

Women in Export - Progress and Lessons Learned from an Institutional Strategy to Support Female Leadership in International Trade

The Dominican Republic Experience



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ProDominicana

• PUBLIC POLICY INSTRUMENTS SUPPORTING • WOMEN IN THE DOMINICAN REPUBLIC



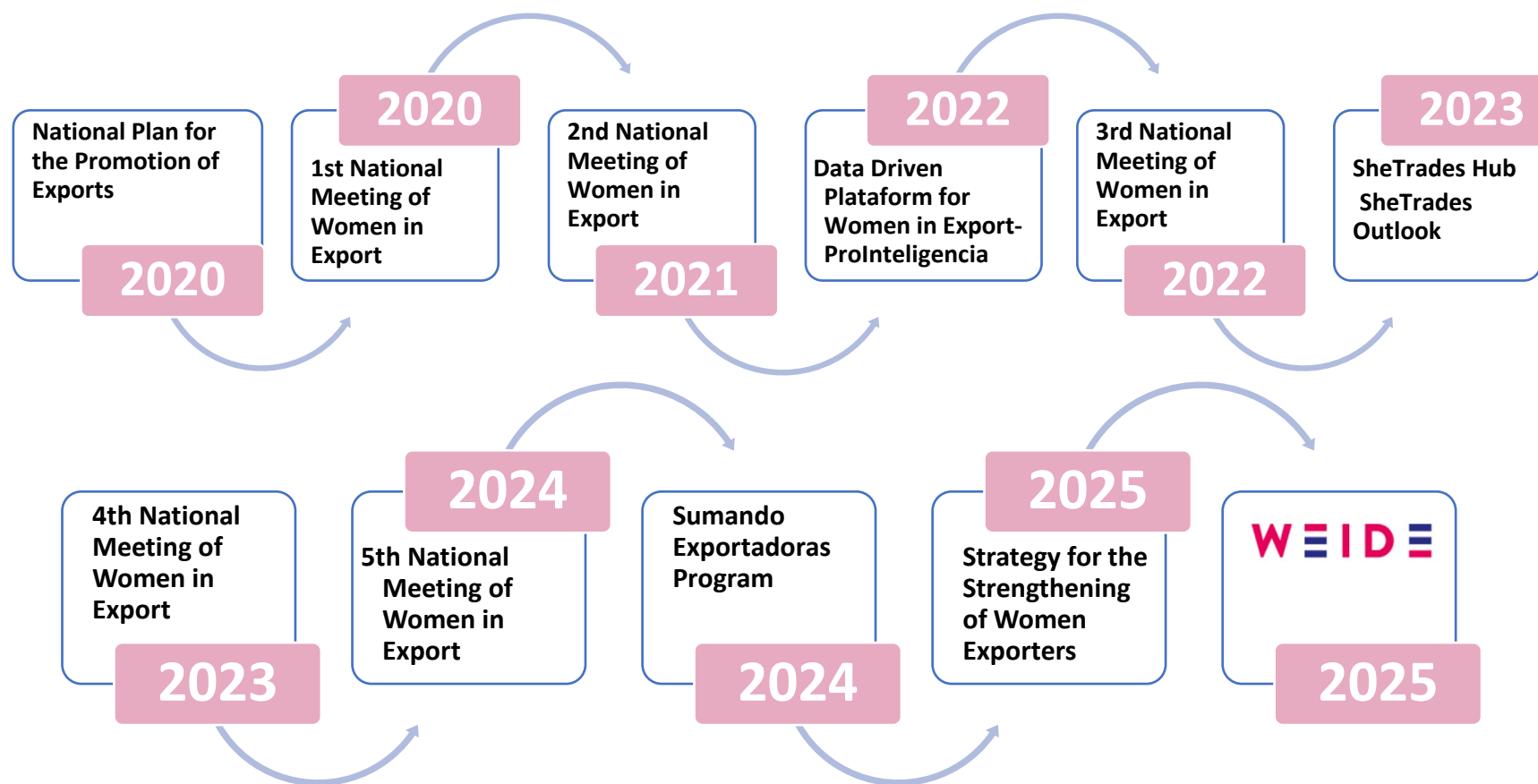
- **National Plan for the Promotion of Exports, Measure 1.1.1.3.** - Develop a strategy to increase women's participation in the chain of prioritized export goods and services, favoring equity and women's empowerment.

