



Media Release

CREATING GROWTH OPPORTUNITIES FOR LOCAL FEMALE ENTREPRENEURS

16 September, 2020: - Local female entrepreneurs trading locally or internationally will soon have a greater opportunity to increase trade, market access and business competitiveness as Trinidad and Tobago is set to launch its very own National SheTrades Hub in October 2020. SheTrades is an initiative of the International Trade Center (ITC), which aims to connect three million women entrepreneurs to market by 2021 and is being introduced into Trinidad and Tobago by the Ministry of Trade and Industry (MTI).

This initiative provides a unique platform and one stop shop for women-owned businesses to connect to a diverse range of organisations and SheTrades partner institutions which will facilitate the creation of strong networks. Local female entrepreneurs will be able to offer and source products and services; learn new skills through a wide range of free e-learning materials and participate in workshops, trade fairs and other business events.

Speaking on the upcoming launch of the SheTrades initiative, Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry said ***“SheTrades is directly in line with the country’s National Development Strategy (2016- 2030). Goal 2 of theme IV speaks to building a business environment that is conducive to entrepreneurship. We know that women encounter numerous challenges in starting, growing and managing their businesses. This local Hub will increase the visibility of Trinidad and Tobago’s women entrepreneurs globally and facilitate greater participation of females in trade, leading to an increase in exports by female led businesses”.***

SheTrades has a presence in 25 countries and through in-country projects and national hubs, aims to improve the competitiveness of women entrepreneurs, generate new business opportunities and foster a conducive ecosystem to trade. To unlock the benefits of SheTrades, female entrepreneurs in Trinidad and Tobago are encouraged to do the following:

- Register your business on the platform. Visit www.shetrades.com .
- Complete the Needs Assessment Survey. Please note that all information shared during this process will be treated with the highest level of confidentiality by the International Trade Centre (ITC). This survey is intended to assist the ITC to better understand the needs of Trinidad and Tobago's women in business to design a programme specific to our country.

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