

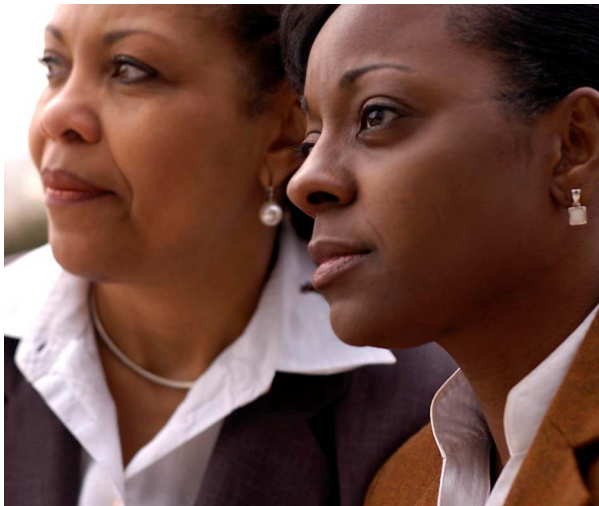


International  
Trade  
Centre

EXPORT IMPACT  
FOR GOOD

# WOMEN ACCESS! EXPORT SUCCESS

FOR AFRICAN BUSINESSWOMEN IN INTERNATIONAL TRADE



## A DEDICATED PROGRAMME FOR WOMEN IN AFRICA

Although women represent more than half of the world's labour force and innovation power, there are too few initiatives to unlock women's potential for economic growth. In the context of its commitment to reach *Export Impact for Good*, ITC encourages the development of new windows of opportunity for a more systematic and beneficial integration of women into international trade and export development.





In order to answer the various challenges faced by businesswomen in Africa and to support women as dynamic development agents, the *ACCESS!* Programme is a regional gender initiative of the ITC, which aims at improving business support services for women engaged in international trade with the ultimate objective to increase their export readiness and success on regional and international markets.

Initiated under the Canadian-funded Programme for building African Capacity for Trade (PACT), *ACCESS!* addresses the particular constraints of businesswomen by means of enhancing their access to comprehensive package of trade support services, including exporters' training, mentorship, business counselling, product and market development, business networking and trade intelligence.

## MORE *ACCESS!* WITH NEW STRATEGIC PARTNERSHIPS

In line with the regional network approach of the PACT programme, institutional links at the regional level have been given special attention. By building strategic partnerships with national Focal Point Institutions, *ACCESS!* and its dynamic network of trainers has grown to be a recognized programme for women exporters in Africa. In response to this success and in close collaboration with public and private partners in COMESA (The Common Market for Eastern and Southern Africa), ECOWAS (The Economic Community of West African States) and ECCAS (The Economic Community of Central African States), ITC expands the *ACCESS!* programme's outreach into new African countries, targets priority industry sectors and promotes innovative market development initiatives and branding concepts.

## WOMEN AS SUCCESSFUL EXPORTERS

In addition to its comprehensive and practical training package, *ACCESS!* assists partner institutions in delivering customized business counselling to women entrepreneurs. Through a network of highly qualified experts and trainers, ITC helps to develop business strategies, which can potentially make the women-owned and operated businesses more competitive for exports.

## MARKET DEVELOPMENT AND BUSINESS NETWORKING

The development of new products and new brand images that capture creativity, innovation and high market value is a priority for the *ACCESS!* programme. By introducing product selection processes that foster local design innovation, ITC wishes to ensure that the most promising and innovative products and services are proudly represented and recognized as such on the international markets. In this context, conducive sector networking, which contributes to stronger visibility for these new products and new market channels are actively promoted through participation in market trade shows or international trade missions.

## NEW TECHNOLOGY: AN ENGINE FOR GROWTH

The *ACCESS!* web portal builds export visibility for women in Africa and strengthens the team spirit and business networks. Hence, special attention has been given to new technologies to provide additional online trade related information and new training facilities. Please, visit the *ACCESS!* web portal for the latest update and information: [www.womenexporters.com](http://www.womenexporters.com)

## SPONSORSHIP

*ACCESS!* receives core sponsorship through the Canadian-funded PACT Programme. Given its modular structure, the current *ACCESS!* network can be expanded to include additional country chapters and support initiatives.



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## FOR FURTHER INFORMATION, PLEASE CONTACT



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