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# Canada's Feminist International Assistance Policy

## Growth that works for everyone

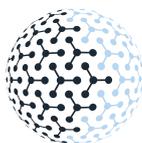
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Submitted on behalf of the GTPA board and International and Technical Advisory Committee:

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**GTPA**  
GLOBAL TRADE PROFESSIONALS ALLIANCE

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## Introduction

### About the Global Trade Professionals Alliance

GTPA is a Non-for-Profit, Membership based, public company. Membership provides an ecosystem to connect individuals, business, organisations and Governmental bodies with professionals involved in all aspects of international trade.

#### Our goal is to bring people and organisations together to:

- build professional capabilities in trade
- advocate the benefits and opportunities of trade
- facilitate networking
- improve the performance and success of companies in global trade
- improve the trade process
- advance international development
- support the development of MSMEs and their access to global supply chains
- build professional capabilities in trade
- *empower greater diversity through women-owned engagement in trade*

GTPA is the only organisation providing individuals with internationally recognised certification – a standard of professional competence in trade (ISO /IEC 17024) through its Global Trade Professional (GTP) Programme. Certification is available to those individuals evidencing a relevant qualifications and/or experience.

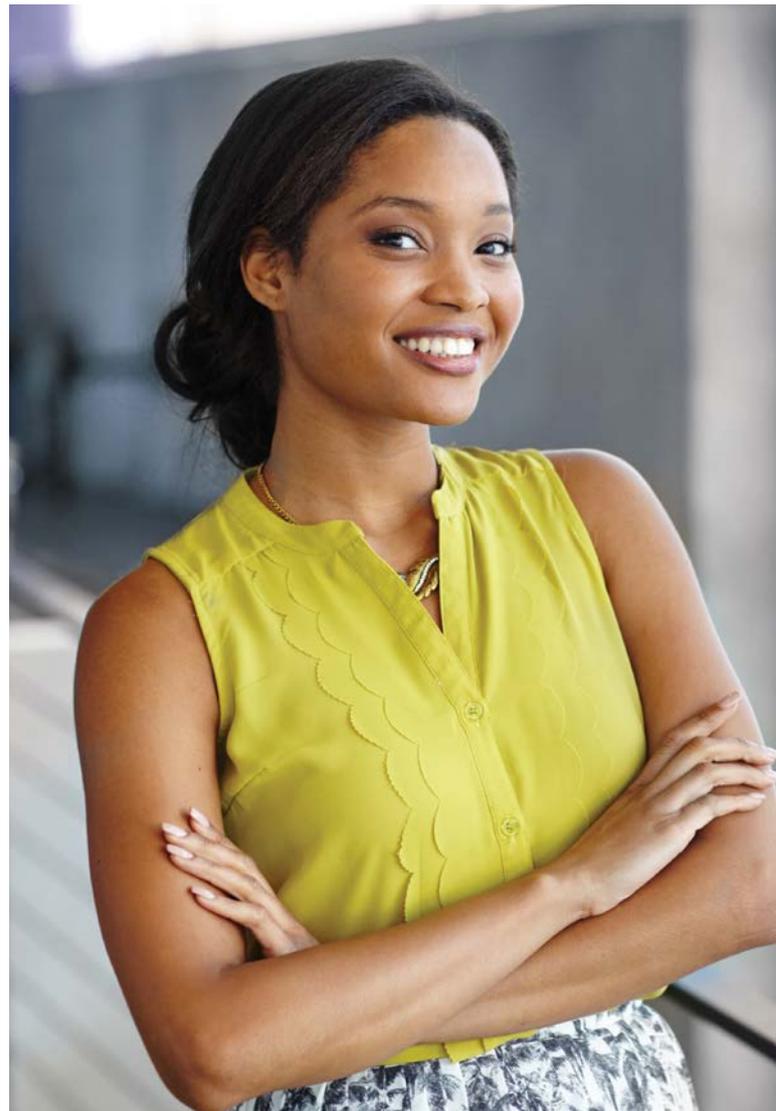
But GTPA is also reaching out to link with tertiary education bodies (“Education Providers”) whose course structures facilitate graduate certification under the GTP Programme - offering a career path for graduates.

Education Providers whose course curriculum has been approved by GTPA under the ISO/IEC 17024 standard are able to offer graduates the additional benefit of GTP

certification and the use of the certification post-nominals (cert.GTP, cert.GTM or cert. GTE) in addition to graduate post-nominals. Membership is subject to Continued Professional Development (CPD).

