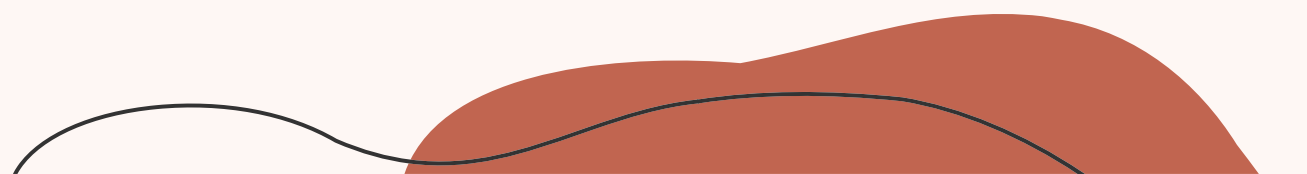


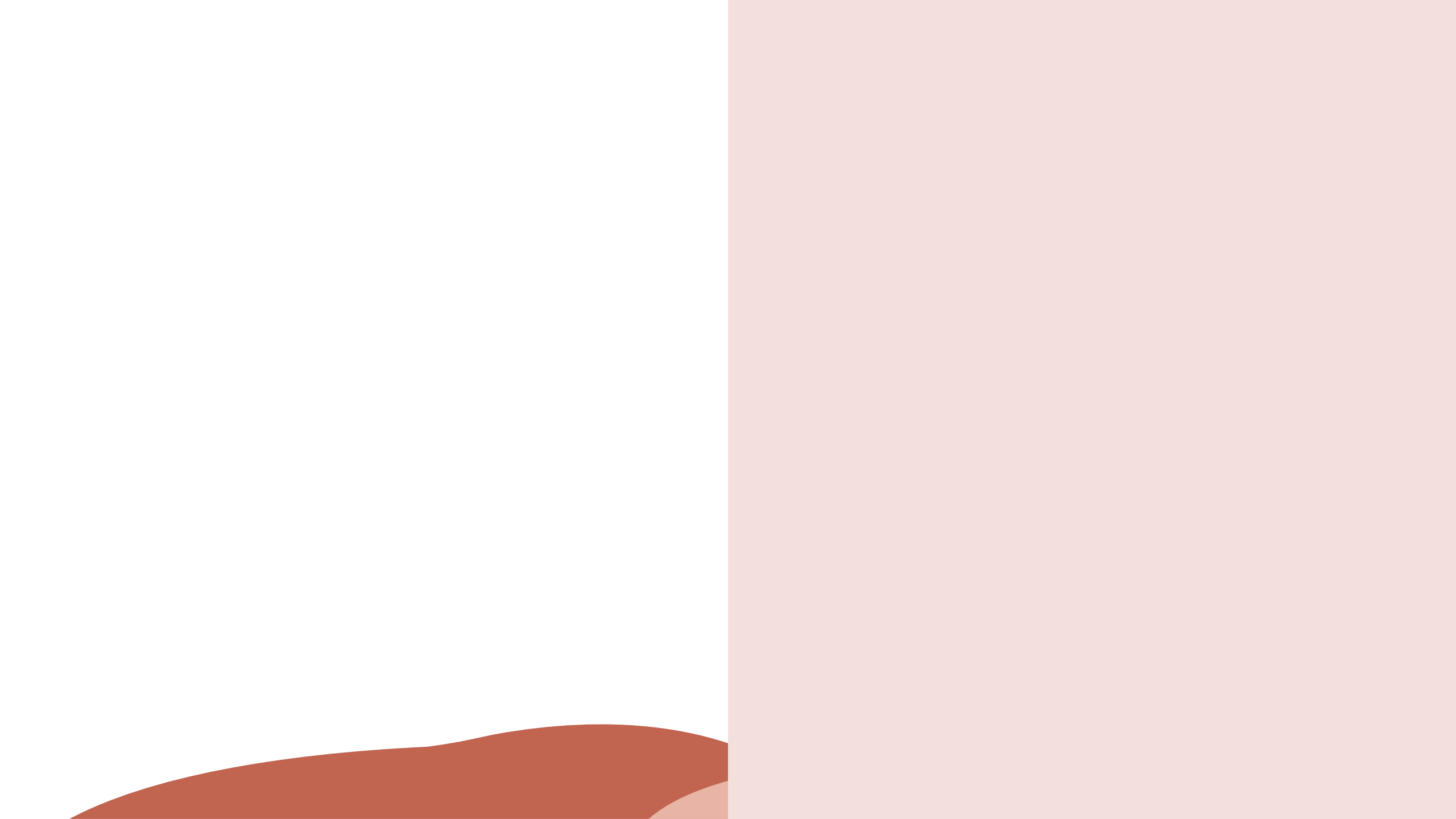


The Philippines' 2025 GAD Training-Workshop for Rural Women Entrepreneurs



Overview

- 1. Introduction**
 - 2. Gender and Development (GAD)**
 - 3. Cebu GAD workshop for women entrepreneurs**
 - 4. Highlights of the workshop**
 - 5. Key issues and recommendations raised during the discussions**
 - 6. Post-seminar survey results**
 - 7. Future activities**
- 



Workshop Aim: Enhance capacity of women-owned/led small businesses to navigate multilateral trade rules

Event: "Workshop for Women Entrepreneurs: *Her Route to Foreign Markets*"

