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Organization of Women in International Trade

OWIT Newsletter September 2021

A message from our President



I hope you are as excited as I am for one more quarter of connection, growth, and community. There are great opportunities for us in the months ahead, and I am eager to finish 2021 with a bang. As we navigate through this pandemic, it is more important than ever that we work together to foster international trade. Many of us have been working from home for close to 18 months, so working together with civility and grace will benefit us all as we continue to live with our new normal. We are stronger together and are ready to welcome fall y'all!

Camelia Mazard



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OWIT International Corner

OWIT Fireside Chat honoring our 2021 International Award winners

By Mariana Quiroz

On September 9, 2021, OWIT presented its Woman of the Year award to Ms. Andrea Jung via Zoom as a fireside chat. OWIT International President Cami Mazard moderated the event with the assistance of the Co-VP of Programs, Ms. Stephanie Sherrod.

WOMAN OF THE YEAR **Andrea Jung**

By way of background, Andrea Jung is a Canadian-American executive and non-profit leader. She is one of the most powerful women in business; an advocate, and a proponent for women's issues and rights.



Throughout her career, Andrea has been inspired and passionate about empowering women. In 1999, she became the first female CEO and Chairwoman of Avon, the multinational cosmetics company. Avon has been dedicated to empowering women with their sales strategy since the beginning in the cosmetics industry, giving women the opportunity to be financially independent. This business model inspired her. Back in the 90s, during her first visit to the company, Andrea spoke with the company's CEO. He said the company should be led by women someday. She became the CEO of Avon six years later. In 2010 she received the Clinton Global Citizen Award for her leadership of Avon Foundation for Women.

During her time at Avon, Andrea found you can have professional fulfillment in a for-profit company while making contributions to social issues, to have a purposeful life. As the first woman in various roles or leadership, she takes great responsibility to pave the way for other women to follow. She has learned to be assertive and made sure her voice was heard in a male-dominated environment. For her, the management and leadership of a company should be representing the consumers and what businesses are all about.

Andrea was also the first female to serve as Chairwoman of Cosmetic, Toiletry, and Fragrance Association and the World Federation of Direct Sellers Association. In 2014, Andrea became president and CEO of Grameen America, one of the fastest-growing microfinance organizations in the United States. She observed the perception that microfinance only was needed in developing countries. However, income inequality and unfair access to capital is still a problem in North America. After the 2008 economic crisis, it became virtually impossible to get a loan as a low-income entrepreneur, more so for women. Giving women the opportunity to start projects and have access to financial resources cannot just help women change the trajectory of their lives,

but also empowers families and communities. Grameen is present in 15 cities, 25 locations and serves 150k women entrepreneurs with microloans and week-long financial training, opportunities for asset building, and a community where entrepreneurs can share their experiences in a network.

For Andrea, organizations like OWIT represent an invaluable role in the fight for gender equality in the workplace. We are still underrepresented in this industry. The glass ceiling is not broken yet. Organizations dedicated to empowering women are shattering that glass and contributing to progress. And OWIT is a great opportunity to hear about and connect with other women. *"There is no Global Economy without the participation of women, there's no International Trade without women at the top. All steps count. Every promotion, leadership, group, where women are represented."* Andrea also believes we are at an inflection point where words can become actions and policy. *"If not us, whom? If not now, when?"*

OWIT International President Cami also presented the Chapter of the Year award to Lake Geneva.



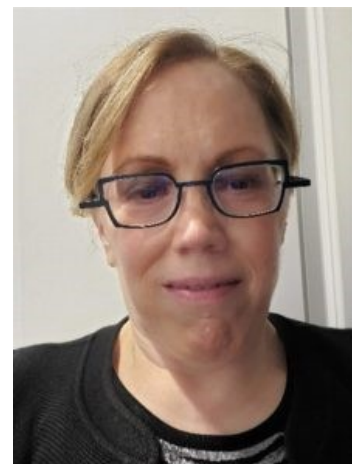
CHAPTER OF THE YEAR LAKE GENEVA

As Chapter of the Year, the Lake Geneva chapter in Switzerland partnered with the ITC to offer training and mentorship that impacted women. Specifically, the chapter partnered with SheTrades to help women business owners understand the resources and opportunities available on the SheTrades Platform and how they can take advantage of the same to grow their business.

And finally, the Member of the Year award was given to Katie Orr, the former General Counsel of OWIT.

MEMBER OF THE YEAR KATHERINE ORR

As Member of the Year, Katie Orr worked five years as VP General Counsel. Ms. Orr stands out for her contributions to the governance rules and response to development of OWIT International. Instrumentally, Ms. Orr led the launch of the OWIT International revamped website. And she also added the World Trade Centers as a special category of members. Overall, Katie has been a strong



leader who is passionate about helping women
in international trade.

