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FOR IMMEDIATE RELEASE

THE ORGANIZATION OF WOMEN IN INTERNATIONAL TRADE TO PLAY ACTIVE ROLE AT UPCOMING WTO PUBLIC FORUM IN GENEVA

WASHINGTON, D.C. (September 15, 2016) – The Organization of Women in International Trade (“OWIT”) will be participating in the World Trade Organization’s (WTO) largest annual outreach event which provides a platform for participants to discuss the latest developments in world trade and to propose ways of enhancing the multilateral trading system. Taking place in Geneva September 27-29 and marking the 15th anniversary of this flagship event, the 2016 WTO Public Forum (www.wto.org) will examine how the WTO can foster SMEs’ participation into the global market. It 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 will present a panel on *Shaping the Rules to Facilitate Active Participation of SMEs and Women in Global Markets* on September 27. Member panelists will share real-world experiences and insights on barriers to participation by SMEs and women-owned small businesses as well as success stories.

As part of the Forum, OWIT will also have a display to promote the benefits of its international network. “Since the Forum attracts over 2,000 heads of state and leading global businesspeople, academics and non-governmental organizations to discuss some of the major trade and development issues of the day, it represents an excellent opportunity to raise the profile of OWIT and promote our offerings,” says **OWIT President Andrea Ewart**.

Among these offerings are valuable OWIT webinars that provide 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. Fall topics include:

- The Cultural Considerations for Successful Business in Southeast Asia (Oct. 5)
- How to Create a Risk Mitigation Strategy for Your Global Growth & Success (Nov. 2)
- Doing Business in Africa (Dec. 7)

Full details and registration can be found at www.owit.org/programs/webinars .

About OWIT

Founded in 1989, The Organization of Women in International Trade International (www.owit.org) is a voluntary, non-profit professional organization dedicated to advancing global trade opportunities for women through networking and educational programs. It is comprised of more than 2,000 members in local chapters operating in the Americas, Europe, and Africa as well as “virtual” chapter comprised of individuals who do not reside or work in localities with a local OWIT Chapter.