



Organization of Women in International Trade

OWIT Newsletter June 2021

□ A message from our President



And now we can all finally celebrate! The OWIT community together celebrated after a landslide vote earlier this month in both the House and Senate approving legislation establishing Juneteenth as a federal holiday in the United States. Juneteenth commemorates the end of slavery in the United States. President Biden signed the bill into law, and as OWIT president, I was happy to watch a new version of the Juneteenth National Independence Day Act introduced into the U.S. culture.

□ OWIT International Corner

SPOTLIGHT on Chicago

By Elena Overstreet, OWIT Summer 2021 Intern

The International Trade Commission of Chicago in conjunction with the Organization of Women in International Trade ("OWIT") recently hosted an event: Trade in the 21st Century: Back to the Past? On June 15, 2021, the two organizations brought together key leaders in international trade to discuss global trade trends, highlighting the two speakers' book released earlier this year by the same title.

As part of ITCC and OWIT's continued discussion around international affairs, the VP of OWIT, Mrs. Stephanie Sherrod, kicked off the discussion, which was moderated by Steve Kase, VP of ITCC and featured Ernesto Zedillo, former President of Mexico and current Director of the Yale Center for the Study of Globalization, and Bernard Hockman, Professor and Director of Global Economics at the European University institute.

In promotion of their book, Zedillo and Bernard centered their discussion around the United States' global status under the previous presidential administration and the transition into the current administration. Under the Trump administration, foreign policy was constructed with a protectionist mindset. From NAFTA renegotiations, which negatively affected the interests of American people without sound economic reasons, to

business dealings with China, which have had a substantial toll on American industries, both speakers reflected on these schemes that have been largely contrary to the interests of the American people.

As Zedillo explained, having learned from his years of experience, rarely does a protectionist mindset actually protect people's interests. Protectionism is but a tool to safeguard certain people's interests, and the people protected are never the working class or consumers. Unfortunately, the Biden administration seems to be riding on the coattails of the Trump administration rather than taking steps to correct the damage done over the last several years.

We live in a very globalized world. Emergent economies account for over half of the world's GDP and trade – extravagant tariffs and protectionism are not the answer. The issues that the world now faces must be solved collectively, involving all of the most influential countries.

In addition, the speakers critique previous administrations for thinking in terms of industrial policy, production, and manufacturing. People reminisce on “the good old days,” which hinders society from moving forward into a digital and electrical age. Nearly 80% of the world's GDP is service based. This requires new systems to be made, and world leaders must initiate the effort to reform the system. Otherwise, we will continue down the path of conflict.

The United States has been a leader of international and free trade, especially after WWII. International peace has been bolstered by the country's open market system. Lately, that story has changed. How long will we continue to regress before we are able to adapt to what trade in the 21st century necessitates?



□ OWIT International upcoming webinars





WEConnect
INTERNATIONAL

RISE TO THE CHALLENGE: OPENING NEW MARKETS FOR WOMEN-OWNED BUSINESSES

WECONNECT INTERNATIONAL AFRICA ANNUAL CONFERENCE
7 TO 8 JULY 2021 VIRTUAL EVENT

GOLD
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ExxonMobil

SILVER
SPONSOR



BRONZE
SPONSOR

accenture

ADVOCATE
SPONSORS



Africa Regional Conference 2021

An unmissable AI-driven virtual experience

07 - 08 July 2021 | 11:00 - 16:00 (SAST) | 10:00 - 15:00 (WAT)

At the Africa Conference, women-owned businesses and global buyers will establish and enhance connections while gaining practical knowledge. WEConnect International helps to drive money into the hands of women business owners by enabling them to compete in the global marketplace. We have grown the South Africa and Nigeria markets and now looking to focus on expansion into Kenya, Ghana, Rwanda, Namibia and many more.

Key topics to be addressed during expert-led industry panels including manufacturing, digital transformation, access to capital and oil & gas, supplier diversity and inclusion in Africa, access to markets and many more. Sessions include: Expert-led Panel Sessions, Signature Match-Making, Networking Sessions, Lectures and Presentations, Plus More!