- **National Gender Equality Policy** - It seeks to improve the effectiveness and quality of the actions of public administration entities, at all levels of government, to guarantee the human rights of women in equality and without discrimination.

- **National Artificial Intelligence Strategy, Objective 4.2.5** - Develop a training program for female talent in Artificial Intelligence.

- **Law 488-08** – In public procurement, 5% is reserved for MSMEs Women within the 20% allocated to MSMEs in general

PRODOMINICANA: MAIN INITIATIVES



Monitoring and clustering of public and private initiatives

Training through the ProDominicana Training Program

Support program for the Fashion, Cosmetics and Jewelry sector

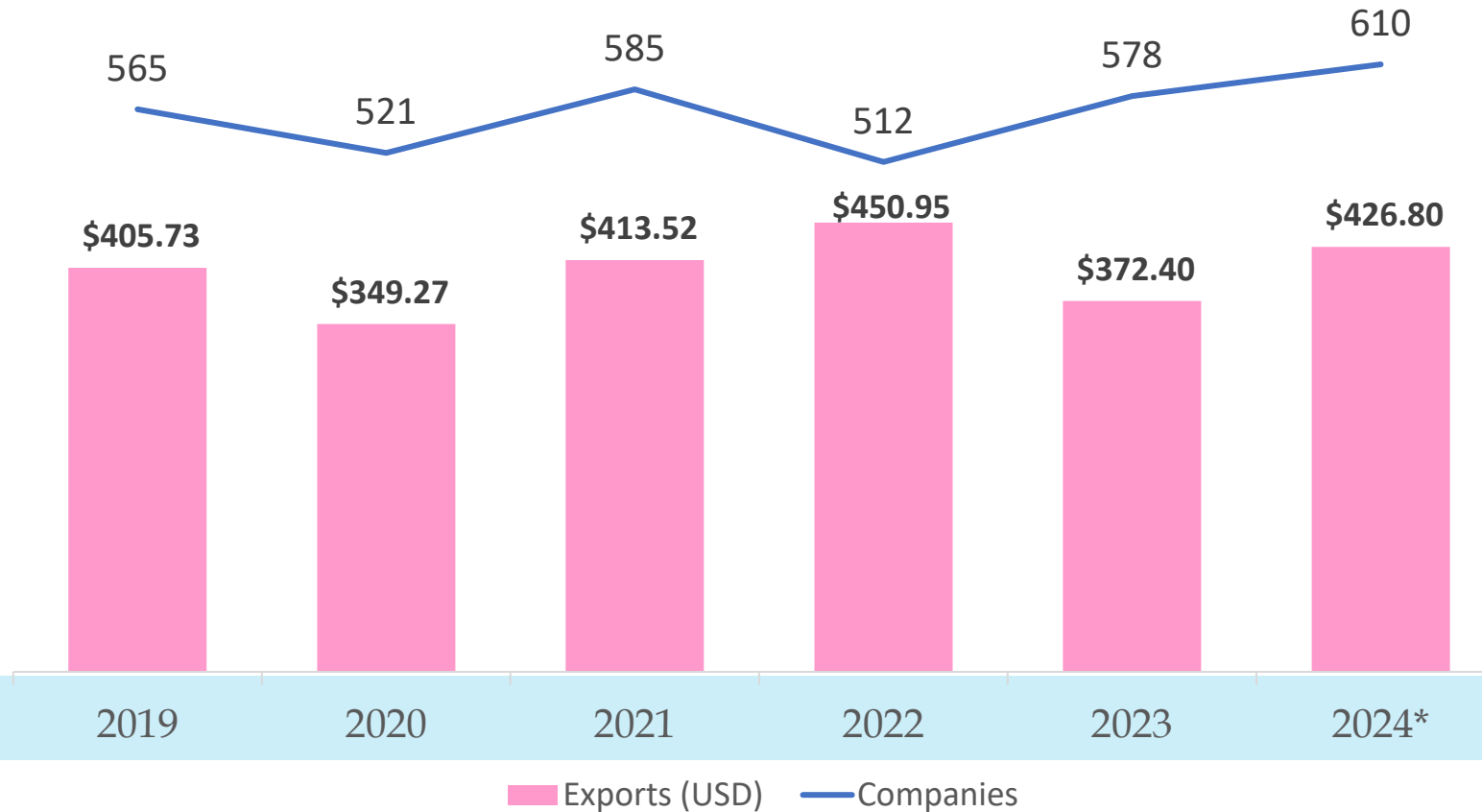
International Trade Fairs and Commercial Missions

