



GOVERNMENT OF THE REPUBLIC OF TRINIDAD AND TOBAGO
MINISTRY OF TRADE AND INDUSTRY

Media Release

SHETRADES: CELEBRATING FEMALE ENTREPRENEURSHIP

March 9, 2023:- In commemoration of International Women's Day 2023, under the United Nations theme, "DigitALL: Innovation and Technology for gender equality," the Ministry of Trade and Industry in collaboration with Export TT and the International Trade Centre celebrated the entrepreneurs involved in the SheTrades TT Hub at the Trinidad Hilton on Wednesday 8th March 2023. The SheTrades Hub is a transformative platform that offers invaluable opportunities for Trinidad and Tobago's female-owned micro, small and medium-sized enterprises.

Delivering the feature address at the event, Senator the Honorable Paula Gopee-Scoon congratulated all the women registered on the SheTrades Platform for taking that first step in incorporating technology into their business to move it forward. The Minister encouraged women to position their businesses to grow and take advantage of all the opportunities available to realise their potential. She urged, women owned businesses to network and forge alliances, arrange further business to business meetings with potential suppliers and buyers and learn from industry leaders.

Ms Pamela Coke-Hamilton, Executive Director of the International Trade Centre congratulated the SheTrades Trinidad and Tobago Hub for the hard work done since its inception in 2020 and on having over 650 women registered on the platform to date.

The event also featured a panel discussion entitled "Transforming Business through Technology," which included



panellist such as Ms. Hesma Tyson Managing Director, Caribbean Specialty Foods Limited; Ms. Deidre Lee Kin Co-Founder and Chief Business Officer, Dingole Limited; Ms. Janelle Forde Designer and Owner, J. Angelique Clothing; Ms. Sophia Stone Director, Term Finance SME TT and Ms. Debra Thompson Managing Director, Tuff Farms Limited. Mr. Emile Clifton, Head of Marketing at UTC, moderated the discussion which focused on the evolution of their businesses, the challenges encountered, how they overcame these challenges and how they used technology to transform their respective businesses.

Keynote speakers, Ms, Tricia Coosal, President of TTMA and Ms Camile Selvon Abraham, Head of Animation and Project Lead for Trinidad and Tobago Animation Production Factory, University of Trinidad and Tobago highlighted the gaps that must be addressed and opportunities for women in manufacturing and in the animation sector.

SheTrades is a collaboration between the ITC, the Ministry of Trade and Industry and the implementing agency, exporTT. The aim of SheTrades is to connect millions of women owned businesses to markets while promoting their full participation in international trade. SheTrades is present in 30 countries across Africa, Asia, South America, the Caribbean, and Europe. Trinidad and Tobago is the first and only Hub in the Caribbean.

Benefits of joining the SheTrades Hub:

There are numerous benefits to joining the Hub. Participants have the opportunity to

- Connect to millions of women owned businesses,
- Receive free technical training, which is certified on completion,
- Get mentorship opportunities and
- Participate in international tradeshows and events.

To be a part of this initiative which is free, sign up on www.shetrades.com.

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