

**PROMOTING WOMEN
ENTREPRENEURSHIP**

SheTradesZA Hub Programme

www.shetrades.com



**small business
development**

Department:
Small Business Development
REPUBLIC OF SOUTH AFRICA

seda 

SMALL ENTERPRISE DEVELOPMENT AGENCY

an agency of the dsbd

About SheTradesZA Hub

To allow SMMEs and Cooperatives to become competitive in the global markets, the **DSBD** implements the SheTradesZA Hub activities through its implementing agency **SEDA**, in partnership with the **International Trade Centre (ITC)**.

- SheTrades.com is a digital platform of the ITC
- Implementation of the international initiative has been customized according to South African needs in the form of the SheTradesZA Hub

SheTradesZA in local context



Alignment with government and other initiatives around women's economic empowerment for increased local ownership and sustainable long-term impact.

Purpose

Through the SheTradesZA Hub programme, selected women-owned enterprises (**WoEs**) and corporations will benefit from a wide range of opportunities to expand their businesses and broadly advance women's economic empowerment.

SheTradesZA Hub

Objectives

As an SBD Portfolio Programme, the Hub seeks to connect WoEs using the platform and further access the bouquet of support available at the business support level of the ecosystem.

The DSBD, as a key protagonist of economic and social change in South Africa, has placed the issue of women empowerment high on its agenda.



01 The benefits of registering now

Once registered onto the www.SheTrades.com platform you will immediately have free access to the benefits of the SheTrades.com - Website & Mobile APP.

02 Assisting WoEs in the export market

WoEs who decide to register to the SheTradesZA Hub Programme through the SEDA provincial branch network will be exposed to the full range of support interventions available within the SBD Portfolio Ecosystem, as it aligns to the SEDA Export Development Programme.

Why register on SheTrades.com today?

Once registered you will immediately have **free access to the benefits** on the SheTrades.com - Website & Mobile APP



Learning

Access e-learning programme, webinars, and the ITC market analysis tools

Online Tools

Stay up to date with SheTrades news, success stories, videos, publications, and events.

Networking

Use Forums to ask experts questions directly or start group discussions

How to register on the SheTradesZA Hub

Register in two easy steps. All you need is access to a desktop or mobile device.