Speakers:



Elizabeth Vazquez
CEO & CO-FOUNDER
WECONNECT
INTERNATIONAL



Marieme Esther Dassanou
MANAGER,
AFAWA, AfDB



Anne Kabugi
REGIONAL GENDER LEAD,
AFRICA
IFC



Zandile Njamela
HEAD SUPPLIER
INCLUSION & DIVERSITY
AFRICA , ACCENTURE



Judith Mbonu
NIGERIA AREA
PROCUREMENT MANAGER
EXXONMOBIL

And More!

For more information and ticketing, please follow this link:

<https://weconnectinternational.org/events/africa-regional-conference/>

JOINTLY HOSTED BY WECONNECT INTERNATIONAL
NIGERIA AND SOUTH AFRICA



**EXPORT PROCEDURES AND
DOCUMENTATION.**

**Tuesday 27th July 2021 at 1.00
pm East African time.**



Covid 19 continues to ravage businesses and livelihoods across the globe. Many businesses closed down due to dwindling consumer demand resulting from containment measures put in place by governments in order to control the spread of the pandemic. Governments introduced monetary, fiscal and administrative measures to try and shield businesses from total collapse. However, restrictions on movement of persons and closure of many businesses premises caused many workers to be declared redundant and many businesses to experience acute

cashflows.

One of the strategies adopted by trade promotion agencies and companies, has been to delve beyond the domestic market, in order to shore up exports.

Despite the emergence of various professionals that assist companies to accomplish their export transactions, exporting companies and/or export managers are expected to be familiar with export trade. Export trade requires clear knowledge of the regulations, processes and documentation that apply in the management of international trade. Such knowledge helps them in counterchecking the origin and monitoring movements of goods and service in order to ensure that importers receive the correct products, while at the same time, exporters are paid on time and in the correct currency. Failure to meet any of the many steps in the export process, can result in failure of the consignment to reach its destination on time, hence undermining the success of the export transaction.

Madam Christine Mugure, a trade information Manager with Kenya Trade Network Agency will discuss export procedures and documentation, to enhance knowledge of existing exporter's and new entrants in a webinar by the organization of women in international trade (OWIT International). The webinar will take place on Tuesday 27th July 2021 at 1.00 pm East African time.

Export trade earns companies increased revenue, countries, the much needed foreign exchange, knowledge and skills transfer as well as employment creation.



**AFRICA
WOMEN
TRADE
CONFERENCE**
(AWTC) Nairobi 2021



25-26
November, 2021



**Safari Park
Hotel, Nairobi**

Hosted by



in Collaboration with



INTRODUCTION



- Organization of Women In International Trade (OWIT) was established in 1989 and is a global association for women in international trade and business.
- Our 2,000-plus members impact hundreds of millions of dollars in trade and business transactions annually.
- OWIT's focus is on adding value to corporate, mid-sized, small business and individual members around the world.
- OWIT Chapters has a growing network of 21 global chapters which include three (3) Chapters in Africa which are **OWIT Nairobi, OWIT Nigeria and OWIT Zimbabwe.**

Empowering women in intra-Africa

ABOUT OWIT NAIROBI



- OWIT Nairobi was established in April 2001 in Kenya.
- Our big audacious goal of "By 2030 our members will generate 60% of their revenue from exports"
- Our Objectives: Access to markets; Access to finance, Capacity Building; Mentorship.
- We contribute to three SDG Goals: SDG 1 - Eradication of Poverty; SDG 5 - Gender Equality & Women Economic Empowerment and SDG 10 - Reducing Inequalities.
- We have members in the following sectors: Manufacturing & Energy, Technology and Innovation; Agriculture; Services and Retail & Trade.
- Our typical member profile: above 5 years in business; comply with the Kenyan laws; employ between 4 to 20 staff members; has an intention to export and annual revenue range between USD50,000 to USD200,000.
- Our four top countries our members export: United Kingdom 19%; United States of America 17%; Uganda 10%; Tanzania 10%.

