



CONNECT

Join in Designing our Future

Last year, OWIT International celebrated its silver jubilee with our motto - "United around the globe to foster international trade and the advancement of women in business" - intact since the association was founded 25 years ago.

During the 2016 Fall Board meeting in Geneva from September 21 to 26, we will design our Vision for OWIT in 2025 and all leadership teams of OWIT International's chapters are invited to be part of the process.

As part of the strategy quest initiated this spring, our vision seeks 5,000 members by 2025. If you missed the energetic and passionate discussion during our May board call, check out the summary on the OWIT blog site at <http://www.owit.org/strategy/index.php/2016/06/02/co-creating-the-owit-we-would-like-to-see-in-2025-5000-owit-members/>.

Our Ask

Until the fall board meeting, we have embarked on an unusual type of survey. We want to understand what is important to you as members of the OWIT family and how you envision our future as an association. And now comes the unusual part.

Instead of asking you, we'd like to invite you to interview another OWIT member and listen to what s/he has to say. When you're done, we'd like you to post what you have learned, in any form you deem fit, on our Strategy blog (www.owit.org/strategy.)

INSIDE THIS ISSUE

Joining in Designing our Future	1
DC Extends Joint Programming Invitation	2
Where We Appear	2
OWIT to Present at WTO Public Forum	3
Women'#TradeElite Twitter Chat	4
New App Facilitates International Trade by Women	5
International Board Meeting to Feature Panel on Inclusive Trade	6
Check out our Webinars	7
OWIT and GroYour Biz™ Team Up to Support Women Entrepreneurs	8

The interview questions and how to go about it are explained in this note.

<https://app.slidebean.com/p/41Tmxa36ct/Co-creating-the-OWIT-we-would-like-to-see-in-2025>

So, jump in! We want to hear any and everything you and your fellow members want to share. And it's really simple, does not take up a lot of your time (about one hour in total, depending on how you plan to render the results).

Plus it will hopefully be interesting and insightful to hear your fellow member talking about why they are part of this family. So, please keep visiting the blog to hear what others have to say and to post your own comments in response.

We do need to hear from you! We will use what comes out from this process at the Fall board meeting to help us design the OWIT of the future. Please make your input by **August 31**.

Questions? Contact *Violette Ruppner* at VP-Strategy@owit.org

DC Extends Joint Programming Invitation



Looking for new programming ideas for your chapter that leverage our international network and can bring value-add to your members? The President of the DC chapter (WITT), Evelyn Suarez, extends an invitation to any chapter that would like to collaborate on joint programming. “It is indeed a pivotal time in international trade.

With the Trans-Pacific Partnership (TPP), one of the most significant trade agreements ever, and a number of negotiations for free trade agreements in progress, the merits of international trade are being hotly debated around the world,” notes Evelyn. “For some reason, people think that trade is the problem, when in reality it is the solution.

Given this environment, WIIT and OWIT have a unique role to play in building awareness of the importance of international commerce to economic development and job creation, especially for small and medium-sized enterprises.

Let’s do it together! By working together, I believe that we can better support the mission of promoting women and promoting trade – something I think we can all agree upon.”

Contact Evelyn at evelyn.suarez@wiit.org or Liz Schumacher, Executive Director, WIIT-DC, at Elizabeth.schumacher@wiit.org.



Where We Appear

1. OWIT is discussed within the article "Women Helping Women - How Microfinancing Is Empowering Women", published in the Spring 2016 issue of International Law Quarterly. See <http://internationallawsection.org/category/il-quarterly/> , page 16.
2. OWIT to Present at WTO Public Forum (see full article below)
3. Twitter Chat (see full article below)



OWIT to Present at WTO Public Forum

Marking the 15th anniversary of this flagship event, the 2016 World Trade Organization Public Forum will examine how the WTO can foster SMEs' participation into the global market. The Forum provides a unique platform for heads of state and leading global businesspeople, academics and non-governmental organizations to come together and discuss some of the major trade and development issues of the day. This September's Forum held in Geneva will also discuss **how women can participate more fully in international trade** and how they can overcome the constraints preventing them from reaping the benefits of trade.