Later this year GTPA will be launching a new international standard for GTPA business members who will be eligible to be certified under ISO 17065 as either a Certified Global Business or a Certified Global Trade Consulting service.

The GTPA applauds the Canadian government’s commitment to focus on the goal of poverty eradication and in particular the empowerment of women and girls and gender equality.



## Background

The benefits of international trade are currently the subject of debate in various contexts, however, it has long been demonstrated that, even with its systemic imperfections which must be acknowledged, trade has been a powerful driver for economic value creation, inclusion and poverty reduction, as well as peace and security.

Trade has, until the peak of the global crisis, grown at rates that exceed the pace of global GDP growth, and thus has also been referenced as a driver of growth of the global economy. In recent years, global supply chains are largely anchored in developing and emerging markets, with large buyers often engaging in trade with communities of suppliers numbering in the thousands or multiple thousands, including micro-enterprises sometimes belonging to local cooperatives.

It is in this macro-context that deliberations around trading out of poverty ought to be considered and understood.

Certain jurisdictions unabashedly leverage development assistance and poverty-reduction contributions to drive policy priorities and political influence, including procurement processes linked to assistance funds.

## Trade out of Poverty

Trade out of Poverty investments include specific initiatives aimed at bringing a range of commercial, policy and other best practices to markets that collaborate in this context. While this flow is often directed to developing markets, there are increasing instances where the flow is two-way, as was the case with M-Pesa and the deployment of mobile payment solutions.

In the end, trade and investment flows enable transfers of technology, support R&D and serve to facilitate the sharing of best practices, ideally reinforcing additional freer, rules-based flows of trade and capital.

In supporting the engagement of developing market SMEs into trade-based economic flows, Aid for Trade assists in ensuring the overall health and sustainability of global supply chains, and serves as a mechanism for encouraging sustainable sourcing, good governance, labour and child safety, anti-corruption measures and a range of related Twenty-First Century trade practices.

Trade out of Poverty, and development-oriented facilitation activities also include access to timely and affordable financing and trade financing for SMEs, often prohibitively expensive or simply inaccessible, despite the reality that small firms rely on cashflow and



working capital for their commercial survival.

The GTPA applauds the leadership role of Canada in the Trading out of Poverty discourse, from its historically paternalistic nature, to one based truly on collaboration, mutual benefit, and genuine exchange of perspectives on key issues:

- **Gender Equality and the Empowerment of Women and Girls**
- Human Dignity (health and nutrition, education, humanitarian action)
- **Growth that Works for Everyone**
- Environment and Climate Action
- Inclusive Governance
- Peace and Security

The GTPA would like to kindly provide an overview of initiatives that might be of interest to the Canadian Government as part of the Canadian Governments plans to focus on Gender Equality and the Empowerment of Women and Girls and the area of Growth that Works for Everyone.

### Gender Equality and the Empowerment of Women and Girls

As trade remains crucial to economic growth and globalisation, it is imperative that groups such as small businesses and women entrepreneurs have access to the opportunities flowing from trade.

SMEs are the backbone of most economies and women business owners are also crucial to economic growth. According to research by consultancy, McKinsey, advancing women's equality could add \$28 trillion to global GDP by 2025 – equivalent to adding a new United States and China.