WOMEN IN EXPORT MEETINGS 5 EDITIONS



AWARDS, CONFERENCES, PANEL DISCUSSIONS

EXPORTS OF WOMEN-LED COMPANIES IN THE DOMINICAN REPUBLIC



Source: Dirección General de Aduanas

Data in USD millions

DATA DRIVEN PLATAFORM FOR WOMEN IN EXPORT

INTERACTIVE DASHBOARD



- Start
- Characterization
- Exports
- Historical
- Administration
- Dynamic
- Employment

Total Exports

\$1,888.1M

Number of Markets

94

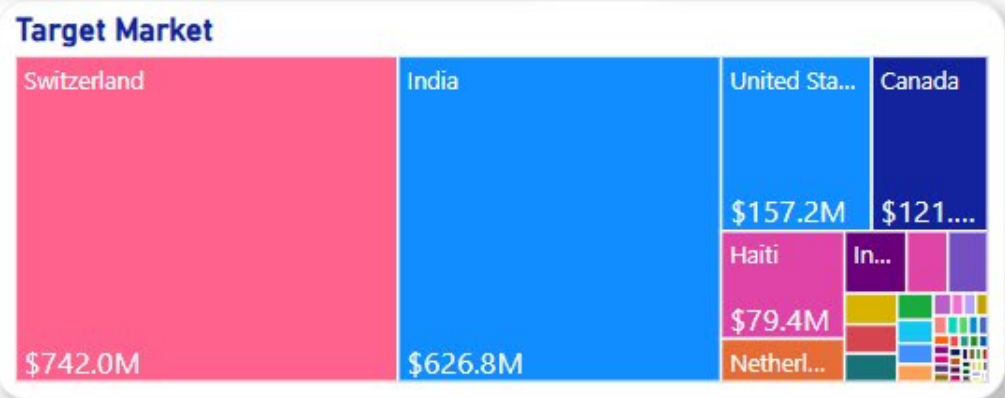
Number of Products

1084

Number of Provinces

17

- Year and Month
- 2024
- Market
- All
- Sector
- All
- Subsector
- All
- Product
- All
- Province
- All



