at the time that they become reinvented, they develop into a stunning and appealing piece of jewelry.
Georgina Tello designs for TeenEx. every season amazing collections of handmade jewelry using sterling silver components, natural gemstones and sparkling crystals.

TeenEx was founded in Guadalajara, Mexico in 1990 by Emma Georgina Tello Rodriguez and Manuel Ochoa and has always combined tradition and innovation in a quality product. Its core business is Sterling Silver handmade jewels and jewelry making supplies.

Research and development of materials, refined products, great attention to the environment, skilled and experienced staff have been the key along with the TeenEx philosophy and strong traditions.
Flora Maria grew up in Guadalajara Jalisco, San Cristóbal de Las Casas is the city that adopted her twenty years ago, and it was there that she discovered Mexican amber, the amber of Chiapas. 

Amber is magical, full of life-force captured in time, glorious life prevailing. Amber opened a window upon her own life story, her roots in the artistry of adornment, and from then on this precious resin has been the main element in all her jewelry collections. 

Her inspiration is born from her passion for life and its diversity, for her own origins and the natural and cultural legacies that each of us has inherited.

She has called her work Joyas de la Tierra, “Jewels from the Earth”, because she felt that life, the natural world and human cultures – all are jewels to be treasured. From there her collections take shape.

She likes every piece to be dramatic, nearly sculptural; to gleam with sensuality, character and distinction; with warmth and intense femininity.

Much more than an accessory or eye-catching ornament, each becomes a symbol of its wearer’s identity.

While crafted for women from around the world, her jewelry is 100% Mexican; reflecting its sources in this land’s timeless beauty and dignity.

She says “OUR jewelry” because she is not alone: She has the honour to work side-by-side with a wonderful group of 17 creative women who are thoroughly involved in contributing their talents and most heartfelt support to this team that is Flora María, Joyas de la Tierra.

In fact, a motto that they all stand by: “EVERY WOMAN IS A JEWEL”. 

Flora María Sánchez Arias

Tel: +52 33 36412250
Email: ventas@floramaria.com.mx
Website: http://floramaria.com.mx/
Geraldina Herrera Vega started her business of jewelry sales thanks to a jewelry manufacturer, visiting wholesale and retail customers and winning a commission for those sales. When she started acquiring more and more experience in the business, there was then born, her interest in jewelry making and she began to design her own jewelry items. Her biggest obstacle was not having access to business contacts or any support to get them, such as stones suppliers or people who work with the quality she was looking for, it took her a very long time to find them and develop fruitful working relationships, a challenge most women face in jewelry supply chains. Finally with her demand for quality and a lot of help from family, she has accomplished to put together an excellent team, of real craftsman. Now she continues in her struggle to make people aware of her first line quality and our beautiful and unique pieces.
Isela Robles creates jewelry for a contemporary woman who likes to express herself and get noticed, for a woman in search of her individuality.

Isela Robles likes to play with clean, soft, feminine but modern shapes, combined with materials like textiles, glass, semi precious stones, pearls, etc. The presence of textures and the inspiration from nature is always present in her work.

Isela Robles has obtained many prices and recognitions. She has been awarded first prize in the International Pearls of Thaiti contest in México in 2007, 2nd price in the same year at the International Design contest of the Camara De Joyeria De Jalisco. Recently she has shared with Cartier and Swarovski the honour of being in the nomination for the Design Icons prize of the AD Magazine (Part Of Conde Nast International Group).

She has participated in six editions of the Mercedes Benz Fashion Week, accessorizing the runway of prestigious Mexican fashion designers. Isela Robles has designed for brands like Guy Laroche, Nina Ricci, Carre and Artre among others. Recently she designed a jewelry line for the Kabbalah Center in Mexico City, which has been very successful since its launch.

She is a member of the Directive Board of the Fashion Group International in Mexico.

Tel: +52 55 55234846
Email: isela.robles.g@hotmail.com
Website: http://www.iselarobles.com.mx
Architecture, poetry, dance, design and music, lots of music, shape the creations of Paula Guzmán.

This is a world apart, based on confirmed design lore (form follows function, for example) and evident truths about the craft (when it comes to fashion, beauty is function). This personal and professional quest for beauty has taken Paula in travels around the world and into the spirit.

Landscapes, circus shows, horses, legends... the great marvels of the world are a source of inspiration for pieces that are playful and impressive, prostheses for the soul, with the highest standards of quality and craftsmanship.