01

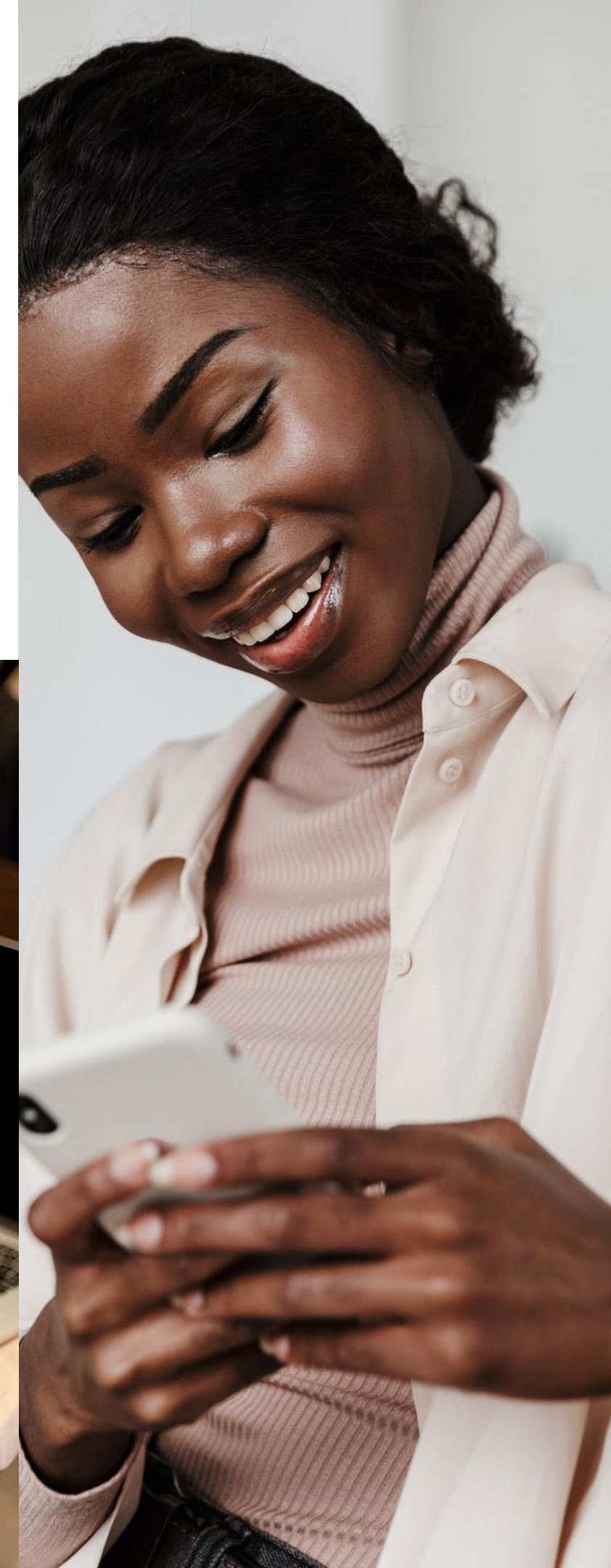
Register online

Visit the website to register:
www.shetrades.com

02

Download the mobile app

Once registered, you will have access to the SheTrades.com website and mobile app.



SheTradesZA Hub

The Hub supports the strengthening of business skills and competitiveness of South African women entrepreneurs.

Through our implementing agency SEDA, the SheTrades Hub will roll out the SheTrades initiative within the local context by aligning with government and other initiatives around women's economic empowerment for increased local ownership and sustainable long-term impact.



Why register on SheTradesZA Hub?

Once registered on the SheTrades.com website, go to the nearest SEDA branch, which can be found on www.seda.org.za

The branch will assign a business practitioner to analyse the business using the various business assessment tools, to assess business gaps to determine what interventions are required in order to narrow the gap between your current state, growth and being export-ready.



Start

SEDA to provide one on one business development support including training and capacity building.

Build

Capacity of WoE in production, quality, business management

Grow

Supporting WoEs to become export-ready by increasing their competitiveness and to connect to markets through export

SheTradesZA Hub Activities

Opportunities within the SheTradesZA Hub through the SEDA branch network.

- Capacity of WoE in production, quality, business management
- Market linkages: domestic, regional & international buyers created.
- B2B meetings and events
- Report on increased connection to buyers and investors (the return on investments for the business)
- Mentorship, Supplier development & Incubation
- Leveraging on available Incentive schemes including Manufacturing Support Programmes



Who should register on SheTradesZA Hub?

- Businesses that are at least 51% owned, managed and controlled by women
- Minimum of 50% of business owned by South African national
- Should not be a subsidiary of another company or a franchise business
- Participant must be a woman owner or woman manager of an SME
- Participant must be directly involved in the day-to-day running of the business;
- Preference will be given to the government priority sectors and designated groups.



Assessment of the WoEs registered in the platform (three tier system)

Tier 3

Beginner Level:

WoE that have a registered business and have the potential to grow.

Tier 2

Intermediate Level:

WoE that require sector-specific and technical training and have the potential to be export-ready.

Tier 1

Ready to Export Level:

WoE that are ready for export or already supplying to local and international markets.

SheTradesZA activities

SEDA Export Development Programme

Level 3

Talk

- Information sessions
- Registration of client
- Advisory services

Start

- Assessments (ACO,CPE, ERAT,SBAT, EDT)
- Capacity building Trainings (Basic Business Skills, Start up-1)
- Business Development Services



Level 2

Build

- Technical training (QMS & certification, HACCP, Quality & Standards)
- Innovation Support
- Export Readiness programme (Interventions based on ERAT)
- Export Mentorship
- Manufacturing Support programme
- Supplier Development programme
- Incentive Scheme (Co-operative Incentive Scheme, Blended finance and any other financial instrument)



Level 1

Grow

- Mentorship & Coaching
- Small Enterprise Coaching programme
- Women Enterprise Coaching programme
- Incentives schemes: (EMIA,SSAS, Manufacturing Support Scheme)
- Access to Markets: (e-commerce, trade fairs, B2B's, B2C's)
- Domestic market
- International market
- Post-event mentorship

SheTradesZA

progress to date

Since 2020, what has been achieved?