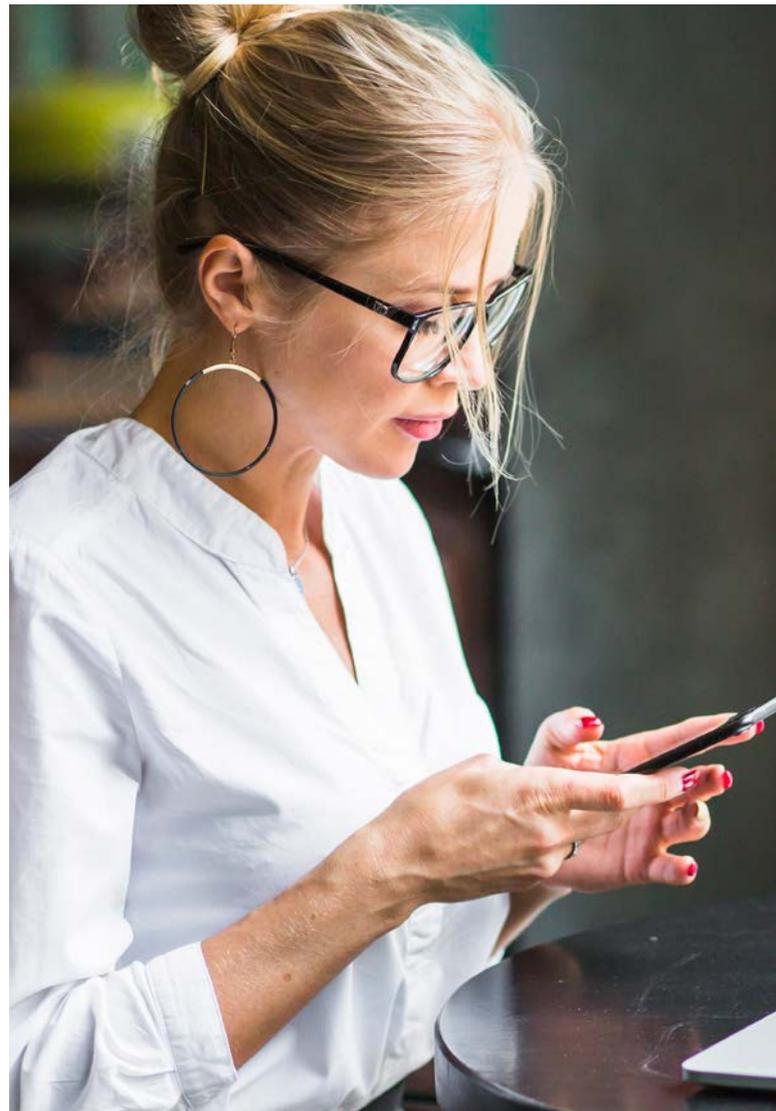
There is a need to do more to support and drive greater engagement by women as business leaders and encourage their participation in global markets.

More could also be done to promote the opportunities for young women to develop career paths in global trade.

Certain areas of trade support services, such as trade finance, logistics, supply chain management, customs and freight forwarding, have traditionally seen low levels of participation by women; this needs to change.

The key to encouraging greater participation in global trade is to ensure access to the right training and technical support, as well as platforms to help connect women globally.

GTPA is on a mission to collaborate with existing organisations globally to support and advance the engagement of women entrepreneurs in global trade.



### Concept 1: Mapping the ecosystem to support women business leaders to engage in global trade

To truly identify the type of support required to support women entrepreneurs in LDCs, a key component is to undertake an in-market research study to understand the requirements and needs of women business owners, to better assist them to engage in global trade.

Such a study could map the support currently available in that country, with the aim of working with the government, existing export associations or chambers of commerce to build value propositions and delivery capabilities in-market to support women-led businesses.

Mapping the existing trade ecosystem in market should include assessing the existing capabilities of both trade facilitation bodies and those companies/individuals engaged in international trade to support women businesses owners.

The study could also include an assessment of the competency-building needs of a target industry group/chamber of commerce in market.

The second component of such a study should focus on the needs of women-led businesses, through the delivery of a Global Business Survey that will poll businesses and a roundtable with government and business.

#### Overview of in-market study:

- Map the ecosystem of government bodies, industry associations, Chambers of Commerce and private sector supporting women business owners and their capabilities to deliver capacity and competence building in trade education, research and trade policy, specifically to support women-led businesses.
- Establish the Global Business Survey in that country to begin to track the behaviour of MSMEs in that country and the

requirements to support women-led MSMEs to grow globally. The survey will include specific gender questions, to determine the level of support required to move towards the empowerment of female business owners and entrepreneurs.

- Host a roundtable with business owners within a country as well as representatives from both governments.
- In consultation with the most appropriate government body, determine areas where improvement is required for it to become a better advocate for trade reform for women, and to provide support services for women business owners to trade. Areas might include research, government engagement, and training provision.
- Following this assessment, an organisation can work then with the government to develop the relevant training, ongoing advice and practical programme development assistance as outlined in a separate proposal.

#### Key deliverables:

- **Needs and business assessment:** identifying the ecosystem of government, industry and private sector supporting women business owners
- **Business insights:** identifying the international behaviour of MSMEs, and in particular women-led businesses, to provide sound data to better understand requirements to support businesses to engage in global trade, with the aim of providing the necessary data to better assist them in their international activities.
- **Trade policy and advocacy:** leveraging the market insights and business survey to work to assist the government to develop a mechanism that leverages sound data to advocate for women-led business owners to have a voice on key issues that impede the advancement of trade development.