OWIT's proposal to present a panel on September 27, 2016 has been accepted. Titled '*Shaping the Rules to Facilitate Active Participation of SMEs and Women in Global Markets*', our member panelists will share real-world experiences and insights on:

- Barriers to participation by SMEs and women-owned small businesses (WOSBs)
- Success stories as SMEs, WOSBs, technology-based firms
- Extent to which existing rules inhibit or facilitate inherent advantages of SMEs, WOSBs and technology-based firms
- Importance of business-support groups, role models, mentors

Moderated by our President Andrea Ewart (CEO/President, DevelopTradeLaw, LLC), the panel will offer three perspectives:

1. Presenting experience of large corporations with integrating SMEs and WOSBs into their supply chain:

- Angela Marshall Hoffman, President, World Strategies
- Beuloria Williams, Import/Export & Supply Chain Manager, Barry Callebaut
- Nasya Dimitrova, President, OWIT-Lake Geneva, Manager, Nestlé Nespresso

2. Presenting experience of developing country SMEs:

- Sabina Zunguze, CEO/President, A Gift to Africa □ Representative from OWIT-Nairobi, (TBD)

3. Presenting experience of SMEs & women-owned SMEs:

- Patricia Granum, CEO/President, Co-Operations, Inc.
- Janet Strong, Sales Manager/Global Strategies, Zircoa
- Evelyn M. Suero, Esq.

If you are attending OWIT's fall board meeting in Geneva, be sure to register for the Forum by September 18 at https://www.wto.org/english/forums_e/public_forum16_e/pf16reg_e.htm



Women' #TradeElite Twitter Chat

OWIT International President Andrea Ewart was a panelist on a #TradeElite Twitter Chat on “Women’s Roles in the Global Value Chain” hosted by the Forum for International Trade Training (FITT). Moderated by Clarecia Christie of the Trade Facilitation Office of Canada, the chat’s other panelists were:

- Vanessa Erogbogbo, Head of Women & Trade Programme, International Trade Centre (ITC)
- Kara Klassen, Project Manager, Women's Economic Opportunities, Mennonite Economic Development Associates (MEDA)
- Idalia Obregon, Executive Director, Belgian Canadian Business Chamber
- Leah Goold-Haws, Director, Global Trade & Logistics, Long Beach City College and Founder of Girls Gone Global
- Caroline Tompkins, FITT’s President and CEO

The panelists addressed such questions as:

- What are the biggest challenges that women face in the global value chain workforce?
- How are gender inequalities affecting women’s roles in global value chains?
- What market access opportunities exist today for women in global value chains?
- Should businesses be incentivized to include women in their global value chains or is this their corporate social responsibility to do so?
- What are the risks that face new women businesses in accessing global value chains?
- How do we encourage the buy women-made products campaign?

The panelists were joined by an active and informed group of participants. To follow the exchange, visit Twitter and search for the #TradeElite chat held on June 2.



New App Facilitates International Trade by Women

Because women-owned businesses haven't been reaping the benefits of trade, the International Trade Centre (ITC), a joint agency of the World Trade Organization and the United Nations, has decided to do something to help. Their solution: an app called **SheTrades**.

A recent OWIT webinar by Vanessa Erogbogbo, ITC's head of the Women and Trade Programme, introduced the SheTrades app to OWIT members. It's a comprehensive guide to getting started in international trade and government opportunities for small business contracts.

Erogbogbo recognized ITC's long partnership with OWIT Geneva and now with OWIT International. She paid tribute to the expertise in trade among OWIT members and called it an advantage for every member.

ITC's mandate is to help small and medium-sized businesses (SMEs) in developing countries become competitive globally. Everywhere up to 95% of entrepreneurs run SMEs, and they create 70% of jobs and contribute up to 50% of GDP. On average, women own 30-40% of SMEs, so the more women-owned businesses, the more economic competitiveness for a country and the more jobs and higher-wage jobs.

- The good news: countries with more women entrepreneurs are more competitive as trade contributes more to their economy.
- The bad news: in 90% of the world's economies, at least one law restricts women's economic empowerment.
- The result: only 1 in 5 exporting companies worldwide is owned by women.

To assist women in developed as well as developing economies, ITC has created the She Trades Initiative which reflects the changing emphasis in women's empowerment from health issues to economic issues as part of the 20.20 Global Goals. It's also a response to the number of unconnected programs that represent an inefficient use of resources.

SheTrades Call to Action: 7 Actions

"A blueprint for women's economic empowerment through trade."

1. Champion Quality Data – know state of situation
2. Enact Fair Policies – build gender awareness into policy making
3. Secure Government Contracts – increase women's share of US \$13 T market
4. Strike Business Deals – grow women's share of corporate procurement
5. Enable Market Access – alleviate women's obstacles to trade
6. Unlock Financial Services – promote women's access to capital
7. Grant Ownership Rights – ensure women's right to property

The App – all the information you need

- Available public tenders
- Matchmaking
- Events and business opportunities
- Trade tools & courses

Verifiers: “Organizations can register as verifiers on SheTrades. When a women-owned company joins the platform and identifies itself as a member of one of the verifier organizations, an automatic prompt is sent and a seal of recognition is provided.”