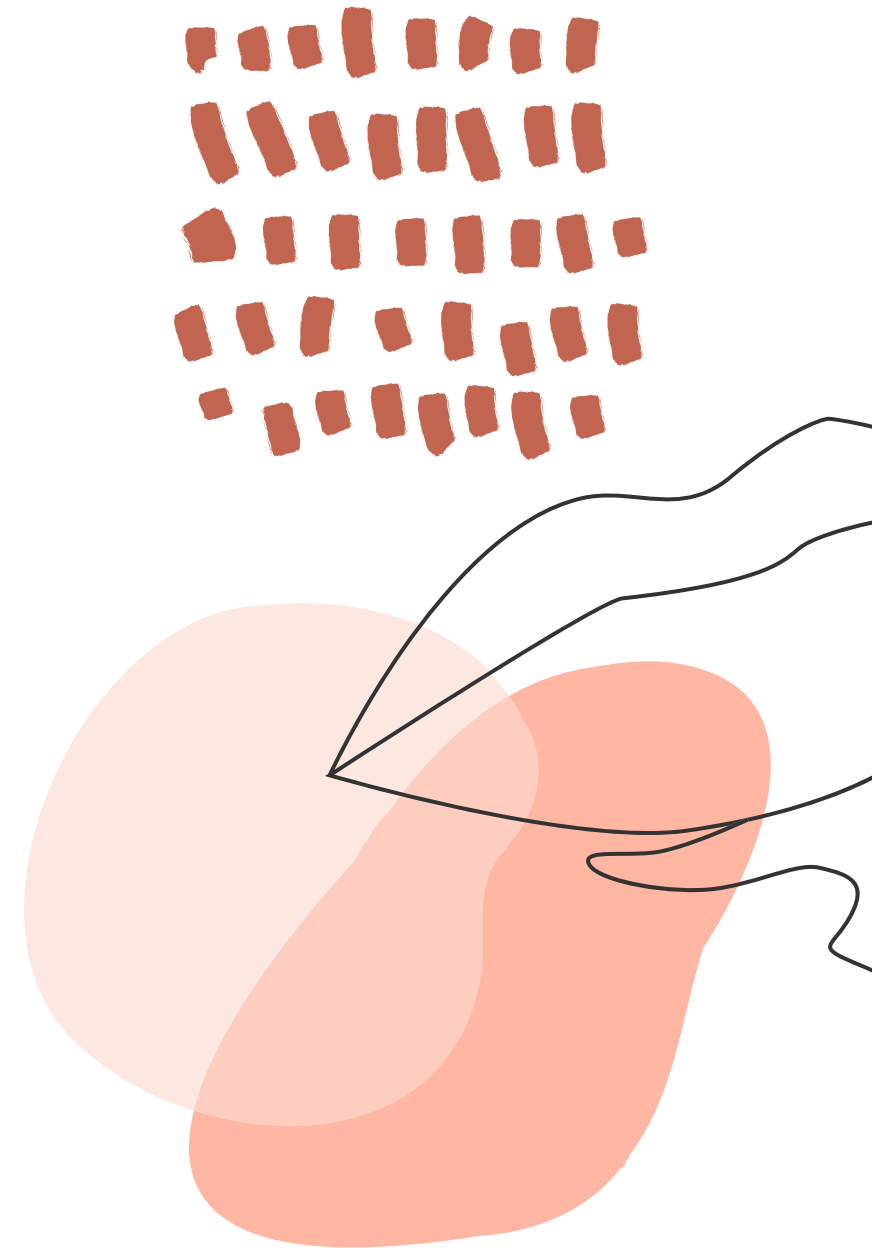
When: 29-30 September 2025

Where: Lapu-Lapu City, Cebu, Philippines

Organizers/Partners:

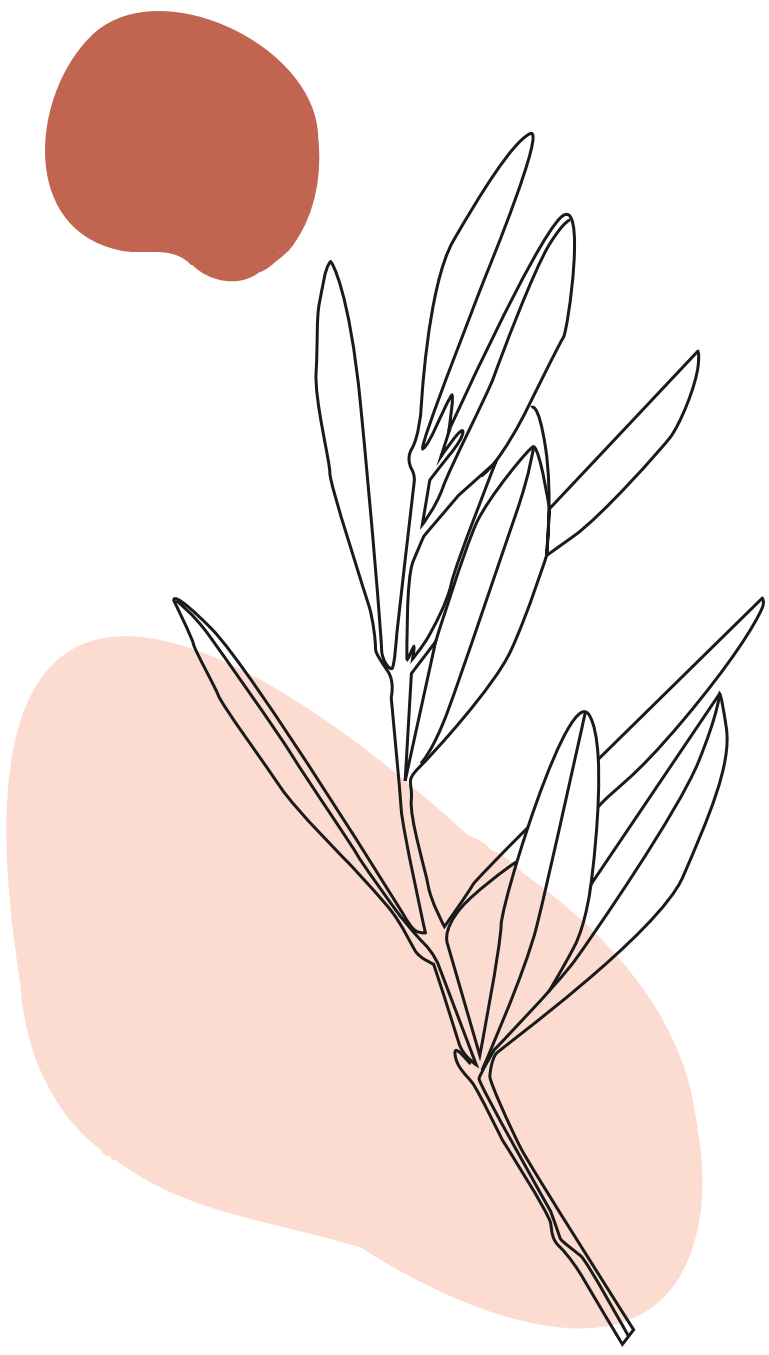
Permanent Mission of the Philippines to WTO - Department of Foreign Affairs (DFA)

