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19.07.2011, 13:00 – 15:00

WTO, ROOM D

2011 THIRD GLOBAL AID FOR TRADE REVIEW LUNCHEON

(Lunch Provided)

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## EMPOWERING WOMEN, POWERING TRADE: INTEGRATING WOMEN INTO GLOBAL VALUE CHAINS

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**Jointly organized by the International Trade Centre (ITC) and the Government of the United Kingdom through the Department for International Development (DFID)**

Corporations are discovering that integrating women into their value chains makes good business sense. The diversification of the supply base brings new skills, innovation and increases competition. It also strengthens the communities in which supplies are secured. For governments and international organizations, empowering women through trade is a catalyst for achieving gender equality and the internationally agreed goals and commitments, including the Millennium Development Goals. The status of women is one of the most critical levers of international development: When women are educated and can earn and control income, a number of good results follow - infant mortality declines, child health and nutrition improve, agricultural productivity rises, population growth slows, economies expand, and cycles of poverty are broken. Improved living standards in turn raise demand for goods and services – that is good for business.

Following on from the Expert Round table on Aid for Trade jointly organized by ITC and the WTO with the support of the Governments of Rwanda and the United Kingdom in 2010, the luncheon identifies innovative approaches to boosting demand for goods and services supplied by business women. Approaches to ensuring sustained support for trade related technical assistance to assist women meet buyers' requirements will be profiled by the Government of Canada. As a next step, ITC will brief participants on the Global Platform for Action on Sourcing from Women Vendors – a private public platform that aims to increase the share of corporate, government and institutional procurement secured by women vendors for the ultimate purpose of bringing greater economic benefit to women and their communities.

### **Speakers:**

**Empowering Women through Inclusive Growth:** Ms. Sarah Thorn, Senior Director, Federal Government Relations, Walmart

**Impact on the Local Economy:** Ms. Jane Chege Kabura, CEO, Ethical Fashion Africa

**Securing support under Aid for Trade:** Mr. Hugo Cameron, First Secretary, Permanent Mission of Canada to WTO

**Next steps – the Global Platform for Action on Sourcing from Women Vendors:** Ms. Patricia Francis, Executive Director, ITC