Export Performance Signal System

Company name	2019	2020	2021	2022	2023
	\$222,1 mill.	\$235,4 mill.	\$317,8 mill.	\$258,0 mill.	\$113,1 mill.
	\$127,4 mill.	\$133,5 mill.	\$163,8 mill.	\$159,4 mill.	\$128,6 mill.
	\$78,9 mill.	\$72,7 mill.	\$136,8 mill.	\$167,3 mill.	\$90,3 mill.
	\$48,8 mill.	\$47,2 mill.	\$62,7 mill.	\$88,3 mill.	\$47,0 mill.
	\$42,3 mill.	\$43,4 mill.	\$66,5 mill.	\$85,0 mill.	\$46,7 mill.
	\$39,6 mill.	\$21,0 mill.	\$56,1 mill.	\$56,1 mill.	\$72,5 mill.
	\$36,4 mill.	\$46,2 mill.	\$58,5 mill.	\$42,3 mill.	\$31,3 mill.
	\$41,5 mill.	\$42,0 mill.	\$42,2 mill.	\$31,3 mill.	\$31,1 mill.
	\$31,2 mill.	\$29,7 mill.	\$36,1 mill.	\$49,8 mill.	\$32,5 mill.
	\$35,9 mill.	\$26,7 mill.	\$36,8 mill.	\$40,5 mill.	\$35,9 mill.
	\$30,6 mill.	\$29,8 mill.	\$37,1 mill.	\$39,8 mill.	\$30,9 mill.
	\$43,8 mill.	\$40,2 mill.	\$33,8 mill.	\$27,6 mill.	\$18,8 mill.
	\$33,0 mill.	\$25,6 mill.	\$36,7 mill.	\$36,8 mill.	\$21,2 mill.
	\$33,8 mill.	\$32,6 mill.	\$32,8 mill.	\$31,1 mill.	\$21,6 mill.
	\$25,2 mill.	\$23,7 mill.	\$25,5 mill.	\$39,7 mill.	\$29,2 mill.
	\$18,5 mill.	\$18,9 mill.	\$33,8 mill.	\$43,1 mill.	\$27,8 mill.



**Companies that
reduce their export
values**

**Companies with
normal export**

**Companies that
increase their export
values**



CHALLENGES

- Access to affordable financing programs for their businesses.
- Expand diversification into new destination markets.
- Broaden product diversification.
- Promote education related to STEM careers (science, technology, engineering, and mathematics) for women.
- Skills and capacity building for greater competitiveness in international markets.



Participation in the **WTO**
Trade and Gender
Council Meeting

Panelist at the **SheTrades**
Hub Caribbean
Discussion Panel

Sharing of Dominican
Republic's Best Practices

Application of the
SheTrades Outlook with
outstanding results

Women in Export
identified as a **good**
practice in the SheTrades
Outlook

• SUPPORT PROGRAMME FOR THE FASHION, • COSMETICS AND JEWELRY SECTOR



DR Fashion Week



Days to Shine RD



Days to Shine Miami



Qatar Women
Entrepreneurs
Association



Expo Dubai



Cosmoprof North
America



Jewelry Trade
Mission, Mexico



Moscow Fashion
Week, Russia

STRATEGY TO STRENGTHEN WOMEN'S PARTICIPATION IN EXPORTS



**CONSULTATIONS WITH
KEY STAKEHOLDERS**



**REVIEW OF
INTERNATIONAL BEST
PRACTICES**



**ANALYSIS OF EXISTING
INITIATIVES**



WORK PROPOSAL





- 3 companies selected
- Specialized technical support
- Scholarships and export training
- Media promotion and professional materials
- Support to attend trade fairs and business missions





Fondo WEIDE

CONVOCATORIA ABIERTA

PARA EMPRESAS LIDERADAS
POR MUJERES

¡HAZ CLICK AQUI!