31 OWIT International upcoming webinars

READOUT from the WTO Public Forum / Road to WTO MC12 /

**Tuesday October 5
12pm - 1pm EDT**

The WTO Public Forum takes place September 27-October 1 in Geneva, Switzerland. This event is a key opportunity for public-private exchange on the future of the WTO. OWIT International and WIIT (OWIT's DC Chapter) are hosting a readout from the Public Forum with four engaged experts, who will discuss progress on current negotiations, new ideas for WTO modernization, and the path forward to the 12th Ministerial Conference. This event is virtual



Moderator: Ed Brzytwa

Panelists:



Jennifer Hillman



Lisa Schroeter



Penelope (Penny) Naas

OWIT presented The World Is Your Marketplace - Grow Your Business with EXIM webinar

by Mariana Quiroz

On September 29th, OWIT International hosted a webinar with two of its partners, the U.S. Export-Import Bank ("EXIM") and International Trade Administration

("ITA"). From, Toya Woods, a Business Development Specialist, spoke about how to grow to your business with Exim Bank. And from the ITA, Mr. Brent Klepko, a Senior International Trade Professional, discussed options offered by ITA to exporters. The session was moderated by OWIT International President Camelia Mazard, Esq. and OWIT Co-VP of Partnerships, Mrs. Cortney Morgan, Esq.



Ms. Toya Woods explained that the EXIM Bank is the official export credit agency ("ECA") of the United States. Its mission is to support American jobs by facilitating the export of U.S. goods and services. Toya Woods promotes EXIM's financing programs focusing on small businesses. She works closely with minority and women business owners. About 90% of EXIM Bank transactions are supported by small businesses, some with just a few thousand dollars.

The U.S. market only represents 5% of the world's consumer market. And surprisingly, only 1% of American companies export because the others fear the unknown. EXIM's financial services support and guide the companies to mitigate risks. One way EXIM offers assistance is to insure foreign accounts receivables. EXIM conducts business with most countries and connects exporters with buyers. They work with a variety of industries including manufacturing, construction, medical equipment, power generation, aircrafts, services, retail, and any other industry with services being performed by U.S. personnel.



Mr. Brent Klepko explained that the U.S. Commercial Service ("USCS") is a global network of experienced trade professionals located across the United States and in U.S. Embassies and Consulates worldwide. Last year, the USCS assisted 31,000 exporters, and 92% of them were small and medium size businesses.

Their mission is to help you expand your business. And to better your bottom-line overall with their result-driven services. The USCS's trade services include Export Counseling, Market Intelligence, Business Matchmaking, and Commercial Diplomacy. These services provide reliable information and personalized counseling at all times of one's export journey - either fully or partially depending on the assessment of the business.

And a couple of the resources focused on women include:

- The Women's Global Trade Empowerment, which is a premier resource for women entrepreneurs who wish to grow their business into new markets.

- The Minority Business Development Agency (“MBDA”), which was developed for Enterprising Women of Color given that the fastest growing population of entrepreneurs are minority women. The MBDA advocates for women’s economic empowerment and ensures women worldwide reach their economic potential. For more information, please visit www.trade.gov to learn more about the USCS.

OWIT Chapters Upcoming Events

NOV 25 - 26:
AFRICA WOMEN TRADE CONFERENCE - Nairobi 2021



[Visit our website](#)

WHY PARTNER



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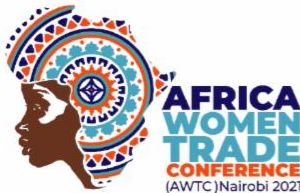
Join thought leaders from over 50 African countries in shaping the intra trade space

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



Hosted by



in Collaboration with



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W: www.owitnairobi.org

JOIN US TO CELEBRATE THE STARS OF WIIT!

WIIT'S 2021 ANNUAL AWARDS EVENT A NIGHT WITH THE STARS!

October 12, 2021
5:30 - 7:00 pm
Virtual

[Tickets](#)



Chapter Corner

Selections from the Nairobi Chapter "Message from our President"

"The Africa Continental Free Trade Area (AfCFTA) became operational on 1 January 2021. The agreement opens up a population of 1.3 billion people and a GDP on US\$3.4 trillion. AfCFTA has five priority sectors in the trade in services, they are business services, communication services, financial services, tourism and travel-related services and transport.



Nairobi Chapter President
Caroline Gathii

There is a perception that trade in services is not as capital intensive and not as competitive as trade in goods; this is far from the truth. According to documented reports, the Service sector accounts for 60% of GDP and 68% to employment in Kenya.

There are increased opportunities in trade in services as a result of the increased use of digital technology and e-commerce in trade. This therefore means that the adoption of technology to provide services, the digitization of processes and services is important for the service sector. Developing relevant skills in technology and e-commerce is critical and should be part of the process of preparation for service providers. Women in trade require this critical skill to expand and take advantage of the AfCFTA."

Remarks selected from OWIT Nairobi August Bulletin as written by Chapter President Caroline Gathii

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

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About Organization of Women in International Trade (OWIT)

The Organization of Women in International Trade (<https://www.owit.org>) 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 our corporate, mid-sized, small business and individual members around the world.



[Click here to visit our website](https://www.owit.org)

See what's happening on our social sites!