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AFRICA WOMEN TRADE CONFERENCE (AWTC)



- African Continental Free Trade Area (AfCFTA) agreement has a total population of 1.3 billion people.
- Africa has a combined gross domestic product (GDP) of \$3.4 trillion.
- OWIT Nairobi, OWIT Nigeria, OWIT Zimbabwe serves as a strategic response to strengthening the capacities of African Women Entrepreneurs (AWEs) at all levels across the continent.
- AWCT hosted by OWIT Nairobi in collaboration with OWIT Nigeria and OWIT Zimbabwe, is similarly a gender focused organizational bloc that seeks to enable local communities by empowering women business owners to succeed in local, regional and global markets.
- A key objective of the AWTC coalition is to increase intra Africa Trade amongst OWIT members in Africa with the aim of promoting Women Economic Empowerment

Empowering women in intra-Africa Trade

PURPOSE OF AWTC



- To increase intra Africa Trade amongst Africa OWIT Chapters
- To lobby and advocate policy makers governments, regulators, financial institutions etc.) on Gender mainstreaming of Trade Policies in Africa
- To identify the programs that will strengthen the capacity of women in Trade to achieve entrepreneur development
- OWIT members to be a catalyst in driving accelerated industrialization in the AfCFTA.

Empowering women in intra-Africa Trade

PURPOSE OF AWTC



- To advocate for an enabling trade environment through gender specific trade facilitation reforms
- To foster partnerships and alliances with stakeholders supporting women in Trade in Africa
- To position as partner with AfCFCTA Secretariat on disseminating Trade related information to women organizations in Africa
- To be a champion in building back better economies for Africa after the effects of COVID 19 pandemic.

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AWTC CONFERENCE

- African countries have enormous potential for trade within the global and regional markets.
- Regional trade in Africa plays a vital role in diversifying economies and generating income for households and as such it reduces dependency.
- Women in Africa make up 58% of the continent's self-employed population.
- In 2020, The World Trade Organization (WTO) reported that women are more likely to be negatively affected by COVID-19-related trade disruptions than men, particularly in the least developed countries (LDCs) and developing countries.



Empowering women in intra-Africa Trade

AWTC NAIROBI CONFERENCE



- In response, to global changes and shifting trends in trade, AWCT will be hosting its inaugural **AWT Conference** on **November 25th – 26th** in Nairobi.
- The conference will seek to attract over **500 women** from the regional block – **Nigeria, Zimbabwe, Egypt, Eswatini, Ghana, South Africa among other African countries.**
- The conference will provide a platform for connections, collaborations, and exchange of ideas between Africa states.
- It will seek to explore avenues of increasing Intra-Africa Trade among women in the region.

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WHO YOU WILL MEET

The two-day conference will present a vibrant market place of ideas and innovative solutions. We will feature some of the best practices in the Intra-trade space in Africa and the rest of the world.



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CONFERENCE OBJECTIVES



To create awareness for Intra-African Trade.



To evaluate innovative financial solutions for women in trade.



To provide a networking platform for women businesses to expand into African markets.



To discuss e-commerce as an enabler of trade.



To create new market opportunities and linkages in Africa for women.



To discuss agriculture as the next frontier for Africa.



To examine trade barriers that hinder women traders.

Empowering women in intra-Africa Trade

WHY PARTNER



1
2
3
4

Join thought leaders from over 50 African countries in shaping the intra trade space

Building synergies between trade organizations and like-minded organizations

Using trade to build businesses seamlessly across borders.

Shape sustainable Trade solutions to transform lives for women.

Empowering women in intra-Africa Trade

PARTNERSHIP BENEFITS

- **Speaking opportunities** - An opportunity for partners to speak at the Trade Conference, allowing them to showcase their organization's contribution towards the innovation and success of the Intra trade space.
- **Brand Positioning** - Partners can also position their brands to encourage investments and partnership deals as well as promote their presence during the conference.
- **Product/Service Launch opportunity** during the conference
- **Women Investor forum** – An opportunity to leverage on women entrepreneurs in the industry and to examine the best practices driving progress.



