

## Women and trade: ITC publications

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Empowering women economically, especially through their involvement in trade, creates job opportunities for everyone.

Several International Trade Centre (ITC) publications provide insights that help women entrepreneurs make the best out of trade.

The collection is free on ITC's online publications catalogue:

<http://www.intracen.org/publications/collections/>



### [SheTrades: Promoting SME Competitiveness in Sri Lanka](#)

Sri Lankan women have the potential to play a significant role in the country's economy. Given the right tools and support, women entrepreneurs in Sri Lanka can achieve this potential and positively affect the global economy.

Using the ITC SME Competitiveness Survey, this report suggests encouraging more women to be part of the services sector in Sri Lanka, and ensuring that women-led enterprises have better access to quality certifications, digital and computer knowledge, marketing opportunities and intellectual property systems.

Published: 2018  
Available in: English



### [SheTrades: Promoting SME Competitiveness in Indonesia](#)

Being a women-owned company negatively affects the credibility of their business, say Indonesian women entrepreneurs in the services sector.

They also need better access to patents, internet access, quality certifications, marketing opportunities and customer outreach to run a business successfully, according to an ITC SME Competitiveness Survey of women-led firms in the country. The survey was carried out as part of the SheTrades Initiative to connect one million women to markets by 2020.

Published: 2017  
Available in: English

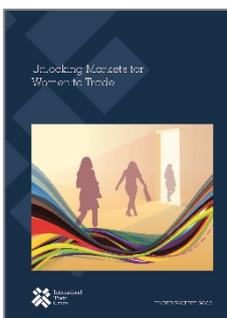


### [SheTrades: Promoting SME Competitiveness in Kenya](#)

Women make up almost half of Kenya's labour force, yet they remain on the margins of business ownership – only 9% of Kenya's firms are majority women-owned.

Kenyan women entrepreneurs say they need better access to loans, business registries, patents, quality certifications and affordable internet access to address the gap, according to a new ITC SME Competitiveness Survey of women-owned businesses in Kenya's services sector. The survey was carried out as part of the SheTrades initiative to connect one million women to markets by 2020.

Published: 2017  
Available in: English

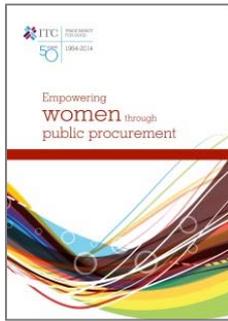


### [Unlocking Markets for Women to Trade](#)

This report charts a roadmap to boost women's participation in trade.

It shows where women-owned businesses are present and explains cultural and regulatory barriers. It gives ways to facilitate access to finance, market information and networks and outlines a roadmap for action, based on better data, trade policy, corporate and public procurement initiatives, a better business environment, financial services and ownership rights.

Published: 2015  
Available in: English, French, Spanish

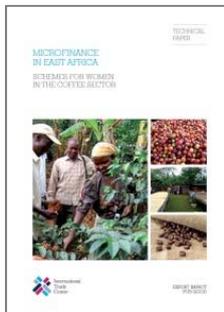


### [Empowering Women through Public Procurement](#)

Government procurement offers a unique route to empower women in business.

Women-owned businesses have been largely excluded from this sizable market due to lack of access to information on bids, understanding of procedures and ability to meet requirements. This publication guides governments through the procurement process and capacity building to increase sourcing from women vendors.

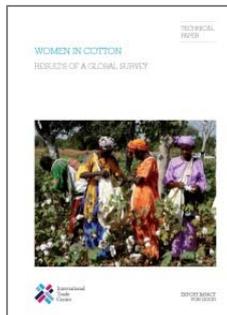
Published: 2014  
Available in: English, French, Spanish, Arabic



### [Microfinance in East Africa – Schemes for Women in the Coffee Sector](#)

This report explains microfinance for women engaged in the coffee sector in East Africa. It presents the key players and offers suggestions to expand access to microfinance.

Published: 2011  
Available in: English



### [Women in Cotton: Results of a Global Survey](#)

This report outlines women's roles in cotton production in Africa, Asia and Latin America. It compares women's participation in the total workforce in these regions and suggests how to improve competitiveness by re-evaluating the roles of women.

Published: 2011  
Available in: English

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## Related videos

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### ITC YouTube playlist: Women and Trade



See the ITC YouTube playlists on women and trade and #SheTrades, to hear practical tips directly from entrepreneurs, for entrepreneurs.



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