World Trade Organization (WTO) Trade and Gender Offices



Uses gender lens in conceptualizing, implementing and monitoring government programs and projects

The Philippines'
Gender and Development (GAD)
Program



At least 5% of each government agency's funds for activities that address gender issues.

GAD aligns with national and international commitments.



PH Mission to WTO Organized Expert Discussion on “Orange the World”



GENEVA, 20 December 2022 – The Philippine Mission to the World Trade Organization (WTO) organized an expert discussion on the “Orange the World” Project to advance Philippine government’s campaign to end violence against women (VAW) on 16 December 2022.

The Gender and Development (GAD) activity is part of the Mission's agency-focused capacity development program aimed to improve the performance of official functions of its personnel within the WTO system. *“We hope that through this activity and future similar activities, the Mission would be able to help the Philippine government implement a comprehensive and structured campaign for international consciousness on anti-violence against women, especially in the area of trade,”* said Charges d’Affaires Oliver C. Delfin in his welcome remarks.

The resource persons of the GAD activity were Adriana Quiñones, Director of UN Women’s Liaison Office in

GAD Seminar in Geneva Promotes Dialogue with Civil Society and Legal Practitioners



18-Day Campaign to End Violence Against Women

November 25 to December 12, 2025



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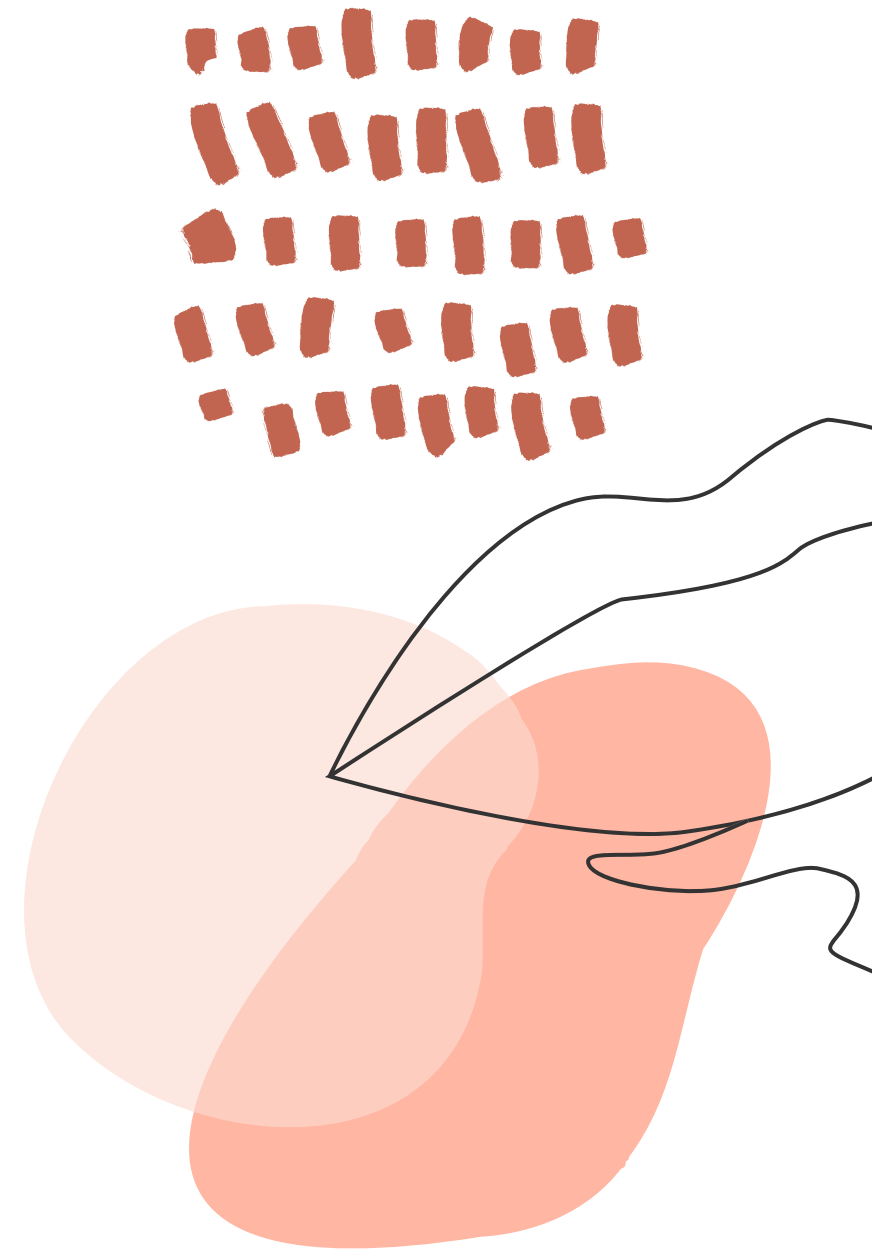
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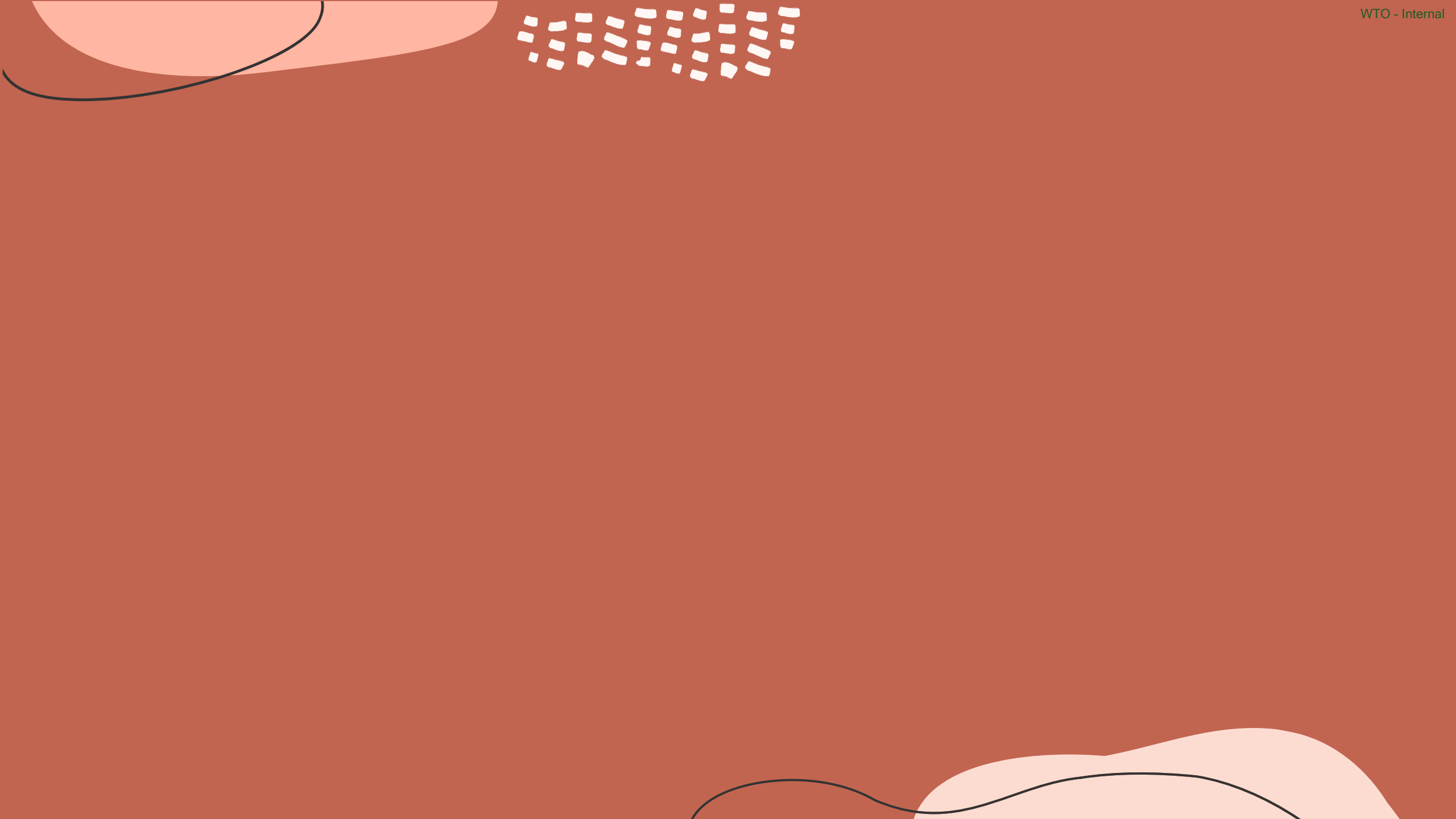
DivinaLaw at the WTO DFA Training Workshop for Women Entrepreneurs



Empowering Women in Business through Trade Agreements

Dr. Amrita Bahri
Chair Professor, WTO Chair Program (Mexico);
Associate Professor of Law, ITAM University;
Trade and Gender Consultant, International Trade Centre
[@bahri_amrita](#)





“I thank the Government of the Philippines for initiating this unique programme and partnering with WTO Secretariat in its delivery. Your leadership and commitment to empowering women overall, and female entrepreneurs in particular, is helping create real opportunities for growth and inclusion.”

