



# Media Release

## SHETRADES T&T – BUILDING THE EXPORT CAPACITY OF LOCAL FEMALE ENTREPRENEURS

**21 February, 2021:** Trinidad and Tobago's SheTrades Hub is beginning to roll out its programmes for 2021 and local female entrepreneurs are invited to attend its first Webinar themed, "*Identifying and Accessing Export Markets*" on Wednesday 24th February, 2021 at 10am. The webinar, which specifically targets entrepreneurs registered on the SheTrades platform, is designed to help identify high potential markets; analyse trade and tariff data; assess markets based on key macroeconomic data; and utilize available online tools to guide export decisions.

The National SheTrades Hub which was launched in Trinidad and Tobago in October, 2020, is a collaboration between the International Trade Center (ITC), the Ministry of Trade and Industry (MTI) and the implementing agency, exporTT Limited. The platform offers invaluable opportunities for Trinidad and Tobago's female-owned Micro, Small and Medium Enterprises to expand their businesses, receive technical training and professional mentorship, compete in international tender and procurement processes and attend international trade and business events and workshops. To date there are over 443 registered female entrepreneurs on the SheTrades Platform.

Following a country analysis, the ITC has identified global actions to be undertaken by Trinidad and Tobago to tackle key challenges being experienced by local female entrepreneurs. These include ensuring the collection of quality, gender, and disaggregated data is collected; facilitating business to business opportunities; enabling market access and accessibility to financial services. Based on the Needs Assessment Survey conducted on the locally registered Women Owned Businesses (WOB) on the SheTrades Hub, key areas for intervention were identified. These include export status and Interest of registered entrepreneurs; barriers to export and availability of information as it relates to regulations and procedures; trade agreements; and public procurement in foreign markets.

The ITC, exporTT and MTI have developed a series of programmes for Trinidad and Tobago's local entrepreneurs for 2021 based on the key areas identified above which will take the form of seminars, capacity building workshops, networking events, business to business events and participation in SheTrades Global. To be a part of this exciting movement for our female entrepreneurs, register at [www.shetrades.com](http://www.shetrades.com) or visit <https://exporTT.co.tt/export-resources/shetrades-tt/> .

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