2020

In November 2020 virtual roadshows held in all 9 Provinces. The roadshows were a huge success seeing almost **1000** women registering on ITC's database during that period.

ITC CUBED assessment to establish SEDA's capacity to implement the programme.

The assessment focused on the commitment, resources and ability to run a SheTrades Hub successfully. Upon completion of the assessment the results indicated that, SEDA obtained the highest score to ever be achieved in a CUBED assessment. The ITC was particularly impressed with the organisation's breadth of programming.



2021

Travel restrictions meant that there was limited international market exposure

In November 2021, South Africa hosted the Intra-African Trade Fair (IATF).

This was the first exhibition that SheTradesZA Hub participated in.

The SheTradesZA delegation comprised clients from various sectors who were selected from a pool of WoEs that registered for the SheTrades Global Dubai event.



2022

Qualifying SheTradesZA Hub WoEs participated in the following:

Pan African Women's Economic Summit, Zanzibar: 06 – 08 March 2022 (20 women clients participated)

Kenyan Food Event 2022, Nairobi: 23 – 25 March 2022 (18 women clients participated)

SARCDA, Gallagher Estate (20 women clients)

Ghana Food Event, 23 – 25 March (11 women clients)

We have close to **3000** South African registrants with access to free e-learning and capacity building via the SheTrades.com platform

SEDA-reported SheTradesZA Hub interventions

- Export Orientation training, Cape Town: 18 – 22 October 2021 (9 women participants)
- Export Orientation training, Witbank : 25 – 29 October 2021 (15 women participants)
- Trade Facilitation webinar: 01 February 2022 (42 women participants)
- Access to Finance webinar: 22 February 2022 (414 women participants)
- International Trade webinar with UK: 09 February 2022 (420 women participants)
- Kenyan Culture, Etiquette and Business Practice webinar: 23 February 2022 (18 women participants)
- Tanzanian Culture, Business Practice and Etiquette webinar: 22 February 2022 (19 women participants)
- Export Orientation Training, Vhembe: 21-15 February 2022 (14 women participants)
- Export Orientation Training, Mopani: 7-11 March 2022 (13 participants)
- Export Orientation Training, Sasolburg: 14-18 March 2022 (6 women participants)
- Export Orientation Training, Sekhukhune: 28 March- 1 April 2022 (13 women participants)
- International Deals and Risk of Goods webinar: 26 April 2022 (151 clients)
- Pitch Perfect and Risk in Manufacturing webinar: 22 June 2022 (172 clients)

SheTradesZA Hub

2022 - Official Launch of SheTradesZA Hub

The DSBD through SEDA, in partnership with the ITC and funded by the European Unions' Ecosystem Development for Small Enterprise (EDSE) officially launched the SheTradesZA Hub Programme on 05 May 2022. The hybrid launch event was successfully hosted.

The Honourable Minister Ndabeni-Abrahams was the keynote speaker, and the President of the Republic, His Excellency, Mr Cyril Ramaphosa who originally planned to attend the event in person, submitted a letter of support read by the Minister.

Other noteworthy speakers were Ms. Pamela Coke-Hamilton, Executive Director: International Trade Centre; as well as Her Excellency, Dr. Riina Kionka, the EU Ambassador to South Africa.

See link to video and watch now: <https://youtu.be/8NwN8vB6C18>

SheTradesZA Hub

2022 - Export Readiness Assessments

Due to the significant number of registrants currently on the platform, and with continued mobilisation and advocacy underway, SEDA has appointed a service provider to conduct Export Readiness Assessments, namely ERAT assessments on current SheTradesZA clients.

The service provider will contact all clients using the email addresses they have provided on SheTrades.com.

SEDA has requested clients to avail themselves in order for the assessment to be conducted. The service provider will conduct the assessment either telephonically or virtually.

The purpose of such an exercise is for SEDA to provide relevant and effective business development services based on the client's sector and the level the business is at.

SheTradesZA Hub

Impact Stories

Rayana Edwards of Harem Clothing

“I was interested in promoting and gaining better access to new markets internationally, especially since we started exporting. I take great value from their webinars and the opportunity to network both locally and internationally.