“I call this program unique because it brings together a rich mix of expertise, from government, academia, the private sector, and civil society. Its design is distinctive, and over the next two days you will benefit from specialized knowledge and insights that have been carefully curated for you.” – ***WTO DDG Xiangchen Zhang***

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PHILIPPINE MISSION TO THE
WORLD TRADE ORGANIZATION

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BAGONG PILIPINAS



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WTO Case Study

The videos can be accessed through these links: <https://youtu.be/5Jmj0S-h5tw> <https://youtu.be/B2Oa3q3dPhA>

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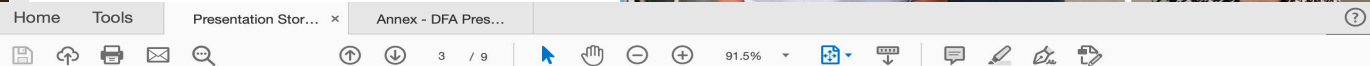




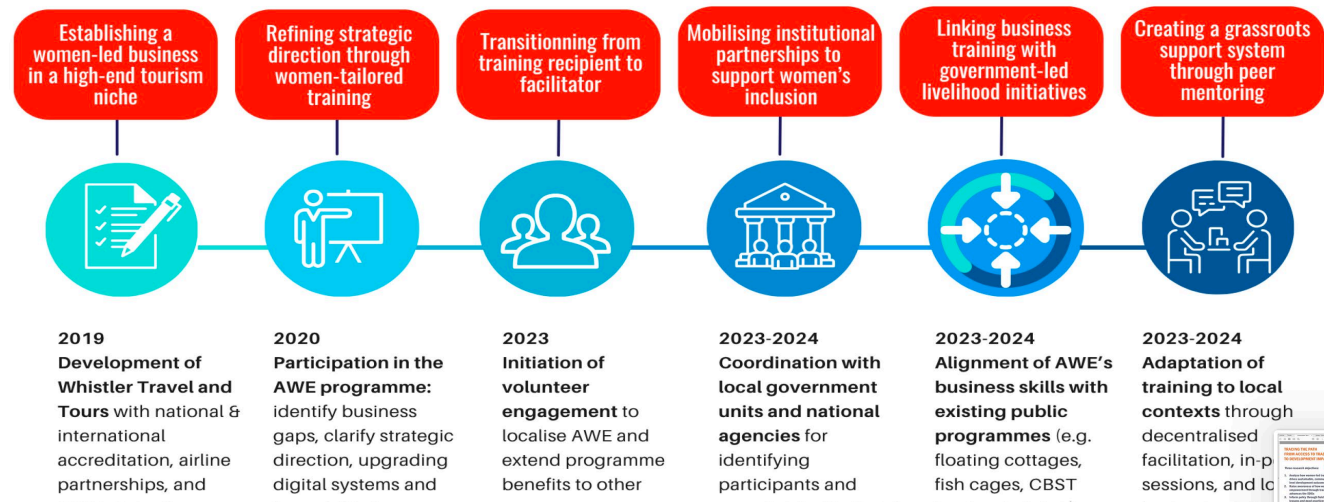


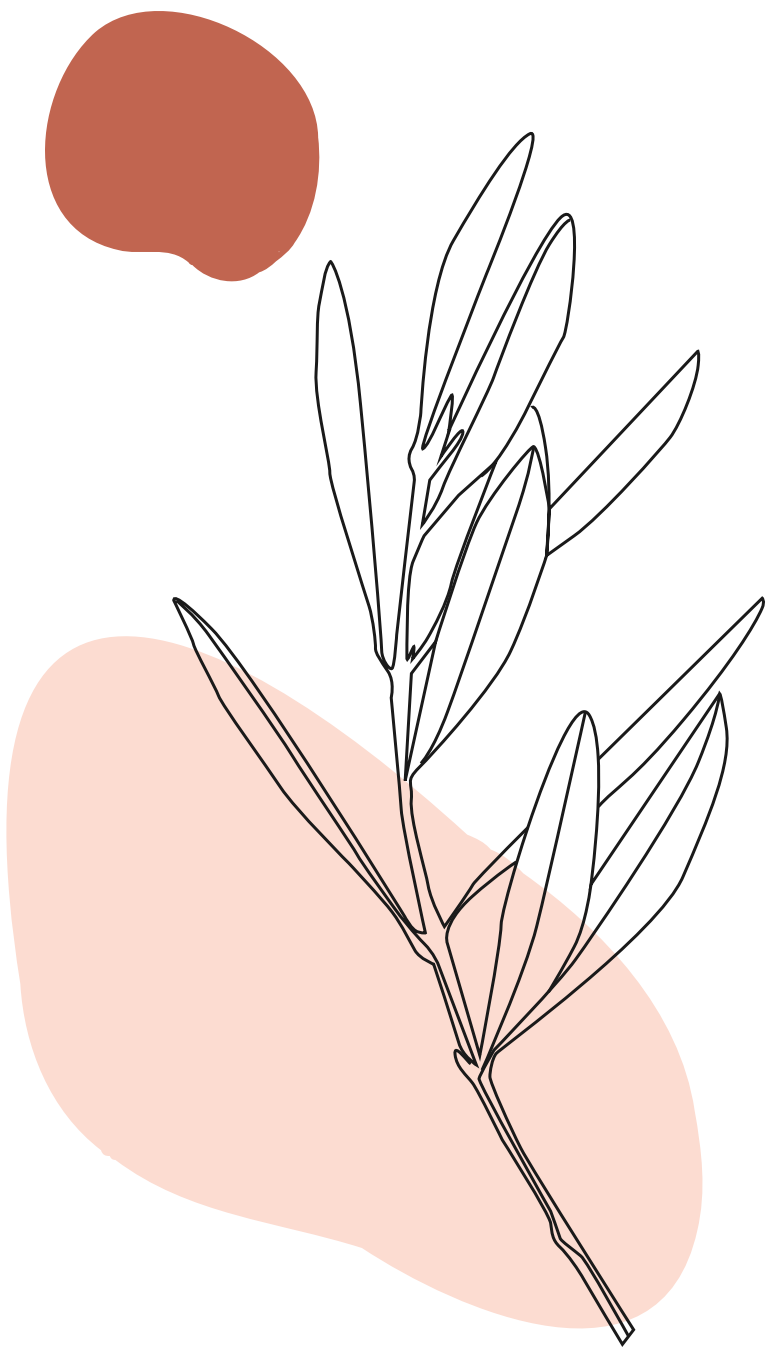
A STORY OF CHANGE: THE RIPPLE EFFECT OF WOMEN-LED TRADE IN PALAWAN

- ✓ Tracing the path from access to trade and entrepreneurship to development impact, through women's empowerment
- ✓ Trade as a starting point for human-centered development
- ✓ Micro-level, qualitative analysis of systems-level change



