



WEIDE FUND

WOMEN EXPORTERS IN THE
DIGITAL ECONOMY



BACKGROUND



Trade has lifted over a billion people out of poverty since 1990, driving job creation, economic growth, and productivity. Yet gender disparities remain, with women entrepreneurs facing persistent barriers in digital access, finance, and global trade opportunities.

To help address these gaps, the WTO and ITC launched the WEIDE Fund at the 13th Ministerial Conference (MC13) in Abu Dhabi in February 2024. The Fund empowers women entrepreneurs by supporting the growth of their businesses through international trade and digitalization.

The initiative specifically targets women-led micro and small enterprises in the formal sector that are already exporting or demonstrate strong export potential.

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WHY THE WEIDE FUND MATTERS



“Digital trade is reshaping the global economy. Women — including those in developing countries — must be at the forefront. The WTO-ITC WEIDE Fund is about powering growth, innovation and job creation. It reflects the WTO’s broader commitment to sustainable and inclusive re-globalization, where no one is left behind.” - Dr Ngozi Okonjo-Iweala, WTO Director-General

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“ITC is committed to breaking barriers for women exporters and ensuring they have the resources needed to succeed in the digital economy. The WTO-ITC WEIDE Fund is an opportunity for women-led businesses to access not only funding but also the expertise and networks critical for long-term success.” - Pamela Coke-Hamilton, ITC Executive Director



OUR DONORS AND FUND SIZE

WEIDE is a USD 50 million fund, with an initial target of US\$ 25 million, from public and private sector partners.

To achieve its mission, the Fund actively seeks partnerships with a wide range of stakeholders — including governments, international organizations, development banks, philanthropic foundations, and private sector actors. These partnerships are essential to implementing impactful initiatives and ensuring scalable, sustainable results.

To date, the Fund has secured USD 22 million in received and pledged contributions toward its initial goal — thanks to the generous support of the United Arab Emirates and the FIFA World Cup Qatar 2022™ Legacy Fund.

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FIFA®

اللجنة العليا
للمشاريع والبراث
Supreme Committee
for Delivery & Legacy



Legacy Fund

OUR OBJECTIVES

WEIDE will facilitate access to:

- **FUNDS:**

providing grants and working with financial institutions to close the access to finance gap.

- **SKILLS, KNOWLEDGE, AND COMPETENCES:**

providing technical assistance and access to information on digital skills and export competitiveness.

- **MARKETS:**

connecting women to digital market platforms.

- **NETWORKS AND SUPPORT SERVICES:**

the Fund will create more inclusive and effective business ecosystems including leveraging partnerships with private and public sector actors.

GOVERNANCE

The WEIDE Fund is governed by three bodies, ensuring transparency, strategic oversight, and effective implementation.

