



SheTrades



UK Government

SheTrades Outlook in the UK: **Advancing inclusive trade policymaking**

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UK Government

Introduction

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United Kingdom-ITC Collaboration

- Within the framework of UK-funded SheTrades Commonwealth+ Programme:
 - **SheTrades Outlook**
 - **SheTrades Hubs**
- SheTrades Outlook in the UK
- Trade and Gender at the WTO

About SheTrades Outlook

Gem Arbo, Policy Lead, ITC SheTrades Initiative



Supporting Inclusive Policymaking

PROBLEM

Governments and women's business associations (WBAs) lack the tools, access to effective instruments, and capacity to shape inclusive policies together.

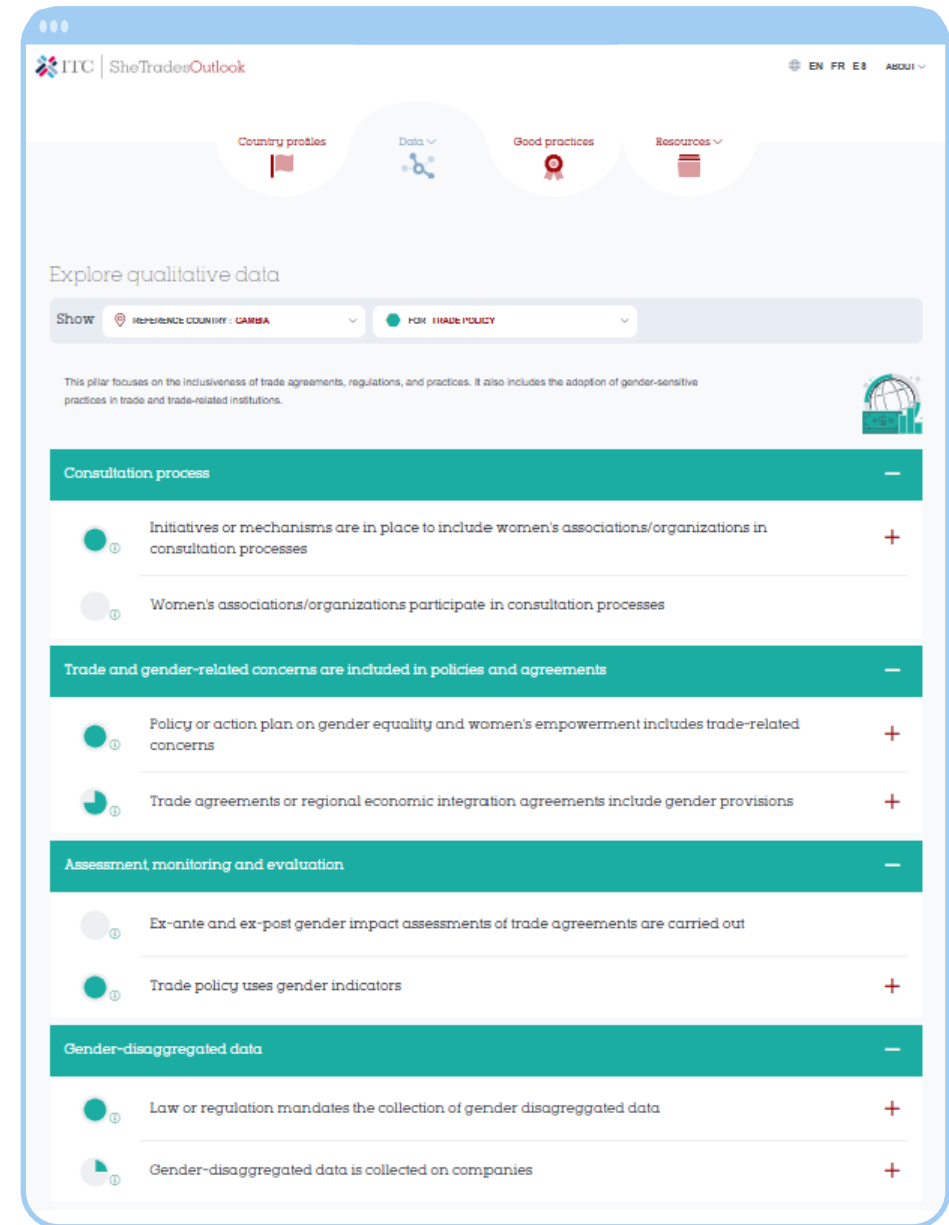
SOLUTION

Support governments and WBAs on inclusive policymaking at national, regional and global levels through SheTrades Outlook:

- **Data:** Identifying best practices and reform areas to promote women in trade
- **Policy advisory:** Support to make inclusive trade policy, public procurement and free trade agreements
- **Capacity building:** Training, guides and networks for governments and WBAs
- **Public-private dialogue:** Stakeholder consultations and advocacy for women in trade in global forums

SheTrades Outlook

- A digital tool that **maps the policy ecosystem** for women in business and trade
- Since 2020, helped policymakers **identify data gaps and areas for inclusive policy reform**
- Rolled out in **64 developing and developed countries** (51 through STC+)
- Features **over 100 best practices** on promoting women's economic empowerment
- **Increasing interest from governments** (as donors and clients) to collaborate and adopt the tool



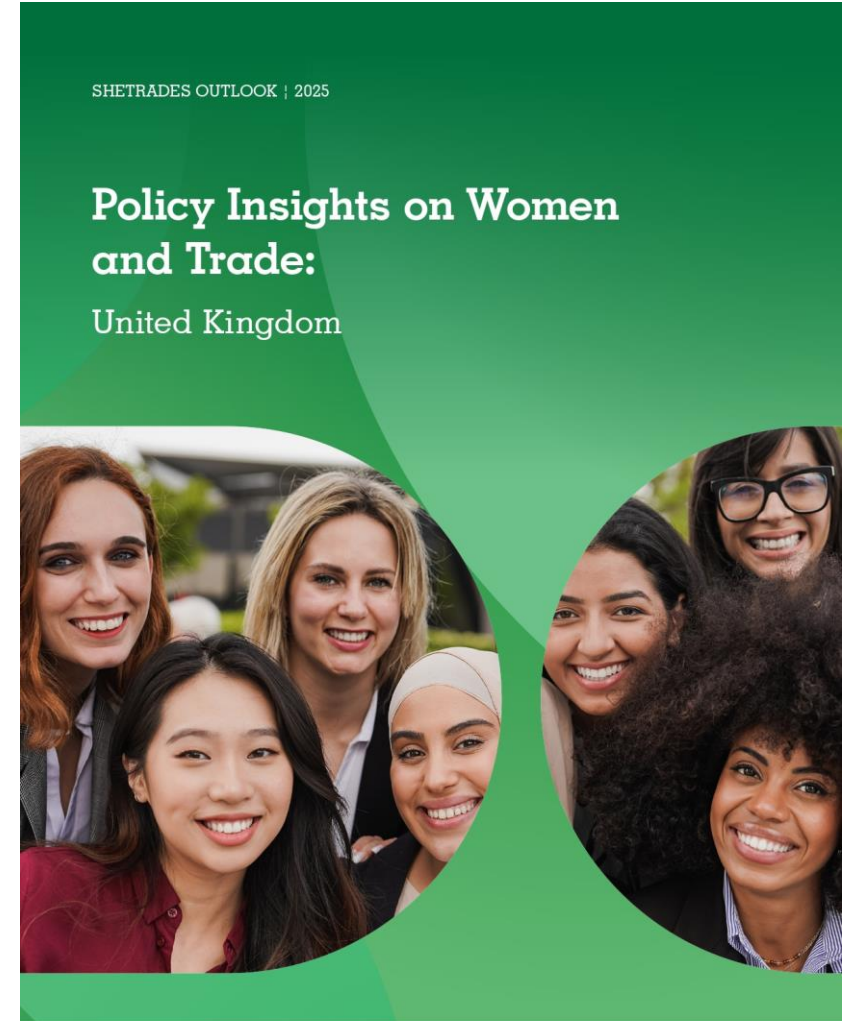
SheTrades Outlook

- Produced **30 policy briefs** at global, regional and national levels to highlight good practices and provide tailored recommendations to guide policy discussions (21 through STC+)
- Supported **20 countries on inclusive policy formulation** focused on trade policy, public procurement and AfCFTA implementation strategies (14 through STC+)
- Developed **3 step-by-step guides** for policymakers on gender mainstreaming into trade policy, public procurement and FTAs
- Trained more than **5,000 government officials** on trade and gender issues
- Engaged policymakers and women's business associations in **SheTrades Outlook workshops, stakeholder consultations**, and **global trade discussions** such as at the WTO IWG, WTO TPR, G20 and G7