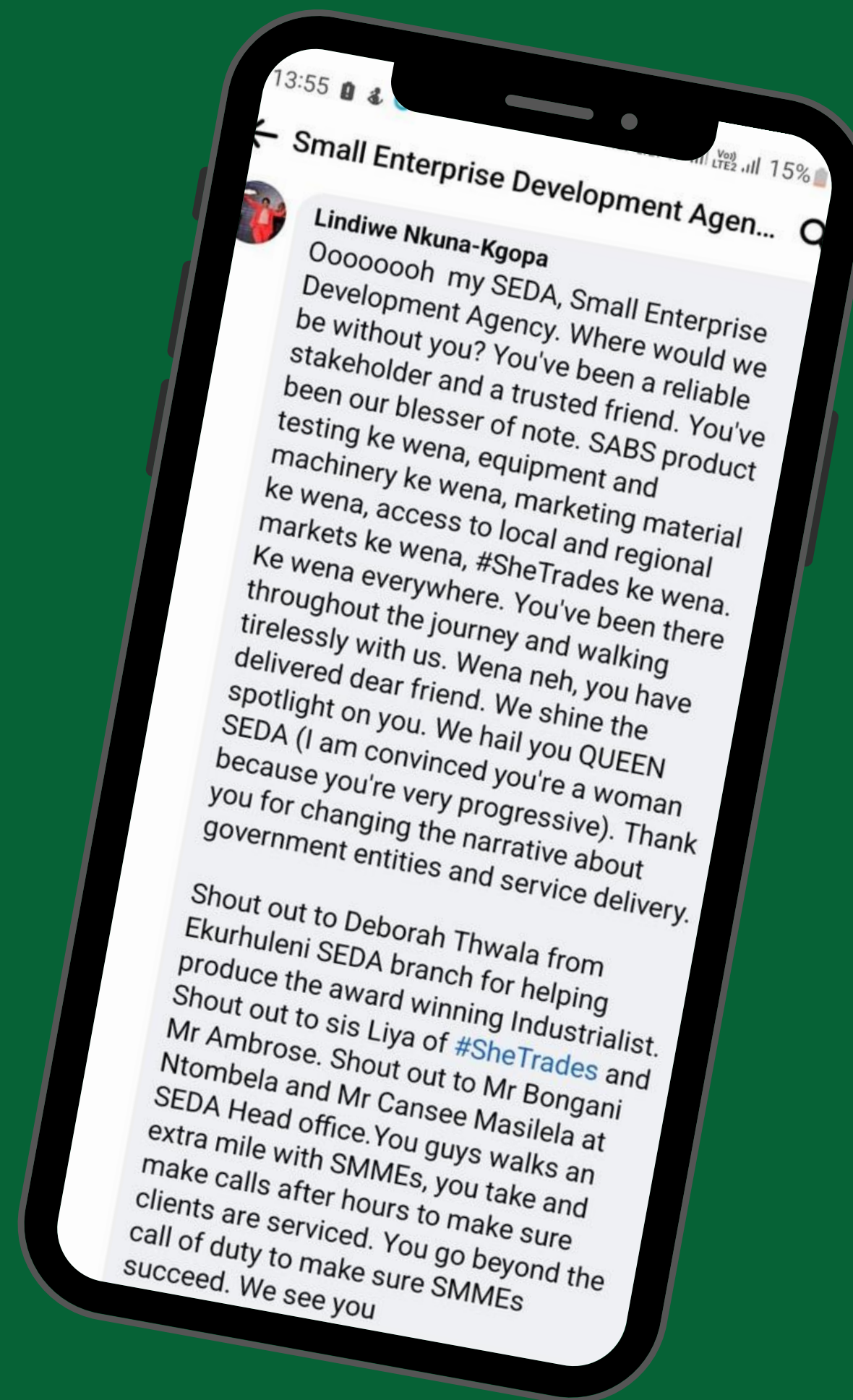
Through the programme, we are receiving access to new markets and the knowledge on how best to become export ready. I recently travelled to Zanzibar to showcase our products through SheTrades and received leads and sales from delegates from the USA.

The opportunity to collaborate with our fellow entrepreneurs in this programme is huge and have already invited a jewellery brand to collaborate with us on our photo shoots, pooling our resources whilst we are able to showcase our products, positioning ourselves as ‘Made in South Africa’.”