Paula Guzmán studied design in Mexico and Italy. Her works have been exhibited in Buenos Aires, Shanghai, Rome and Mexico, among others. Her designs have been featured in publications such in Mexico, Hong Kong and Europe. She has received fashion and jewelry awards in Mexico, Europe, Tahiti, Hong Kong and Shanghai.
Citlali is a family business of which Rosana Sanchez is presently director. The company employs 16 people to cover all aspects of production, from design to manufacture, sales and distribution.

Founder Francisco Sánchez started the company in 1968; He still is a vital member of the team. Together, they design jewelry inspired in the art of the Maya, Aztecs Toltecs, Otomis and Zapotecs, among other Mexican First Nations. They strive for a modern transformation of ancient designs so 21st Century women may feel at the same time rooted and trendy. Other elements they freely use are those found in nature: birds, flowers, insects, jungle, sun, and moon.

Their team includes 10 women. They are responsible for putting together natural stones and silver elements, final cleaning of jewelry, packaging and customer relations. They all know that their work means much more than ornamentation; since its conception and design, it will confer identity to the wearer.

Recently Citlali was awarded recognition from the Quality Group at the Jalisco Chamber of Jewelry, for 10 consecutive years delivering over .925 sterling silver quality. This has meant great pride for the company, making them more confident and bringing better prospects for the future.
TANYA MOSS

Tel:  +52 55 52919102
Email: tanya@tanyamoss.com
Website: http://www.tanyamoss.com/

Tanya’s work incorporates a fresh and innovative style that combines versatility and sophistication. Most of her pieces are one of a kind and completely handmade. All of her pieces are designed for clientele with taste and artistic appreciation.

Tanya’s designs do not follow any fashion trend; rather Tanya creates her own trend with her timeless collections. Her goal is to create original jewelry to be worn and treasured for a lifetime.

Today, Tanya Moss owns and operates seven stores in Mexico. Five in Mexico City, one in the Mexican Riviera and in Cozumel, where her store is recommended by all the cruise lines as a must see spot in Cozumel. In addition, her collection is also sold in El Palacio de Hierro Mexico’s most distinguished department stores, next to jewelry by Tiffany and H. Stern. Tanya Moss designs can be found each month in the pages of the most prominent fashion magazines throughout Mexico. Tanya has also received several awards for her unique designs. Through her creative and innovative work, Tanya Moss has positioned herself as a renowned designer with and unlimited potential in both jewelry and fashion. Her emblematic butterfly has become a symbol of contemporary elegance that every woman wants to posses.

Her success is the culmination of 15 years of hard work, skill and design vision. Her work has caught the eye of fashion editors and glamorous elite alike with designs having been worn by Mexico’s fashionable first lady, Margarita Zavala, and used in editorial layouts in couture fashion magazines as well.
Teresa’s objective is to bring and make available the talent and skills that she has to make TEGO a brand, that contributes to the world recognition of Mexican Silver Jewelry.

Teresa discovered her passion for jewelry when she came to live at the city of Taxco, Guerrero. At the age of 16, and wanting to learn this discipline she entered the School of Plastic Arts of the UNAM in Taxco.

Following her vocation, she continued as Industrial Designer, graduated from the Instituto Tecnológico de Occidente in Guadalajara, Jalisco.

She specialized in jewelry design at Le Arti Orafe Jewelry School Academy in Florence Italy.

An entrepreneur with talent that has taken her to new challenges in the search for newer prospects in the creation of jewelry with innovative techniques, she got the support and recognition of institutions such as CONACYT as an Entrepreneurial Venture on Technology.

For Teresa Gonzalez a blank page is her motivation and is the beginning of a new creation.
The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

October 2011
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Street address: ITC
54-56, rue de Montbrillant
1202 Geneva, Switzerland

Postal address: ITC
Palais des Nations
1211 Geneva 10, Switzerland

Telephone: +41-22 730 0111
Fax: +41-22 733 4439
E-mail: itcreg@intracen.org
Internet: http://www.intracen.org

For more information on ITC’s Women and Trade programme:

Contact Person: Ms. Meg Jones
Women and Trade Programme Manager
International Trade Center
Telephone: +41 22 730 0254
E-Mail: womenandtrade@intracen.org

For more information on ITC’s initiative to empower Mexican women entrepreneurs:

Contact Person: Mr. Sebastian Rodas
Regional Trade Promotion Officer
International Trade Center
Telephone: +41 22 7300 232
E-Mail: rodas@intracen.org

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