SheTrades Outlook in the United Kingdom

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SheTrades Outlook in the UK: 2025 Results

Performance of United Kingdom



SheTrades Outlook in the UK: Results

What works?

- Incorporating gender equality issues in trade agreements and conducting impact assessments that consider gender alongside all UK protected characteristics – UK-India FTA, CPTPP
- Using gender indicators to develop trade policy
- Establishing a trade and gender focal point to champion women in trade policy and approach - Trade and Gender Equality team in the Department for Business and Trade
- Providing support services when establishing a company
- Establishing help and information desks to assist traders in complying with import/export requirements
- Providing targeted skills training to women workers and entrepreneurs – Skills England, UK Business Academy
- Providing tailored financial support to women entrepreneurs – Invest in Women Taskforce in partnership with the British Business Bank and private sector
- Establishing laws to guarantee protection from discrimination in employment and sexual harassment in the workplace, equal remuneration and equal access to credit

Good Practices

Including gender provisions in FTAs

- In 2025, India and the United Kingdom signed the Comprehensive Economic and Trade Agreement (CETA) which includes a dedicated chapter on trade and gender equality.
- Activities under the Trade and Gender Equality chapter of CETA include:
 - Sharing information and good practices
 - Improving women's access to markets
 - Promoting financial inclusion and literacy
 - Enhancing competitiveness of women-led businesses

Collecting data to shape inclusive policies

- In 2024, the Welsh Government commissioned qualitative research to examine the factors that may be inhibiting women-led businesses in Wales from engaging in international trade
- The research focused on:
 - Identifying challenges faced by women-led businesses in accessing international markets
 - Highlighting positive experiences
 - Gathering insights and gender-disaggregated data to inform practical, evidence-based recommendations for policy and programme development

Improving women's access to finance and resources

- The Invest in Women Taskforce, backed by DBT, has created an investment pool deployed via female investment decision-makers across the UK.
- It has three core deliverables
 - Launch the world's largest funding pot £580m for female-powered businesses
 - Increase angel investment for female-powered businesses and encourage more women to become Angel investors
 - Boost micro-funding, to increase access to finance for women

SheTrades Outlook in the UK: Results

Areas for improvement

- Promoting women's increased access to consultation processes
- Incorporating trade and women's economic empowerment issues in the UK Women, Peace and Security National Action Plan 2023-2027
- Adopting an internationally recognized definition of a woman-owned business as provided by the International Workshop Agreement (IWA) 34: Women's entrepreneurship – Key definitions and general criteria
- Mandating the collection of gender-disaggregated data across all agencies and departments of the government
- Providing incentives to encourage women's participation skills training programmes
- Implementing financial literacy programmes targeting women
- Providing financial support to women-led businesses to participate in trade fairs
- Implementing stronger policies on care work
- Strengthening public and private sector cooperation to provide tailored services and programmes for women in business and trade



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UK's Experience: Onboarding SheTrades Outlook

*Melissa Mariano, Gender Equality Trade Policy, Department for
Business and Trade, United Kingdom*



UK's Experience: Onboarding SheTrades Outlook

- Data collected from UK public and private sector organisations in 2023
- Six pillars:
 - Trade Policy
 - Legal and Regulatory Framework
 - Business Environment
 - Access to Skills
 - Access to Finance
 - Work and Society

Process:

- We received 15 questionnaires which required input from 15 Departments.
- The main bulk of information was collected within 6 months, with follow-up information taking a further 4 months to collect.
- The ITC then analysed the results over 2 months.

SheTrades Outlook Workshop in the UK





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Thank you!