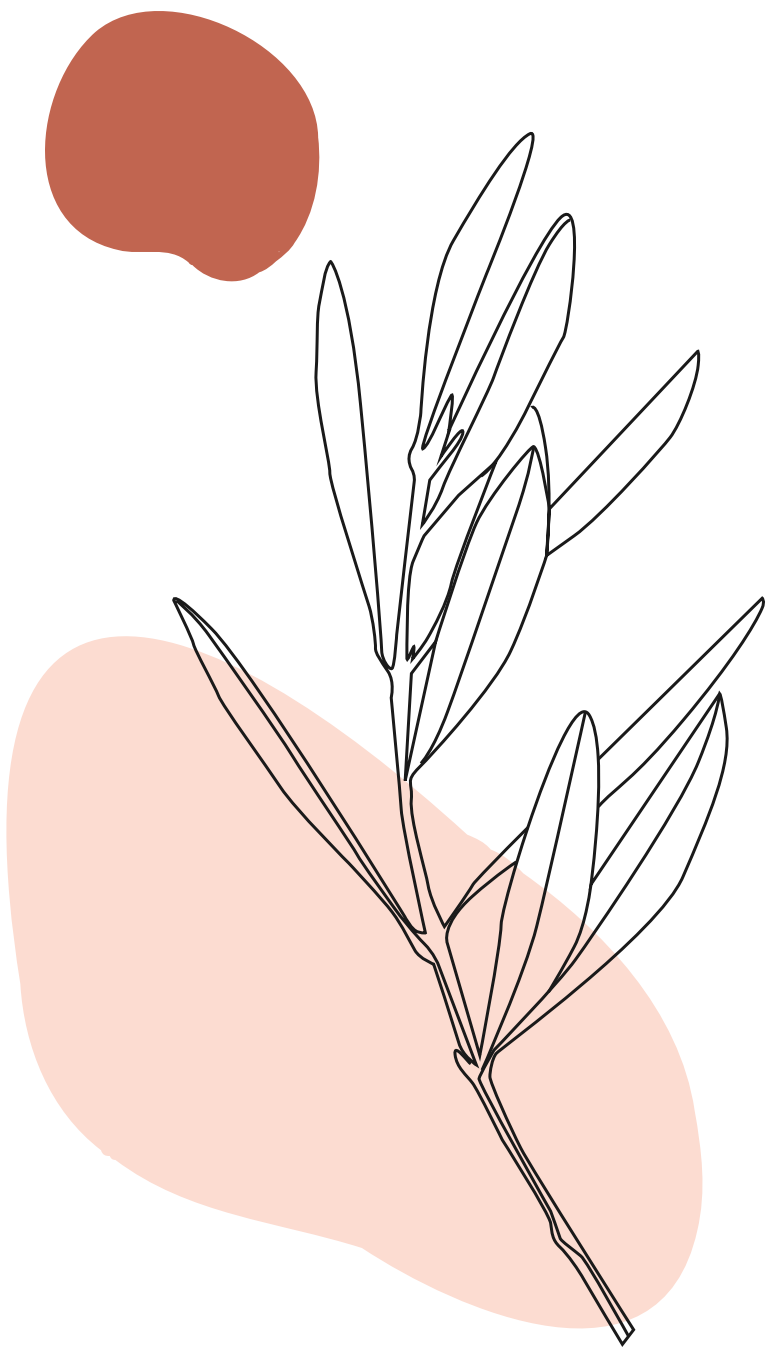
FROM BUILDING A TOURISM AGENCY TO EMPOWERING WOMEN IN FISHERIES





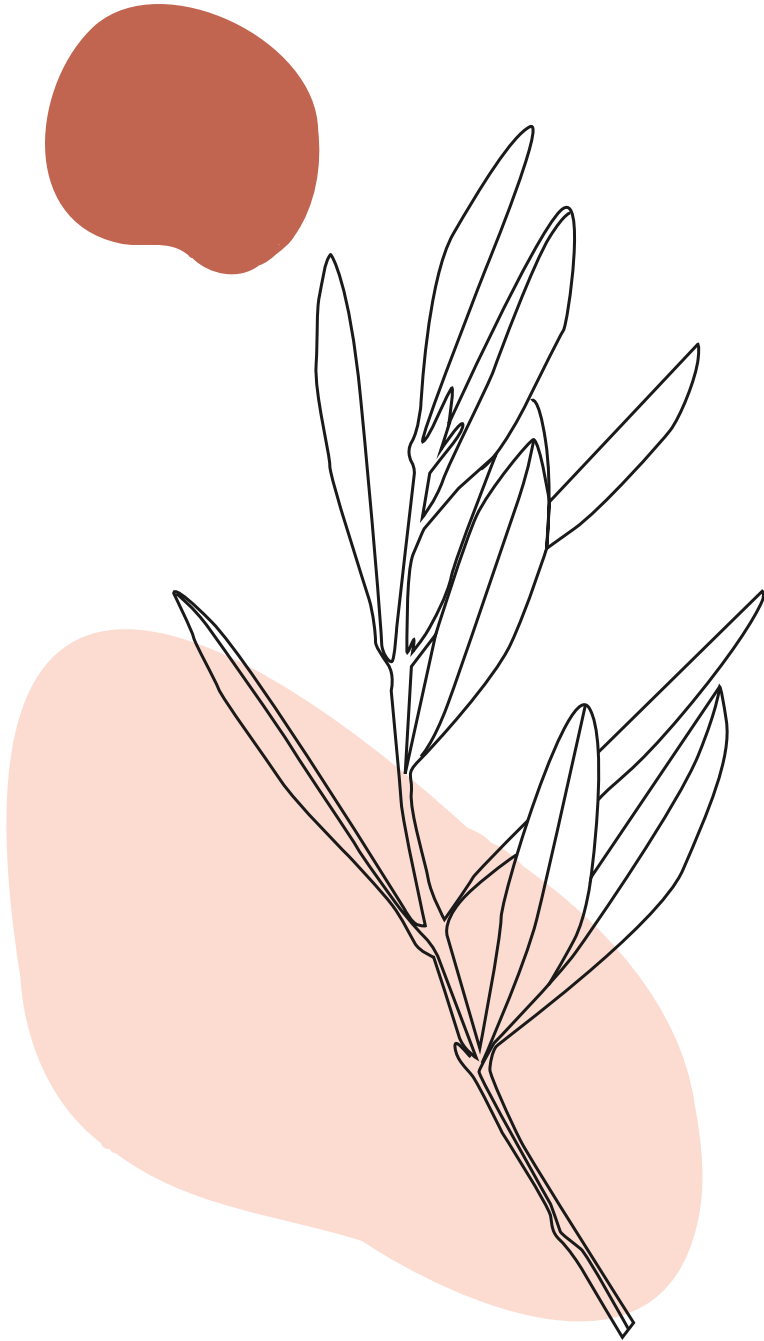
Recommendations

- ❑ **Trade law literacy should be recognized as part of access to justice; institutionalize trade literacy for MSMEs**
- ❑ **Translation of FTAs into local languages to improve understanding at the grassroots level.**
- ❑ **Linking access to finance with access to markets and value chains, while protecting women from the unintended impacts of globalization and reglobalization.**
- ❑ **Identifying scalable local products**
- ❑ **Building supportive ecosystems through a whole of government approach to dismantle gender biases in credit, ownership, training, and trade facilitation**



"...excellent multidimensional training workshop for women entrepreneurs." - ACWL Deputy Director Cherise Valles

"....strong commitment among stakeholders to advancing inclusive trade." – Dr. Amrita Bahri



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REPUBLIC OF THE PHILIPPINES

DEPARTMENT OF FOREIGN AFFAIRS

KAGAWARAN NG UGAYANG PANLABAS



PHILIPPINE MISSION TO WTO HOLDS TRAINING-WORKSHOP IN CEBU FOR WOMEN MSMEs

Philippine Mission to WTO Holds Training-Workshop in Cebu for Women MSMEs

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PH Ambassador to the WTO Manuel A.J. Teehankee engages with participants during the open forum with women-led MSMEs.

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LAPU LAPU CITY 22 October 2025 — The Permanent Mission of the Philippines to the World Trade Organization (WTO), in collaboration with the WTO Secretariat Trade and Gender Office, successfully conducted a training workshop on 29–30 September 2025 titled “Her Route to Foreign Markets,” designed to enhance the capacity of women owned and women led small businesses in navigating multilateral trade rules and advancing their interests as potential exporters. This was the first training of its kind in the Philippines organized through the WTO, applying a gender lens to strengthen the global presence of small enterprises.

