



eTrade for Women

Empowering women entrepreneurs in
developing countries

Torbjörn Fredriksson,
Head, e-Commerce and Digital Economy Branch
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History of eTrade for Women

Launched in September 2019 by UNCTAD, the eTrade for Women initiative aims at supporting women digital entrepreneurs in developing countries and empower them to overcome challenges they face. The ultimate objective is to foster a more gender-inclusive ecosystem.

Our vision

To make women digital entrepreneurs in developing countries a force for inclusive wealth creation and development.

Our mission

We support women entrepreneurs who use digital technologies to develop their business, to thrive as leaders in their ecosystem and emerge as influential voices in the public policy debate.



Our Advocates

The eTrade for Women Advocates are a group of influential women leaders in the digital sector nominated by UNCTAD to embody the values and mission of eTrade for Women.

They engage in high-impact activities to bring the voice of women to the forefront and contribute to more inclusive policy-making. They inspire and empower the next generation.

The current cohort counts 6 outstanding women covering the Arab States, Africa, the Balkans, Latin America and the Caribbean and South-East Asia.



Nina Angelovska



Mona Ataya



Helianti Hilman



Clarisse Iribagiza



Pierangela Sierra

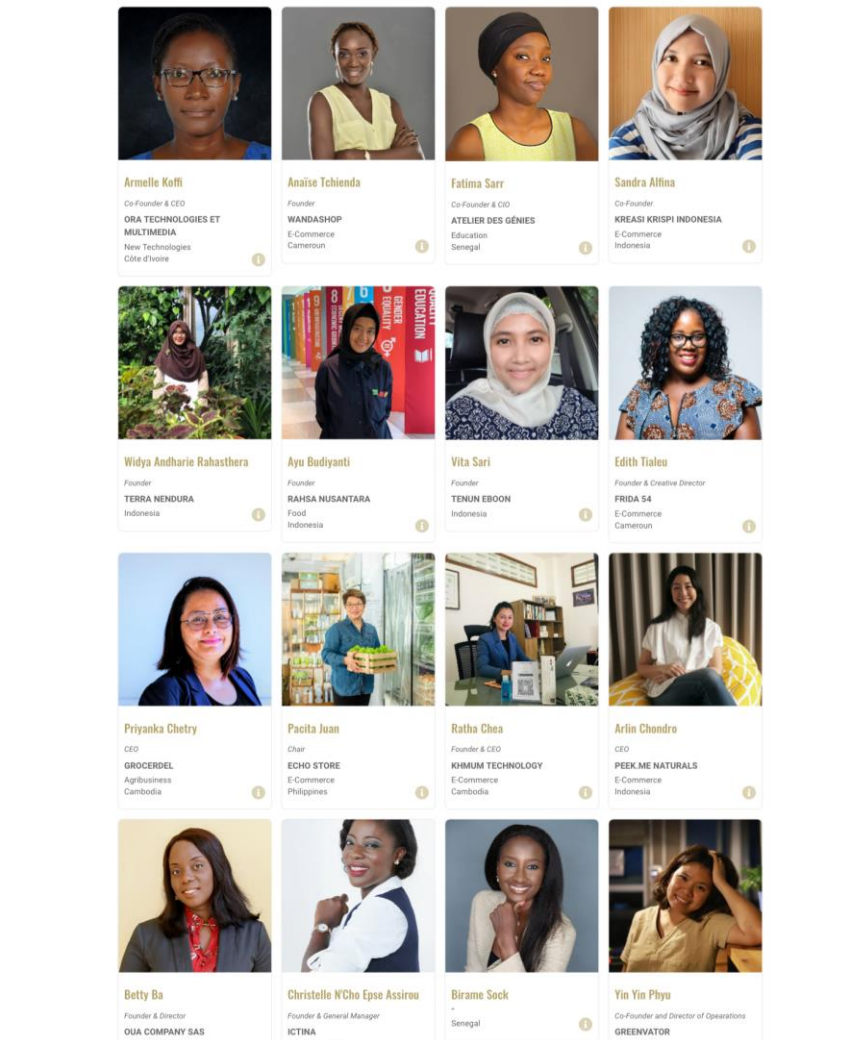


Patricia Zoundi-Yao

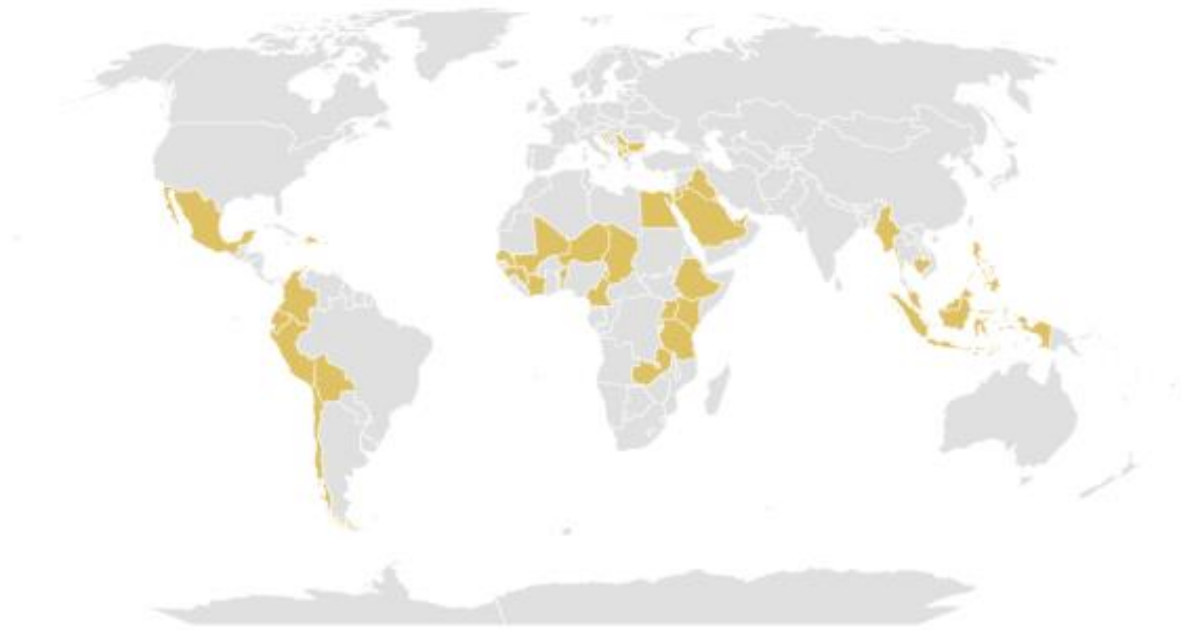
Our beneficiaries

eTrade for Women support women who have the potential to make a difference in the digital economy:

- ❖ Founders or co-founders in the digital sector: e-commerce, fintech, agritech, etc.
- ❖ Based in developing countries
- ❖ Willing to make an impact in their ecosystem and change the narrative for future generations



Key Figures



+200

**Women Digital
Entrepreneurs
Impacted**

40