Empowering women in intra-Africa Trade

PARTNERSHIP CATEGORIES:



SME BOOTH
USD500



START UP KIOSK
USD350

PLATINUM PARTNERS

2 Opportunities

SPONSORSHIP
USD30,000

OPPORTUNITIES

- Women investors forum
- Speaking opportunity at the main plenary
- Panel Opportunity
- Naming rights in breakout room
- Product/Service Launch Opportunity
- Lead Panel discussions
- Thought leadership/ speaker
- Business to Business promotion
- 3 minute documentary or commercial by self

EXHIBITION
6x3Meters

10 SPONSORED DELEGATES

CONFERENCE MAGAZINE
2 full pages

CONFERENCE MARCHANDISE - LOGO

- Gift bags
- Insert in the Conference bag

BRANDING ACROSS CONFERENCE VENUES

- Conference Back drop
- Media Back drop
- 4 Conference branding

COLLATERAL

- Media mentions on all promotional materials
- Logo on website
- Media opportunities; interviews for key sponsor representative

GOLD PARTNERS

3 Opportunities

SPONSORSHIP
USD20,000

OPPORTUNITIES

- Women investors forum
- Speaking opportunity at the main plenary
- Panel Opportunity
- Naming rights in breakout room
- Lead Panel discussions
- Thought leadership/ speaker
- 3 minute documentary or commercial by self

EXHIBITION
6x3Meters

8 SPONSORED DELEGATES

CONFERENCE MAGAZINE
1 full page

CONFERENCE MARCHANDISE - LOGO

- Insert in the Conference bag

BRANDING ACROSS CONFERENCE VENUES

- Conference Back drop
- Media Back drop
- 4 Conference branding

COLLATERAL

- Media mentions on all promotional materials
- Logo on website
- Media opportunities; interviews for key sponsor representative

SILVER PARTNERS

5 Opportunities

SPONSORSHIP
USD10,000

OPPORTUNITIES

- Women investors forum
- Panel Opportunity
- 3 minute documentary or commercial by self

EXHIBITION
3x3Meters

6 SPONSORED DELEGATES

CONFERENCE MAGAZINE
1/2 page

CONFERENCE MARCHANDISE - LOGO

- Insert in the Conference bag

BRANDING ACROSS CONFERENCE VENUES

- Conference Back drop
- Media Back drop
- 4 Conference branding

COLLATERAL

- Media mentions on all promotional materials
- Logo on website

Empowering women in intra-Africa Trade

BRONZE PARTNERS

10 Opportunities

SPONSORSHIP
USD5,000

OPPORTUNITIES

- Women investors forum

EXHIBITION
3x3Meters

4 SPONSORED DELEGATES

CONFERENCE MAGAZINE
1/4 page

BRANDING ACROSS CONFERENCE VENUES

- Media Back drop
- 2 Conference branding

COLLATERAL

- Media mentions on all promotional materials
- Logo on website

SME BOOTH

50 Opportunities

SPONSORSHIP
USD500

OPPORTUNITIES

- Women investors forum

EXHIBITION
3x3Meters

1 SPONSORED DELEGATE

CONFERENCE MAGAZINE
Logo

BRANDING ACROSS CONFERENCE VENUES

- Media Back drop
- 1 Conference branding

COLLATERAL

- Media mentions on all promotional materials
- Logo on website

START UP KIOSKS

1 Opportunity

SPONSORSHIP
USD350

OPPORTUNITIES

- Women investors forum

EXHIBITION
1 table and a chair

1 SPONSORED DELEGATE

CONFERENCE MAGAZINE
Logo

BRANDING ACROSS CONFERENCE VENUES

- Media Back drop
- 1 Conference branding

COLLATERAL

- Media mentions on all promotional materials
- Logo on website

KNOWLEDGE PARTNERS

1 Opportunity

SPONSORSHIP
USD350

OPPORTUNITIES

- Women investors forum

EXHIBITION
3x3Meters

2 SPONSORED DELEGATES

CONFERENCE MAGAZINE
1/8 page

BRANDING ACROSS CONFERENCE VENUES

- Media Back drop
- 2 Conference branding

COLLATERAL

- Media mentions on all promotional materials
- Logo on website

MEDIA PARTNERS

1 Opportunity

SPONSORSHIP
USD350

OPPORTUNITIES

- Women investors forum

EXHIBITION
3x3Meters

2 SPONSORED DELEGATES

CONFERENCE MAGAZINE
1/8 page

BRANDING ACROSS CONFERENCE VENUES

- Media Back drop
- 2 Conference branding

COLLATERAL

- Media mentions on all promotional materials
- Logo on website

Empowering women in intra-Africa Trade



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W: www.owitnairobi.org

OWIT International Past Webinars



INTERNATIONAL
TRADE
ADMINISTRATION

Purchase Here!