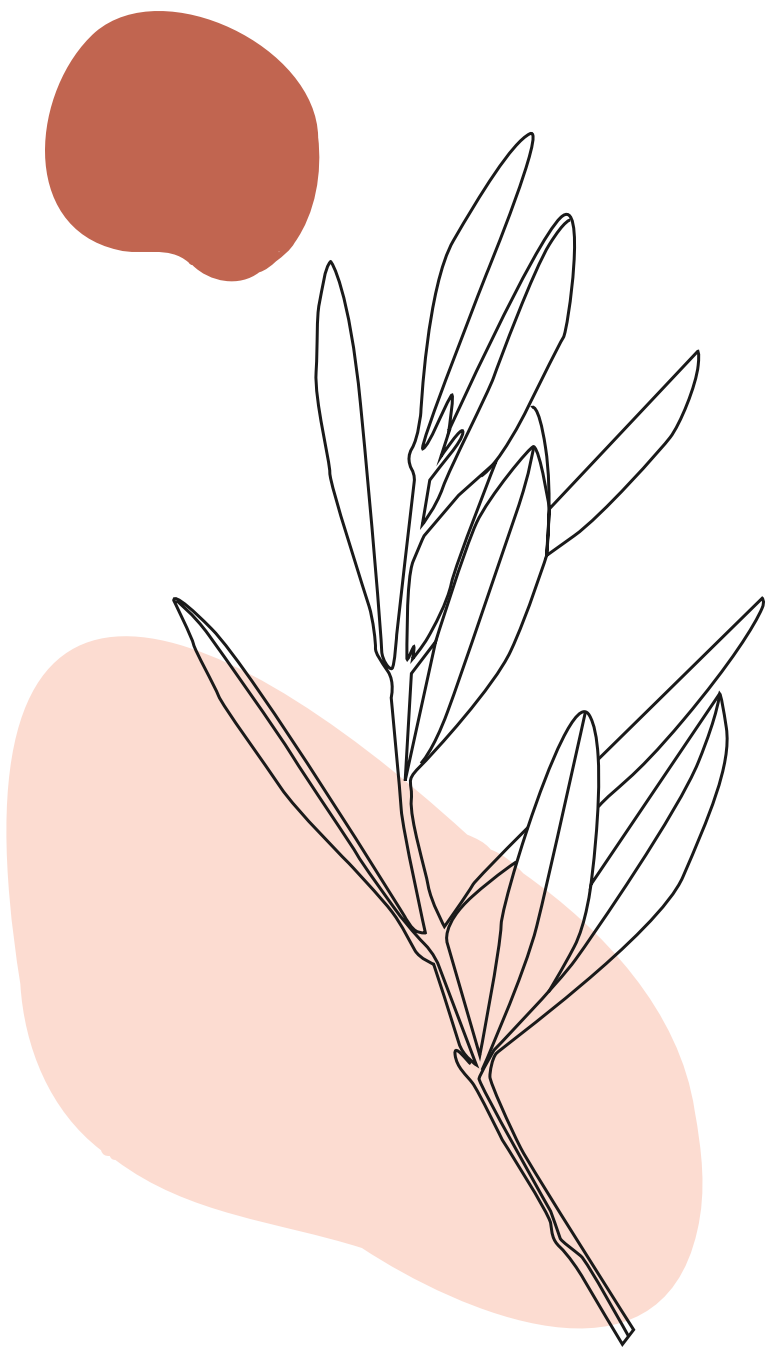
A Gender and Development (GAD) project of the Mission, the event was held in Mactan Island. It brought together experts from the WTO Trade and Gender Office, Asia Pacific Economic Cooperation (APEC), the Department of Trade and Industry (DTI), the Department of Agriculture (DA), Bangko Sentral ng Pilipinas (BSP), and other international organizations and key government agencies engaged in trade policy. The training featured sessions on value chains in the tourism and agriculture sectors, international trade rules, market access, free trade agreements (FTAs), access to finance, and export strategy, all from gender responsive perspectives.

Philippine Ambassador to the WTO Manuel A.J. Teehankee underscored the importance of continuous learning to ensure that the Philippines remains an active and well informed participant in global trade discussions. He noted that the Department of Foreign Affairs (DFA) was recognized by the Philippine Commission on Women (PCW) as one of the top three performing government agencies in 2024 for GAD budget implementation. In his opening remarks, Ambassador Teehankee said, “This GAD project reminds us that the Philippine Mission will always carry forward a gender responsive foreign policy. With the DFA’s strong record in advancing GAD, this workshop is living proof of our commitment to ensuring that no one is left behind. Together, let us continue to break barriers, unlock opportunities, and show the world that when rural women rise, entire communities rise with them.”

Ambassador Teehankee further emphasized that the Philippine Government, through the DFA and the Mission to the WTO, remains steadfast in ensuring that women in rural areas have the tools, knowledge, and opportunities they need to thrive in the global trading system. “Together with international partners and our institutions, including Congress, we will continue expanding opportunities, strengthening support for MSMEs, and building inclusive policies that truly empower women entrepreneurs,” he said.

DFA Undersecretary Maria Theresa Dizon De Vega, Chairperson of the DFA GAD Focal Persons Executive Committee, urged participants to expand their enterprises and enter global markets, stating that “when women thrive, nations rise.” In a recorded message, she stressed, “Studies show that investing in women entrepreneurs boosts growth, raises GDP, and sparks innovation. Closing gender gaps makes economies stronger and more competitive. Our goal is simple: to empower you with knowledge, skills, and networks so your businesses can grow internationally.”

WTO Deputy Director General Zhang Xiangchen, in recorded remarks, commended the Philippine Government for organizing a “unique” project—“unique because it brings together a rich mix of expertise from academia, governments, and international organizations, especially curated for women entrepreneurs who face trade barriers.” He told participants, “You are not only building your business; you are shaping your future,” and wished them success.



THANK YOU!

For additional information, please contact:

**First Secretary Oliver Delfin
at
mission@philippineswto.org**