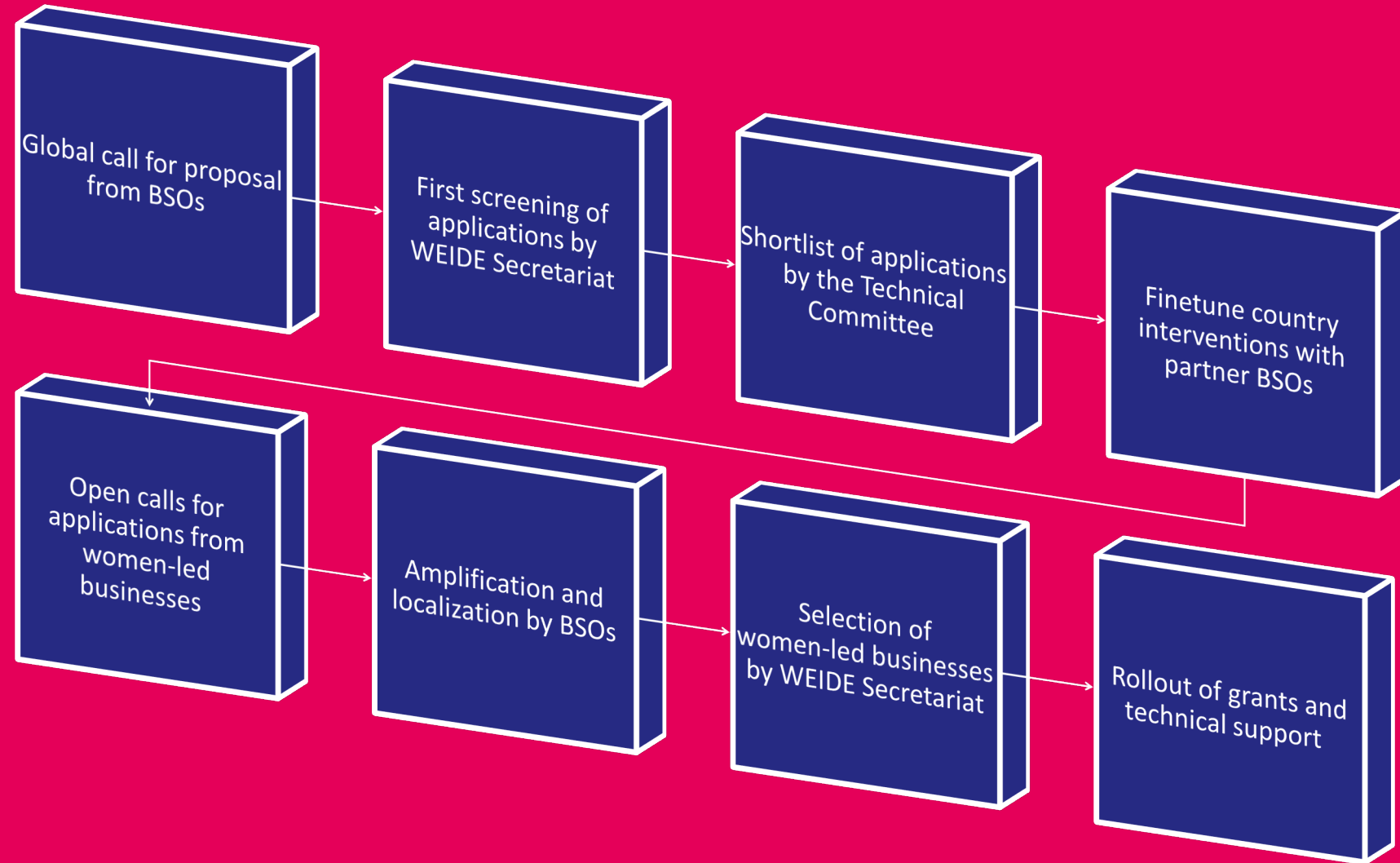
The **Board** sets the Fund's policy and strategy, approves the annual work plan, and oversees the activities of the Technical Committee.

The **Technical Committee** (WTO-ITC) reports to the Board and is responsible for preparing the annual work plan, approving grant applications and the annual report, developing fundraising strategies, and appointing task forces as needed.

The **Secretariat**, located at ITC, manages the Fund's day-to-day operations, coordinates implementation of the annual work plan, and handles monitoring, reporting, and communication activities, in line with ITC's legal and fiduciary rules.