**Countries
across the globe**

6

**Regional Communities
of Women Entrepreneurs**

8

**Masterclasses organized
since 2019**

Empowering the next generation

Masterclasses are **three-day empowerment events** held at regional levels across the world for women digital entrepreneurs based in developing countries.

Masterclasses combine **inspirational and learning sessions** with top rated experts, **networking opportunities** among participants and Policy dialogues.

Masterclasses mainly seek to offer women entrepreneurs the possibility to strengthen their skills and reach the next level to thrive as business leaders and pioneers of the digital transformation.





Connecting across the globe

eTrade for Women **Communities** are the **regional chapters** of the eTrade for Women initiative.

We provide a **safe space** where members can share their experiences, develop their skills and discover new business opportunities at a national and regional level.

The regional approach allows to offer **support tailored** to the members' needs with a specific strategy for each community.

We also offer members the possibility to contribute to policy-making processes to shape a more inclusive and sustainable digital future.



Fostering more inclusive dialogue

In alignment with UNCTAD's mandate, eTrade for Women provides a platform to facilitate inclusive policy dialogues between women entrepreneurs, policymakers and other key stakeholders, at the local, regional and global levels, to build enabling and inclusive regulatory environments.

The Advocates and members of the Communities contribute to the conversation by sharing their knowledge, experience and recommendations with other stakeholders of the digital economy to bridge the gender digital gap.

eTrade for Women



Thank you



women@etradeforall.org



www.etradeforall.org/et4women



@eTradeForWomen



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