Successfully Navigating Southeast Asia

we invite you to join us for an Evening Chat/Asia Coffee focused on "Successfully Navigating Southeast Asia"



Reach Your Potential – Empowerment Through Gender Mainstreaming

When it comes to solving the practical barriers, trade facilitation reforms can serve as an effective tool for creating a more predictable and inclusive environment.

Chapter Corner



GSP: BETTER POLICY FOR BETTER DEVELOPMENT

On June 29, WIIT held a webinar on the Generalized System of Preferences ("GSP"), which is a long-standing US program that allows preferential access to US markets for beneficiary developing countries, designed to support greater economic development. However, over the past few years, GSP has been challenged both to encourage domestic growth in key markets and investment in higher-skilled, higher value industries; and also as a tool to work with trade partner countries to raise standards and address trade barriers. How does GSP work now? Could it be better designed (and better leveraged) to promote comprehensive growth AND secure key inputs/products for US economic recovery and global economic growth? With an introductory overview by the Spring 2021 WIIT Trust Young Leader Scholarship Winner, Madeline de Quillacq, we heard from a range of experts with insights and ideas on how to drive GSP going forward.

Opening remarks were made by:

Madeline de Quillacq, Spring 2021 WIIT Trust Scholarship Winner

Panelists included:

- Laura Baughman, President of Trade Partnership Worldwide, LLC
- Laura Buffo, Deputy Assistant U.S. Trade Representative for the Generalized System of Preferences (GSP)
- Livia Shmavonian, Office of Senator Bob Casey

And the Moderator was:

Naomi Freeman of Sandler, Travis, and Rosenberg, P.A

OWIT UK

**On June 23rd, OWIT UK launched its first program below,
with over 70 participants in attendance.**



WWW.OWITUK.ORG

@OWITUK
#OWITUK



OWIT UK LAUNCH: INTERNATIONAL TRADE AND GENDER TO BOOST ECONOMIC PARTICIPATION AND EMPOWERMENT

This exciting launch of a new OWIT UK chapter promotes the advancement of women in international trade and business, and will serve both women and men working in all facets of international trade.

OWIT International is a unifying body of a growing network of chapters located in the Americas, Europe, and Africa. Together with trade bodies and industry organisations, we believe that international trade is key to the business agenda.

As women business owners and entrepreneurs, we are eager to unlock opportunities, access international markets and grow our networks and communities overseas.

JUNE 23, 2021 | 2:30 P.M. BST

WWW.OWITUK.ORG/EVENTS-PROGRAMS

OWIT MONTERREY held a successful trade mission to Toronto, Canada and seeks to also plan upcoming trade missions with Nairobi and Nigeria in the future.

OWIT-MONTERREY TRADE MISSION TO TORONTO, CANADA

MANUFACTURING - AUTOMOTIVE- IT
JUNE 22, 23, 24, 2021

SPECIAL GUESTS



**Below is a list of programs held in May and June by
OWIT NAIROBI:**



Programs for the month of May and June 2021

Program 1: May 4th - Value Chains: Legumes.

Partners were East Africa Grain Council

Objectives

1. To understand significant value chains in Kenya
2. To understand the value of Legumes in the Agriculture Sector

Program 2: May 25th - Value Chains: Avocados

Partners were Society Of Crop Agribusiness Advisors

Objectives

1. To understand export potential of Avocados
2. To analyze national opportunities for Avocados at the national level.
3. To discuss the production of Avocados based on international requirements for export.

Program 3: June 8th- Scaling your enterprise to the African Continent.

Partnered with Azima Wellness Consultants.

Objectives

1. To effectively analyze your competitive advantage and take the lead.
2. To analyze the skills you need to have to scale your business to ACFTA
3. To understand your internal and external business ecosystem

HOW TO ACCESS YOUR OWIT INTERNATIONAL MEMBER BENEFITS

You will find increased functionality and easy access to your OWIT International membership benefits in our new website and membership directory. Once logged on with your member credentials, you can access your Members Only benefits, including the Membership Directory, discounts on webinars and other events, and the Job Bank. Register for upcoming events from our home page. View OWIT International, chapter, and partner events in our Events Calendar. Connect with members in chapters across the globe via our membership directory.