OWIT is a verifier organization.

More info: www.shetrades.com

The She Trades app is available at Google Play.

A recording of the OWIT webinar is available through the OWIT store at <http://www.owit.org/programs/store>.

International Board Meeting to Feature Panel on Inclusive Trade



OWIT’s International Board Meeting will be hosted for the first time in Europe. Representatives from approximately 20 chapters will visit Geneva to attend this meeting. To connect the local community with the OWIT International visit, OWIT Lake Geneva is organizing a special event on **September 22** with the participation of OWIT International President Andrea Ewart. It will feature a panel discussion on Inclusive Trade with four different experts on the topic of International Business & Trade from the International Trade Center, OWIT International, Seedstarts World and Corporate.

Members and guests will get familiar with the current policies, initiatives and business advancements aimed at incorporating more women and SMEs into global markets. The event will also be open to non-members and members of other women’s organizations from the Geneva area.

The discussion will provide a preview of OWIT's participation at the **WTO Public Forum** on September 27, where OWIT will run a workshop that shares the experience and perspectives of its members involved in various aspects of global supply chains.

For further details, visit: <http://owit-lakegeneva.org/event-2265094>

Check out our Webinars



WIT's quality webinars offer timely, relevant and practical information on a broad variety of topics from top expert speakers in international trade and business, including issues specific to women's role in these fields.

The next one is August 10, 12-1 pm EST, “THE GLOBAL TRADE ALLIANCE: PROMOTING TRADE FACILITATION & ECONOMIC GROWTH AROUND THE WORLD”, with guest speaker Jose Raul Perales, Deputy Director, Global Alliance for Trade Facilitation, Center for International Private Enterprise.

Fall Line-up

Wed., Sept. 14 - “THE ABC’S OF CUSTOMS SEIZURE CASES: (INCLUDING THE TOP 10 TIPS TO AVOID SEIZURE CASES)!” , with guest speaker Jennifer Diaz, V.P. OWIT International, Board Certified International Attorney, Diaz Trade Law, P.A..

Wed., Oct. 5 - “NEGOTIATING EAST ASIA: TIPS & STRATEGIES FOR SUCCESSFUL CROSS-CULTURAL BUSINESS IN EAST ASIA“, with guest speaker Mary Chen, President, Chen Language Services, LLC., Asian Culture and Language Authority.

Wed., Nov. 2 - “INTERNATIONAL CREDIT & RISK MITIGATION 2.0: HOW TO CREATE A RISK MITIGATION STRATEGY FOR YOUR GLOBAL GROWTH AND SUCCESS”, with guest speaker, Brett Tarnet, MBA, CGBP, Brett Tarnet Insurance Services.

Wed., Dec. 7 - “DOING BUSINESS IN AFRICA: DISCOVER A NEW REGION RICH IN OPPORTUNITY”, together with the OWIT NAIROBI CHAPTER and guest speakers Frida Owinga, President, OWIT Nairobi Chapter; Sheila Kariuki, Chief Executive, Resource Associates Limited, a Kenyan-owned Human Resource Consultancy firm; and Leland Clegg, President, Africa Business Portal.

Visit <http://www.owit.org/programs/webinars> to register for sessions.

OWIT and GroYour Biz™ Team Up to Support Women Entrepreneurs



A partnership between OWIT International and Canadian-based GroYourBiz™ (.GroYourBiz.com) launched in June will help women entrepreneurs develop professionally and expand their businesses globally. GroYourBiz Ltd., headquartered in Abbotsford, British Columbia, is an initiative that brings a tactical approach to meeting the needs of women business owners who want to take their business to the next level, primarily through monthly peer Advisory Board meetings.

Through the partnership, OWIT International and GroYourBiz™ will provide their respective members access to benefits such as “hot topic” trade education, discounts on programming, and the ability to leverage each other’s respective and collective capabilities for the benefit of women business owners.

“We welcome the opportunity to partner with GroYourBiz™ as we both strive to enable women to grow and thrive in the world economy,” says OWIT President Andrea Ewart.

News to share?

Please send along to the newsletter editors, Anne Deetjen at annedeetjen@hotmail.com or Susan Baka at sbaka@baycomm.ca

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