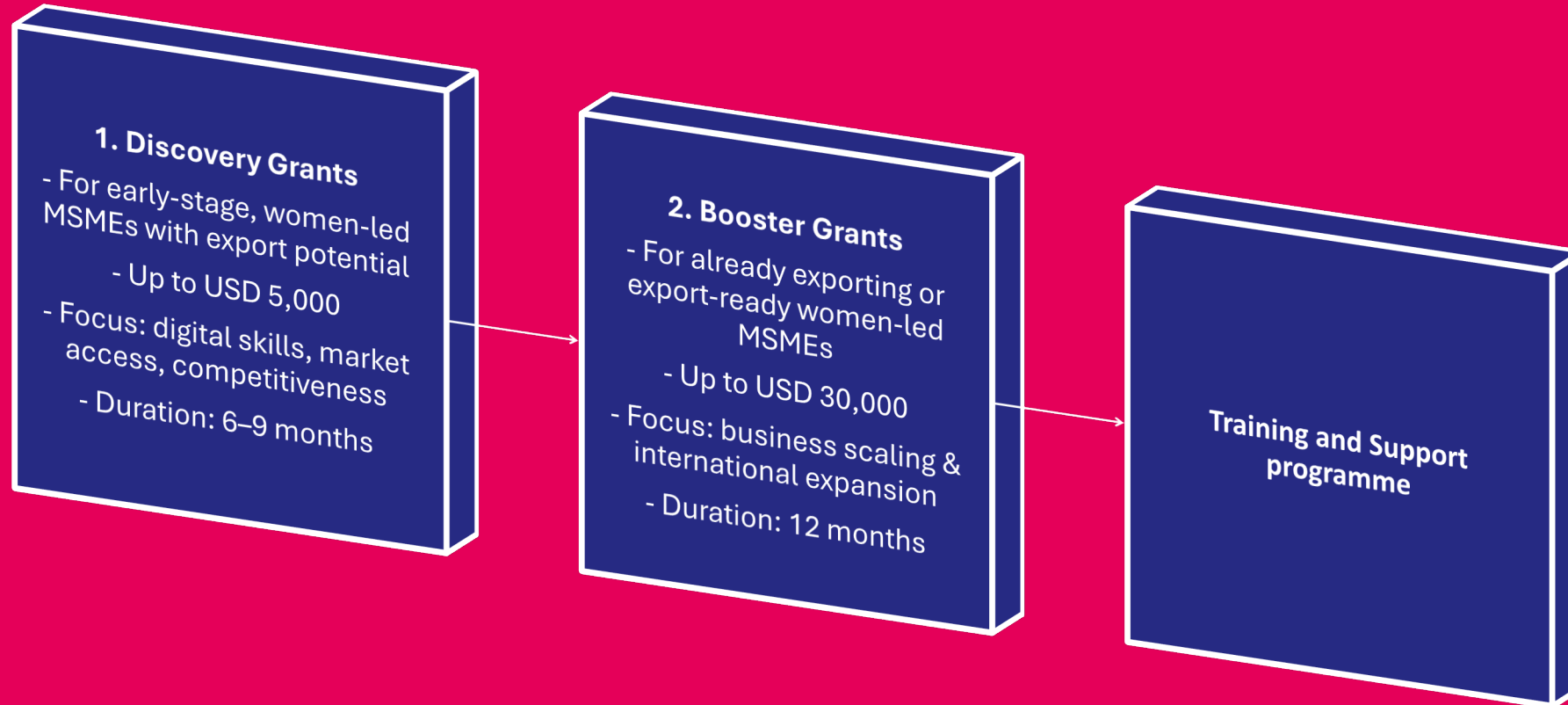
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IMPLEMENTATION: OPEN CALL FOR BSOs AND WOMEN-LED BUSINESSES