Here's how to set up your member credentials on the new website:

Did you have a profile in our membership directory on our old website?

Your profile has been exported to the new website and membership directory. Just go to our website <https://www.owit.org> and click on Members Only and Log In. On the Log In page, click Lost Your Password? On the Password Recovery page, enter the email address where you receive OWIT International emails and click Reset Password. You will receive an email to reset your password. Then you'll be ready to update your profile and access your OWIT International member benefits, including webinar registration at the member rate.

Need to Register Your Chapter Membership or Join our Virtual Chapter?

If you don't have a profile in our membership directory yet, please go to our website <https://www.owit.org>. If you are currently a member of one of our chapters, please click on Register Your Chapter Membership with OWIT Int'l. If you'd like to join our Virtual Chapter, please click on Join Our Virtual Chapter.

If you have any difficulty, please contact vp-membership@owit.org.

Don't Miss Out on Any Member Benefits!

Did you know that as a member of one of OWIT's chapters, you are AUTOMATICALLY part of the OWIT International global network? Your complimentary OWIT International membership adds value to your local chapter membership by offering you added benefits and resources, including:

- Reciprocal benefits and member rate for events organized by any OWIT chapter worldwide
- Member-discounted rate for OWIT International webinars and FREE participation in Members' Only webinars on professional development and special topics;
- Access to an expanded network of business and professional contacts;
- Free listing in OWIT International's searchable online membership directory and password to Members-Only section of OWIT International's website;
- Opportunities for professional growth through participation on OWIT International committees.

As a local chapter member, all you need to do is register your chapter membership on OWIT International's website <https://www.owit.org>. Create your free member profile today! If you're not a member of a local chapter, please visit <https://owit.org/owit-chapters/> to learn more about our chapters. If you have questions, please contact vp-membership@owit.org.

Call for Volunteers!

OWIT International needs you! We have ten amazing committees that are seeking volunteers. If you are interested, please contact OWIT President Camelia Mazard at president@owit.org.

- **Chapter Development:** Are you interested in helping grow the OWIT network around the world? If so, this is the committee for you!
- **Chapter Support:** Are you interested in helping OWIT chapters learn the benefits of the OWIT network? If so, this is the committee for you!
- **Marketing:** Are you interested in helping with OWIT's newsletters and press

releases? If so, this is the committee for you!

- **Social Media:** Are you interested in helping with keeping OWIT's social media active and up-to-date? If so, this is the committee for you!
- **Partnership:** Are you interested in working with OWIT's premier partners to increase the profile of OWIT around the world? If so, this is the committee for you!
- **Conference:** Are you interested in helping with OWIT's annual conference to ensure it is a success, with amazing speakers from all over the world, and all members of OWIT around the world attend? If so, this is the committee for you!
- **Programming:** Are you interested in helping with OWIT's webinars? If so, this is the committee for you!
- **Virtual:** Are you interested in helping ensure OWIT's virtual members who don't have a chapter near them feel included within the OWIT network? If so, this is the committee for you!
- **Sponsorship:** Are you interested in helping raise funds for this much-deserved organization via our small business sponsorship, corporate sponsorship, webinar sponsorship, and conference sponsorship? If so, this is the committee for you!
- **Government:** Are you interested in helping to develop and advance OWIT's legislative agenda on trade and women's issues? If so, this is the committee for you!

Did You Know...

We have OWIT chapters in:

- | | | |
|-----------------------|-----------------------|--------------------|
| • Arkansas | • Monterrey | • St. Louis |
| • Charleston | • Nairobi | • Tampa Bay |
| • Chicago | • New Jersey | • Toronto |
| • Dominican Republic | • New York City | • Orange County |
| • Greater Triangle NC | • Nigeria | • Ottawa |
| • Lake Geneva | • Northern California | • United Kingdom |
| • Los Angeles | • Peru | • Virtual |
| • Mexico City | • South Florida | • Washington, D.C. |
| | | • Zimbabwe |

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OWIT Sponsors

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About Organization of Women in International Trade (OWIT)

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