SheTradesZA Hub Impact Stories

Lindiwe Nkuna
Lindiwe Sanitary Pads



SheTradesZA Hub Impact Stories

Nobuntu Tintelo Director of Vellies Vile

"I started researching and found SEDA on my own. They gave me a mentor who journeyed with me to really understand myself and reposition myself in the market. They also assisted with the marketing material for Vellies Vile."

In 2020, SEDA informed me of the opportunities under SheTrades. [Since registering on the platform] it has helped me a lot - I'm exposed to export opportunities. SEDA also helped me with export readiness, to make sure when I have found overseas clients that I don't stumble."



SheTradesZA Hub

Impact Stories

Wendy B Mphendulo
Mainte Manufacturing CEO

“SEDA is a very good partner for small business. The equipment I use to manufacture my products have all been purchased through SEDA.

Miante products are distributed throughout SADC countries, which has been made possible through the intervention of the SheTradesZA Platform. After exhibiting at the IATF [Intra Africa Trade Fair in Durban in 2021], we were able to spread our wings through the leads generated during the Fair. Therefore, SheTrades has been very helpful to our journey!”



How SheTradesZA aligns to DSBD portfolio work

The DSBD continuously strives to align this Hub programme to existing programmes within the portfolio as well as leverage the various national support programmes available.



Alignment will ensure the work of SheTradesZA is not isolated and integrates with relevant offerings sourced both internally and external to the Hub.

Through SEDA, the DSBD will ensure:

- WoEs from the Localisation and Manufacturing Support Programmes interested in exporting are identified. Creating a pipeline of support for them to graduate and enter the export market
- Linkages between SEDA Export Development Programme, as well as participation in all SEDA hosted International Trade and Export workshops
- Refer the WoEs in the SheTrades ZA Hub for financial support, be it through **sefa**, or the DTIC and IDC related programmes for example

How SheTradesZA aligns to Strategic Partnerships

Ecosystem Development for Small Enterprise (EDSE)

The programme received budget support from the European Union (EU): EDSE for the 2021/22 financial year.

As part of the budget support, the EDSE programme has also availed technical experts to support the team in the conceptualisation and execution of activities towards the success of the SheTradesZA Hub Programme.



Partnerships are critical to the success of the initiative. Strategic partnerships are those which demonstrate potential to be transformational or scale impact, contribute a material level of resources across the strategic partners, and are formed (or near formation).

These funds were for the following key outcome areas:

- Launch and awareness of the programme;
- International trade workshop and B2B sessions; as well as
- Participation at local trade fair and events.

How SheTradesZA aligns to Strategic Partnerships

SheTrades: Empowering African Women through E-Commerce Project

The project, which runs from December 2021 to 31 October 2022, aims to promote economic growth and job creation in Nigeria and South Africa through the increased participation of women-led businesses in trade.



The objectives:

- Build the competitiveness, digital skills and e-market connectivity of women-led SMEs
- Support BSOs with providing better e-commerce-related services for women-led businesses

Funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the project comprises two key components:

- An e-commerce training programme for women-led businesses; and
- A training-of-trainers programme for business support organisations.

How SheTradesZA aligns to Strategic Partnerships

SheTrades: Accelerator Programme for Women Entrepreneurs in the Apparel, Accessories and Home Décor Sector

The project runs from August 2021 to January 2023 and targets women-led businesses from Iraq, Jordan, Kenya, Lebanon, Senegal, and South Africa. It aims to support income generation and job creation for women-led businesses (WLBs) and their community



The objectives:

- Strengthen the business support ecosystem to better support the growth of women's economic empowerment initiatives and activities;
- Increase the competitiveness of WLBs
- Create new market linkages and business opportunities for WLBs in the sector.

Funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the project forms part of the Global Project Cultural and Creative Industries commissioned by Germany's Federal Ministry for Economic Cooperation and Development (BMZ).

Contact Information



www.shetrades.com

Register online via the
SheTrades.com

Have a question?

Send an email to shetradeshubs@intracen.org
or SheTradesZA@seda.org.za

Register now and start enjoying the benefits of this
amazing international initiative today!