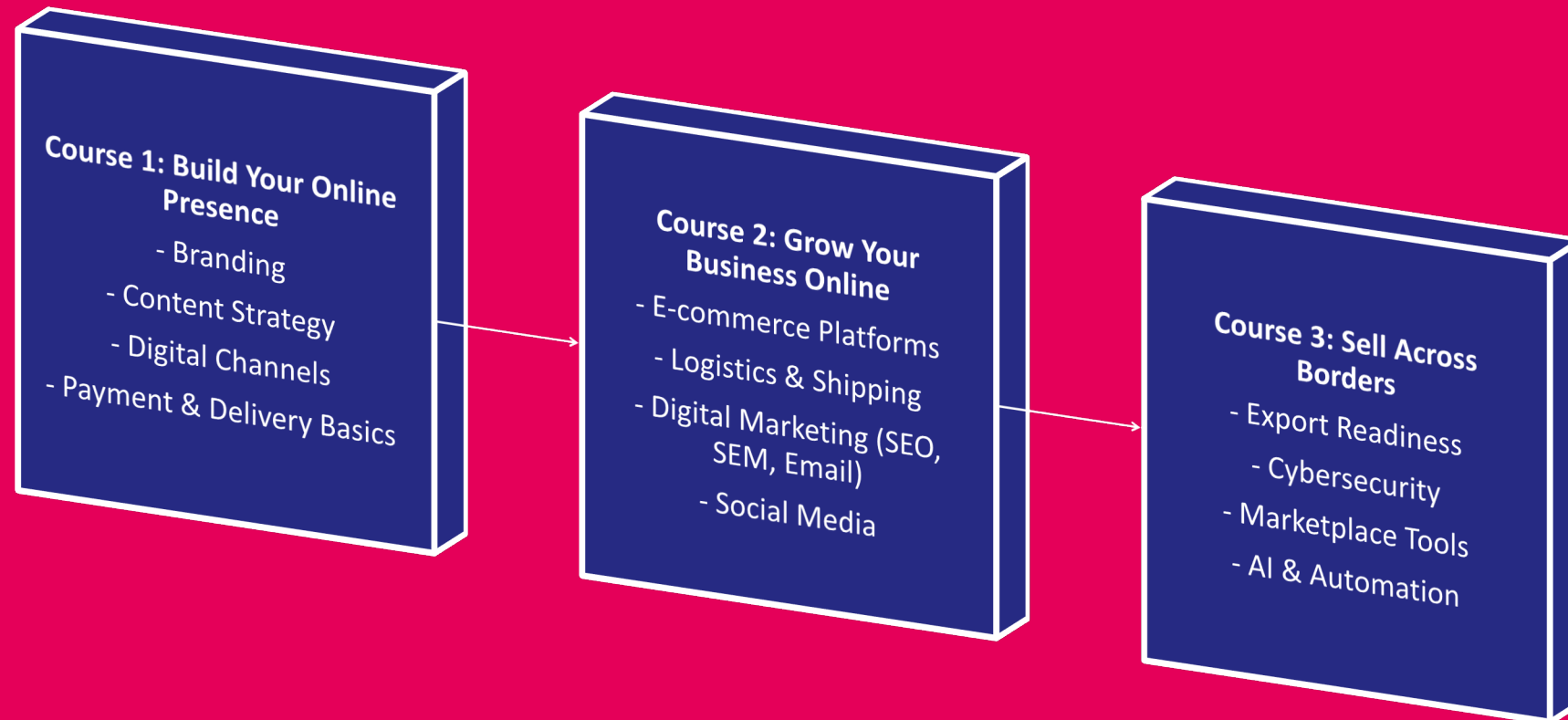
WEIDE GRANTS

WEIDE offers two types of grants, complemented by a comprehensive training and support programme tailored to the needs of women exporters.



