



THE ROAD TO
SheTrades
Global

PROGRAMME AGENDA

————— MARCH - AUGUST | 2021



ABOUT THE PROGRAMME

Part of SheTrades Global Dubai, “The Road to SheTrades Global” is a 6-month training programme for women-owned businesses (WOBs) and Business Support Organizations (BSOs) comprised of webinars, panel discussions and online courses. Each month features one thematic focus - carefully curated to prepare you for SheTrades Global Dubai.



REGISTER NOW

Scan the QR code or [click here to register](#) for The Road to SheTrades Global

Events

WEBINARS	PANEL DISCUSSIONS	ONLINE COURSES
<p>FOCUS</p> <p>1 hour webinar delivered by a subject matter expert.</p>	<p>FOCUS</p> <p>1 hour panel with experts and women entrepreneurs, sharing lessons learned, successes and inspiring stories.</p>	<p>FOCUS</p> <p>Deepen knowledge and refine skills through a 2-week online course and receive a UN certificate.</p>

LANGUAGES

WEBINARS and **PANELS** will be in English with captions in **Arabic, French** and **Spanish**. Availability of **ONLINE COURSES** in other languages is being confirmed.

MARCH

**BUILDING
SUSTAINABLE
VALUE CHAINS**

Programme

DESCRIPTION

The negative outcomes arising from social and environmental issues are not only limited to big firms – but also extend to first, second and lower-tier suppliers. Adopting sustainable practices improves the social and environmental performance of stakeholders. The theme of this month will prepare value chain stakeholders to create a framework that facilitates the adoption of inclusive business practices and the creation of opportunities for women-owned businesses.

LAUNCH EVENT

Presentation of SheTrades
Global Dubai and Related
Opportunities

11
MARCH 2021

2:00 PM

CET

WEBINAR + PANEL DISCUSSION

Sustainable, Inclusive, and
Ethical Value Chains

17
MARCH 2021

2:00 PM

CET

ONLINE COURSE

Introduction to Corporate
Social Responsibility

22
MARCH 2021

2 WEEK
ONLINE COURSE

APRIL

**GROWTH &
RESILIENCE
THROUGH
DIGITAL
TRADE**

Programme

DESCRIPTION

In an increasingly uncertain trade environment, digitalization has become a crucial means for businesses to stay resilient, access new markets, and become more competitive. This theme highlights good practices in digital trade, specifically looking at what actions businesses should take to enhance their online visibility and optimize sales through e-Commerce.

WEBINAR

Best Practices for Increasing
Your Online Visibility

07

APRIL 2021

2:00 PM

CET

PANEL DISCUSSION

Overcoming COVID-19
Through Digitalization

14

APRIL 2021

2:00 PM

CET

ONLINE COURSE

Introduction to E-Commerce

19

APRIL 2021

2 WEEK
ONLINE COURSE

MAY

**UNLOCKING
FINANCES
FOR YOUR
BUSINESS**

Programme

DESCRIPTION

Women entrepreneurs face a range of financial and non-financial challenges in realising their growth potential, and often cite access to finance as a major constraint on their business operations. The theme of this month will prepare women-owned businesses to strengthen their access to financial services and increase their financial literacy.

WEBINAR

Identify and Access
Appropriate Finance
Products

05

MAY 2021

2:00 PM

CET

PANEL DISCUSSION

Impact Investors -
What Are They Looking For?

12

MAY 2021

2:00 PM

CET

ONLINE COURSE

Raising Funds for
Your Business

17

MAY 2021

2 WEEK
ONLINE COURSE

JUNE

**ENVIRONMENTAL
SUSTAINABILITY
AND CLIMATE
CHANGE**

Programme

DESCRIPTION

The small changes that MSMEs make to their way of working can have a positive, cumulative effect on the environment. The theme of this month will provide a better understanding of how climate change affects businesses, the risks and opportunities related to this situation, and the benefits of climate adaptation measures via a climate resilience strategy.

WEBINAR

Climate Resilience:
the Benefits of Climate
Adaptation Measures

16
JUNE 2021

2:00 PM

CET

PANEL DISCUSSION

Environmental Sustainability
and Climate Change

23
JUNE 2021

2:00 PM

CET

ONLINE COURSE

Climate Resilience for SMEs

28
JUNE 2021

2 WEEK
ONLINE COURSE

JULY

DIGITAL
TRANSFORMATION
IN THE POST-COVID
ENVIRONMENT

Programme

DESCRIPTION

The use of the Internet and digital technologies to conduct and grow one's business - e.g. digital marketing and analytics - has risen substantially during the pandemic. For women-owned businesses, digitalization could help them make better business decisions, understand their customers' needs, reach new markets, and so much more. The theme of this month aims to equip WOBs with the knowledge to make the necessary and urgent digital transition and learn how to conduct effective digital trade.

WEBINAR

Creating and Implementing
A Digital Strategy For Your
Business

21

JULY 2021

2:00 PM

CET

PANEL DISCUSSION

Re(designing) Your Business
for the Digital Age – A Cross-
Sectoral Perspective

28

JULY 2021

2:00 PM

CET

ONLINE COURSE

Embarking on a Lean
Digital Transformation for
Organizations

02

AUGUST 2021

2 WEEK
ONLINE COURSE

AUGUST

**STANDARDS IN
SUSTAINABLE
SUPPLY CHAINS
AND LOGISTICS**

Programme

DESCRIPTION

Standards are production and trade guidelines and provide consistent “protocols” designed to reduce uncertainty, manage reputation, enhance market reach, control quality and fuel innovation. Producers, manufacturers, brands and retailers face a serious challenge in navigating the constantly moving landscape of sustainability standards, especially as supply chains grow more complex and new challenges multiply. The theme of this month aims to introduce participants to the concepts of standards and sustainability, focusing on voluntary sustainability standards (VSS) and the various ways in which enterprises can approach them.

WEBINAR

**Complying with Voluntary
Sustainably Standards**

11

AUGUST 2021

2:00 PM

CET

PANEL DISCUSSION

**The Benefits of Entering
Sustainable Markets**

18

AUGUST 2021

2:00 PM

CET

ONLINE COURSE

**The Role of Standards in
Sustainable Supply Chains**

23

AUGUST 2021

**2 WEEK
ONLINE COURSE**

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DUBAI

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CONNECTING THREE MILLION WOMEN TO MARKET BY 2021

Women's economic empowerment is not a matter for government policy, the private sector, or social change alone. All have critical roles to play. This is why the International Trade Centre (ITC) has launched the SheTrades Initiative, which seeks to connect three million women entrepreneurs to market by 2021.

 ITC | SheTrades