

# Gender Concerns in International Trade

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## “Gender concerns” in international trade

- **Who (men or women):**

- can **participate?**

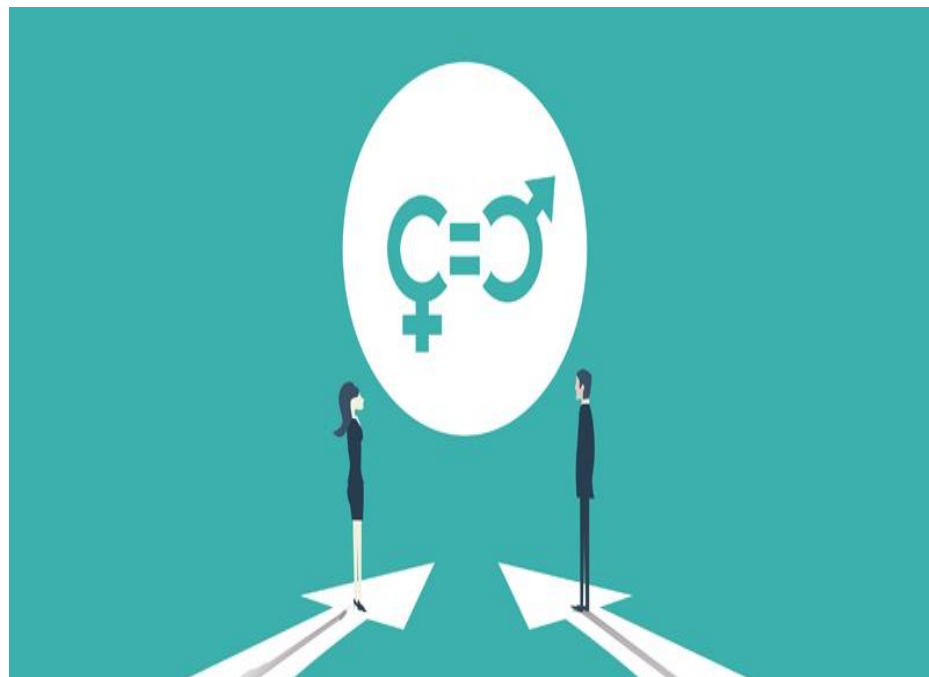
- benefits?**

- laws

- practice

- **Why?**

- **Goal?**



# Who can participate?

# Who actually participate?

**Enabling environment** (allow, support, facilitate)

- entrepreneurship
- actual international trade

**Practice** (reality)

- what industries
- men-owned or women-owned exporters

## Why? International trade impacts on men and women differently. How?

- Trade liberalization and opening of markets can benefit **workers** and **entrepreneurs** where jobs and new markets are created.

Examples: Ukraine footwear, apparel (female);  
machinery and equipment (male)

- But can also negatively impact the **labour force** and businesses of “loser” sectors.

Examples: Ukraine dairy (female);  
grains (male and female)

## Gender equality goal in international trade

Our **goal** is to ensure  
that women and men  
can **participate** and  
**benefit fully** and  
**equitably** from trade.



## Relevant question

**What can RCCs do to  
contribute towards  
gender equality?  
Know the members!**





# 1. Women face double burden



## Consider these differences

	<u>Women</u>		<u>Men</u>
Ave. monthly salary:	USD 231	<	USD 288
Ave. working hrs./day: mins.	8 hrs.39 mins	>	7 hrs.48
Housework:	5 hrs.	>	1.5 hrs.



## 2. Gender role stereotypes

### Examples of Female Gender Roles

- Only females clean the house
- Cooking is a woman's job
- Women should marry and have kids
- All ladies are expected to be loving, nurturing and gentle
- Working is for men.  
Women need to stay home and care for the household and children.



# Gender role stereotypes in business and their effects

## Stereotype

- Women are unreliable or weak business partners,
- Women are emotional, and can't make up their minds
- “All-boys’ club”

## Effects

- Some business owners are reluctant to work with them
- Women have less influence than men over decision-making
- Exclusion from business networks
- Lack of female role models

## Export-related challenges

- **Lack of information** about: accessing foreign markets, regulatory requirements and standards;
- **Lack of skills** that enable exporting: negotiation skills and foreign language skills;
- **Lack of trade-related tools;**
- **Lack of business support services** to become export-ready;

Source: CUTIS GBA and World Business Café Findings

## Export-related challenges

- Difficulty **finding partners in foreign markets;**
- Difficulty **accessing capital;**
- Lack of knowledge about **business culture in other countries.**

## Policies, programs and services to support gender equality in business (Government)

Gender-Based Analysis +: assess needs, allocate budget, assess benefits by gender

Women Entrepreneurship Strategy: CDN \$ 2 billion

Supplier diversity requirement in procurement policy: women-owned SMEs should make up at least 15 % of SME suppliers

Business Women in International Trade (Ministry of Trade)

Childcare subsidies



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## Supporting Women Entrepreneurs (Private sector)



Développement économique  
**Féminin**  
*Votre accès au succès*

**WESK**  
WOMEN ENTREPRENEURS SASKATCHEWAN

WOMEN'S ENTERPRISE CENTRE  
CENTRE D'ENTREPRISE DES FEMMES 

**NLOWE**  
NEWFOUNDLAND & LABRADOR ORGANIZATION OF  
WOMEN ENTREPRENEURS

 **WOMEN'S  
ENTREPRISE  
CENTRE**  
*Realize your business potential*

 RJFAQ  
Réseau des  
JEUNES Femmes  
d'affaires du Québec

**awe**  
ALBERTA WOMEN  
ENTREPRENEURS

# Supporting Women Entrepreneurs



## **BUSINESS LOANS**

to start, scale or buy a business



## **MENTORING**

programs supporting business growth



## **BUSINESS ADVICE**

for entrepreneurs in all stages



## **SUPPORTIVE COMMUNITY**

to raise the profile of women entrepreneurs



## **SKILLS TRAINING**

on subjects pivotal to business success





## Supporting Women Entrepreneurs

- WEConnect International
  - certification of women's business ownership
  - connecting producers with buyers
- Women's Business Enterprise



## Complementarity of roles and convergence

- Government
- Financial sector
- Business sector
- Academe



## Relevant question

**What can RCCs do to contribute towards gender equality?**

**Partner, complement, converge with other stakeholders!**



**Thank you!**