

Khumo Bakery, Gauteng



ITC

SheTrades



small business
development

Department:
Small Business Development
REPUBLIC OF SOUTH AFRICA

seda 

SMALL ENTERPRISE DEVELOPMENT AGENCY

an agency of the dsbd

'South Africa Partners With
The International Trade Centre
To Promote Women's
Entrepreneurship'

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An opportunity for women entrepreneurs in South Africa

Through the SheTradesZA platform, women-owned businesses and corporations will benefit from a wide range of opportunities to expand their businesses and advance women's economic empowerment.



Spotless Dry Cleaners, Eastern Cape



What is the **SheTradesZA Hub?**

Together with the Republic of South Africa's **Department for Small Business Development (DSBD)** and the **Small Enterprise Development Agency (Seda)**, the ITC SheTrades programme has set up a Hub in South Africa.

The objective is to assist South African women entrepreneurs to be capacitated and upskilled through various technical and business skills development interventions. Export ready women-owned business will thereafter increase their competitiveness and connect to national, regional and global markets through the **SheTradesZA Hub**.

The primary goal of the Hub is to connect at least 10 000 South African women-owned businesses to markets by 2024/25. This will in turn contribute to **ITC's SheTrades** programme goal of connecting three million women owned businesses to markets by 2021.

How can women-owned businesses benefit from the SheTrades program?

Women entrepreneurs will:

- **Easily connect** to potential buyers, investors, suppliers and business support organizations;
- **Learn skills to boost their business potential** through the **SheTrades** free e-learning courses, on-site workshops and webinars;
- **Receive support** to attend national, regional and international trade fairs;
- Be included in B2B meetings; coordinated through the **SheTradesZA** hub
- Improved access to **investment opportunities**; and
- **Increased visibility** of their business offerings in the network of international markets housed with the **ITC SheTrades** platform.

How can businesses **who want to procure from women-owned businesses** benefit?

They can more easily:

- Connect with women-owned businesses in South Africa and expand their pool of suppliers;
- Identify unique and innovative businesses opportunities that they can support;
- Learn, share and exchange with key businesses, governments and institutions;
- Support the UN Sustainable Development Goals by empowering women;
- Develop new partnerships and increase visibility in emerging markets.

How to be part of the SheTradesZA Hub?



New Member?
[Register here](#)

Already a Member?
[Click here to sign in](#)

Have a question?

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



Laundry Dynamics

PARTNERS

About ITC

The International Trade Centre is the joint agency of the **World Trade Organization** and the **United Nations**. **ITC assists small and medium-sized enterprises in developing and transition economies** to become more competitive in global markets, thereby contributing to **sustainable economic development** within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals.

About ITC SheTrades

The **ITC SheTrades** initiative aims to connect three million women to market by 2021 and rallies stakeholders **around the world** to work together on seven actions as illustrated in **figure 1** to address trade barriers and create greater opportunities for women entrepreneurs. It is supported by a **web and mobile digital platform**.

For more information, please visit www.shetrades.com

The 7 pillars of the SheTrades programme



Figure 1

About The Department of Small Business Development (DSBD)

The **Department of Small Business Development** was established in 2014 marking a turning point in history of SMMEs and Co-operatives development in South Africa, demonstrating Government's commitment to place SMMEs and Co-operatives at the centre of economic growth and job creation.

The mandate of DSBD is to **lead and coordinate an integrated approach** to the promotion and development of entrepreneurship, Small, Micro and Medium Enterprises (SMMEs) and Co-operatives, and **to ensure an enabling legislative and policy environment** to support their growth and sustainability. The two entities reporting to the Minister for Small Business Development are the **Small Enterprise Finance Agency (sefa)** and **Small Enterprise Development Agency (Seda)**.

For more information, please visit
www.dsbd.gov.za

About The Small Enterprise Development Agency (Seda)

The **Small Enterprise Development Agency (Seda)** is an agency of the **DSBD** which **provides non-financial support** to small enterprises and cooperatives.

Seda has by far the biggest network of offices in the country, with **53 branches including 46 co-location points**. **Seda** has presence in some townships and rural areas and has programmes targeting youth and women. **Seda supports 99 Technology Incubation Centres** across the country, affording start-ups and new disruptive innovations a **well-equipped and protected environment** in which to develop and grow for a period of three years.



The **Seda Export Development Programme** aims to **develop and generate export-ready** small enterprises that are globally competitive and **able to grow markets** both locally and internationally.

The Programme consists of:

- Assessments
- Export development assistance
- Trainings
- Promotional support
- Workshops

For more information, please visit www.seda.org.za | Contact address: SheTradesZA@seda.org.za

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