PARA ACCEDER A SUBVENCIONES / APOYO TÉCNICO
MENTORÍA / OPORTUNIDADES EN MERCADOS GLOBALES

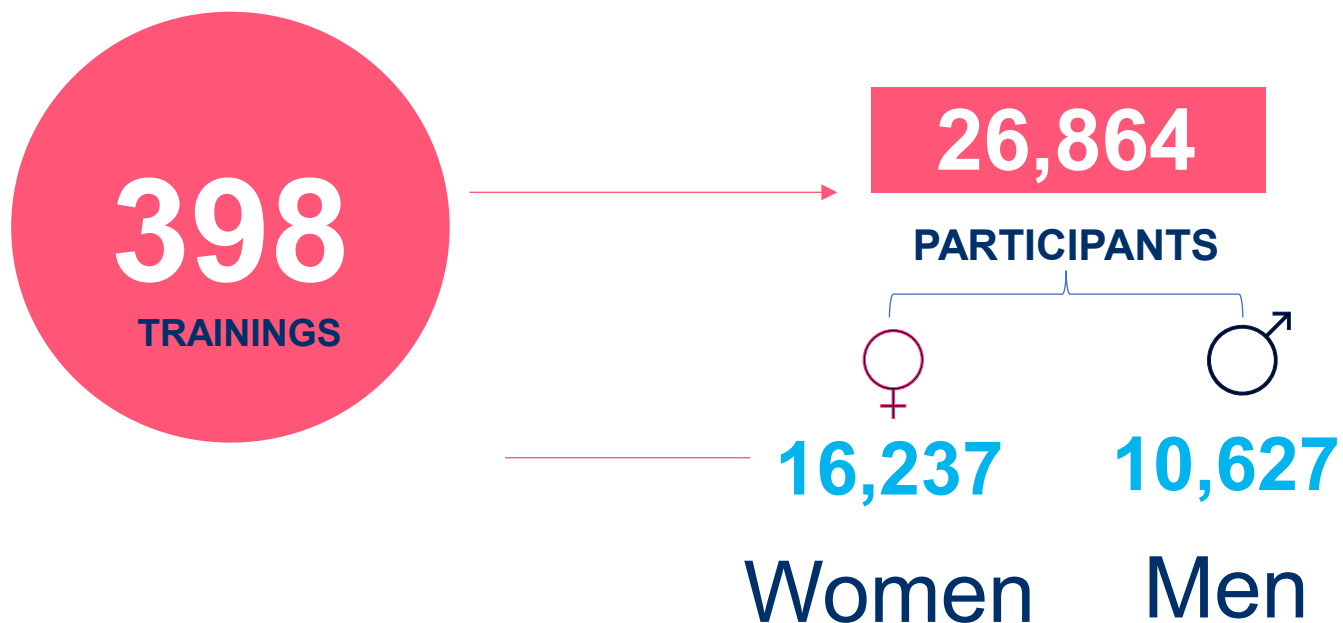
FECHA LÍMITE: 18 DE MAYO



WEIDE

WOMEN EXPORTERS
IN THE DIGITAL ECONOMY
FUND

TRAINING RESULTS 2020 - FEBRUARY 2025



INITIATIVES FROM OTHER ENTITIES



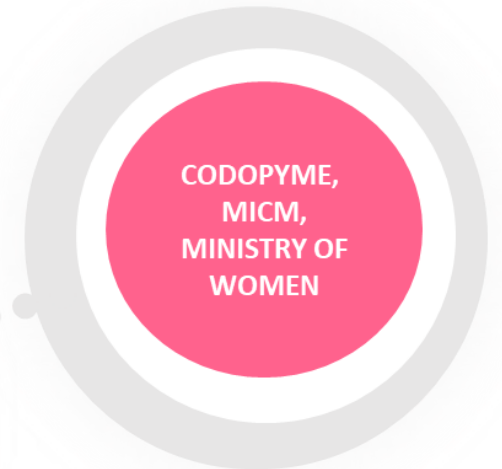
MINISTRY OF AGRICULTURE
Coordinates national projects, associations, and cooperatives that support women's inclusion in MSMEs and exports.



**MINISTRY OF ECONOMY
PLANNING & DEVELOPMENT
(MEPyD)**
Support for the socioeconomic recovery of affected households and women-led MSMEs



**MINISTRY OF INDUSTRY
COMMERCE AND MSMEs (MICM)**
Women's Entrepreneurship Program, Capacity Building in the Border Zone.



**CODOPYME, MICM, MINISTRY OF
WOMEN
MSME WOMEN'S EXPO**
A project that was born as part of the articulated efforts and agreements between the three main women's business associations: (ANMEPRO), (FEM) and (ADME).

**CLICK HERE TO DOWNLOAD
THE STUDY!**



www.prodominicana.gob.do

SÍGUENOS



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