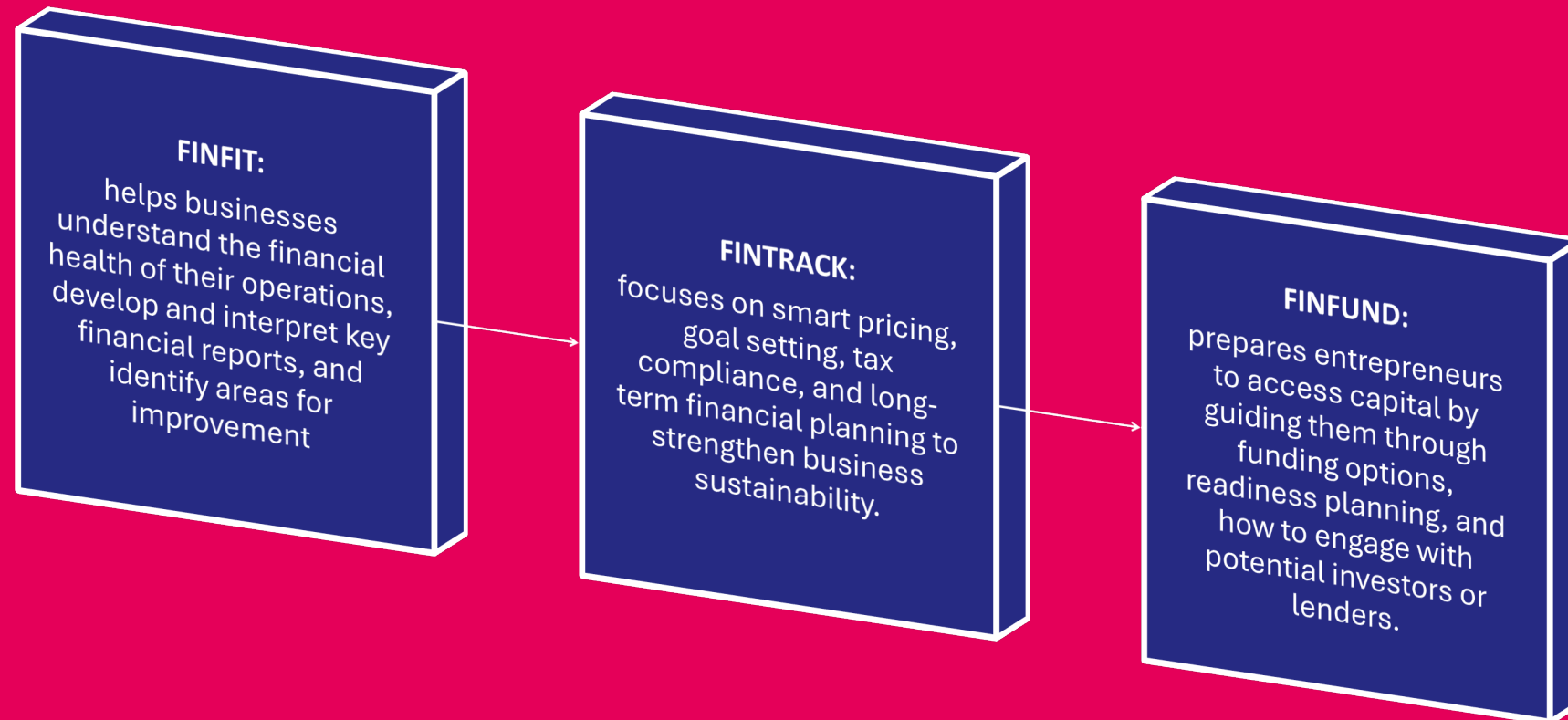
TECHNICAL ASSISTANCE

Delivered through three progressive courses, the curriculum covers branding, content, payment systems, logistics, digital marketing, and market-related soft skills — all tailored to help women-led businesses grow, compete, and export in the digital economy



TECHNICAL ASSISTANCE

Delivered through peer groups and personalized coaching, the three-course curriculum equips participants to make informed decisions, manage cash flow, and build fundable, resilient businesses.



WINNERS OF THE CALL FOR APPLICATIONS FROM BSOs

- Competitive Call for Proposals launched on 11 September 2024
- Over **600 submissions** from all regions
- WEIDE Fund selected four Business Support Organizations (BSOs)
- Results officially announced on 7 March 2025

Partner BSOs work WEIDE on outreach and partnerships, through joint comms campaigns, MoUs and National Advisory Groups

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- **ProDominicana** – Dominican Republic
- Jordan Enterprise Development Corporation (**JEDCO**) – Jordan
- Mongolian National Chamber of Commerce and Industry (**MNCCI**) – Mongolia
- Nigerian Export Promotion Council (**NEPC**) – Nigeria

UPDATE ON APPLICATIONS SO FAR

Call for applications opened on 22 April 2025

- **ProDominicana** – 87 Applications
- Jordan Enterprise Development Corporation (**JEDCO**) – Call to open soon
- Mongolian National Chamber of Commerce and Industry (**MNCCI**) – 116 Applications
- Nigerian Export Promotion Council (**NEPC**) – 1,808 Applications

HOW YOU CAN CONTRIBUTE

► BECOME A DONOR

Financial contributions enable the Fund to roll out support to more women entrepreneurs in more countries

Benefits: Recognition and visibility at WTO-ITC high-level events, Board representation, co-branding in WTO-ITC comms and websites

How: WEIDE Fund Grant MoUs

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HOW YOU CAN CONTRIBUTE

► BECOME A PARTNER

In-kind contributions:

- Technical trainings, Mentorship and Acceleration programs
- Training of Trainers (ToT) and provision of equipment
- Facilitate access to technology and tools
- Resource provision: Offering cloud credits, co-working spaces
- Business networking events to promote peer-to-peer learning and knowledge of the latest technological developments
- Innovation challenges to motivate, reward and showcase innovative and impact-driven business models for women in tech to showcase their solutions

Benefits: Participation in the Technical Committee, enhanced visibility, regular updates, invitation to high-level WTO-ITC joint events

How: WEIDE Fund non-financial partnership MoUs, joint work plan with WEIDE

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HOW YOU CAN CONTRIBUTE

► BECOME AN ACCESS TO FINANCE PARTNER

Join forces with WEIDE to create blended finance mechanisms to further support women exporters, creating a guarantee schemes aimed at de-risking and reducing interest rates for credit offered to women exporters

Benefits: high-level event with WTO and ITC, participation in the Technical Committee, comms visibility, invitation to high-level WTO-ITC joint events, impact reports

How: WEIDE Fund non-financial partnership MoUs, joint event

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CONTACT US

For more information
or to make a donation,
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For news and updates,
please visit:
wto.org/weidefund