### Short term outcome:

- Improve access for women entrepreneurs to global markets

### Long-term objectives:

- Shift the business culture in each country to ensure that the opportunities of global trade and benefits from inclusion from the global marketplace support women business owners.



### Concept 2: Building trade capacity of women entrepreneurs

A tailored training could be specifically tailored to assist the development of women-led companies to prepare their businesses to expand into Global markets.

#### Any training programme should be structured to meet the following criteria:

- Building the capabilities of women-led companies;
- Equipping women with the knowledge and tools to assist them in embarking on their overseas expansion;
- Helping to build a global network with which women can engage;

#### The training programme should cover:

- Introduction to Growing a Global Business
- How to Select the Right Market
- Export Marketing and Preparing to Visit the Market
- Export Documentation
- Freight and Logistics
- Building a website and social media channels to go global
- Financing for Export Success
- Pitching Skills

#### Case Study from Australia Aid for Trade funding: Building technical trade skills for Women entrepreneurs

*Under the banner of an Australia Awards short course, in November 2017, Australia hosted a delegation of female small business owners from across the Pacific. The course is designed to assist women small business owners to develop the capabilities needed to expand their businesses to new international markets, as well as connect with other women entrepreneurs in Australia.*

*The two-week intensive international business training program consisted of a tailored training course to help participants develop their export strategies and business plans, followed by an interactive programme, which included a series of roundtable table events, site visits and networking events. Following the success of the pilot programme, further courses are expected to be delivered for women entrepreneurs from Asia.*

*The above short course empowers women economically. Such an initiative could be replicated in Canada for LDC countries, allowing women entrepreneurs to gain new skills and insight on trade, as well as connections to potential commercial partners in the future.*

### **Outcomes: Breaking the glass ceiling... one piece of coral at a time**

In the context of the Solomon Islands, Rachel Rahii is a young and vibrant woman who deals mainly in exporting coral to be used as ornamental fixtures in homes, as parts of lamps, as well as jewellery. Rachel had just begun her export journey to explore how she could start to sell into markets as diverse as Australia, the United States and Greece.

Rachel's selection as one of the 15 candidates chosen to participate in the programme could not have happened at a more opportune time for her.

"The opportunity has assisted me greatly," she says. "There was a lot of content that I had never really thought about in my business," Rachel added.

"We were taught, for example, the importance of the Sustainable Development Goals (SDGs) and their relevance to trade.

"I am now thinking of ways of making my business more sustainable, and re-thinking ways my coral will be harvested in the long term."

Rachel also learned about good business practice for exporting and has used the training opportunity to exert increased control over other parts of her life and business.

She has big dreams, and the training in Australia is helping to make these a reality.

"I am aiming to target other overseas markets - the European Union for one. I would like to secure buyers in Germany and France.

"The barriers to trade for me in these countries are language, especially translation of online platforms/websites.

"I've learnt from the training, the importance of having high visibility to the right customers, and that would be through use of trade-specific websites such as Alibaba and eBay."

Those big dreams and a lot of hard work resulted in Rachel winning the Business Woman of the Year award at the Solomon Islands Women in Business Association (SIWIBA) Awards Night in December last year, following on from the training in November.

### **Ongoing support for the women entrepreneurs**

A very active informal networking group has formed online and as recently as two weeks ago, GTPA has been assisting one of the women from PNG to navigate some of the Non-Tariff Barriers she has encountered trying to export her copra from PNG. Earlier this year my colleague assisted another woman – from Bougainville – with her tender application to supply pharmaceuticals to the PNG government. The women have also formed a very strong support network amongst themselves, sharing ideas and giving moral support. Some have also started trading with their fellow candidates, for example, a grower of vanilla in Samoa is supplying her product to an ice cream manufacturer in Vanuatu.

### Concept 3: Building Global Networks for women entrepreneurs

ITC launched its SheTrades initiative to create an ecosystem of integrated solutions that empower women through trade. The initiative works with governments, the private sector, international organisations, and others to expand opportunities for women entrepreneurs and catalyse trade by focusing on the following seven pillars:

1. championing quality data;
2. enacting fair policies;
3. securing government contracts;
4. striking business deals;
5. enabling market access;
6. unlocking financial services; and
7. granting ownership rights.

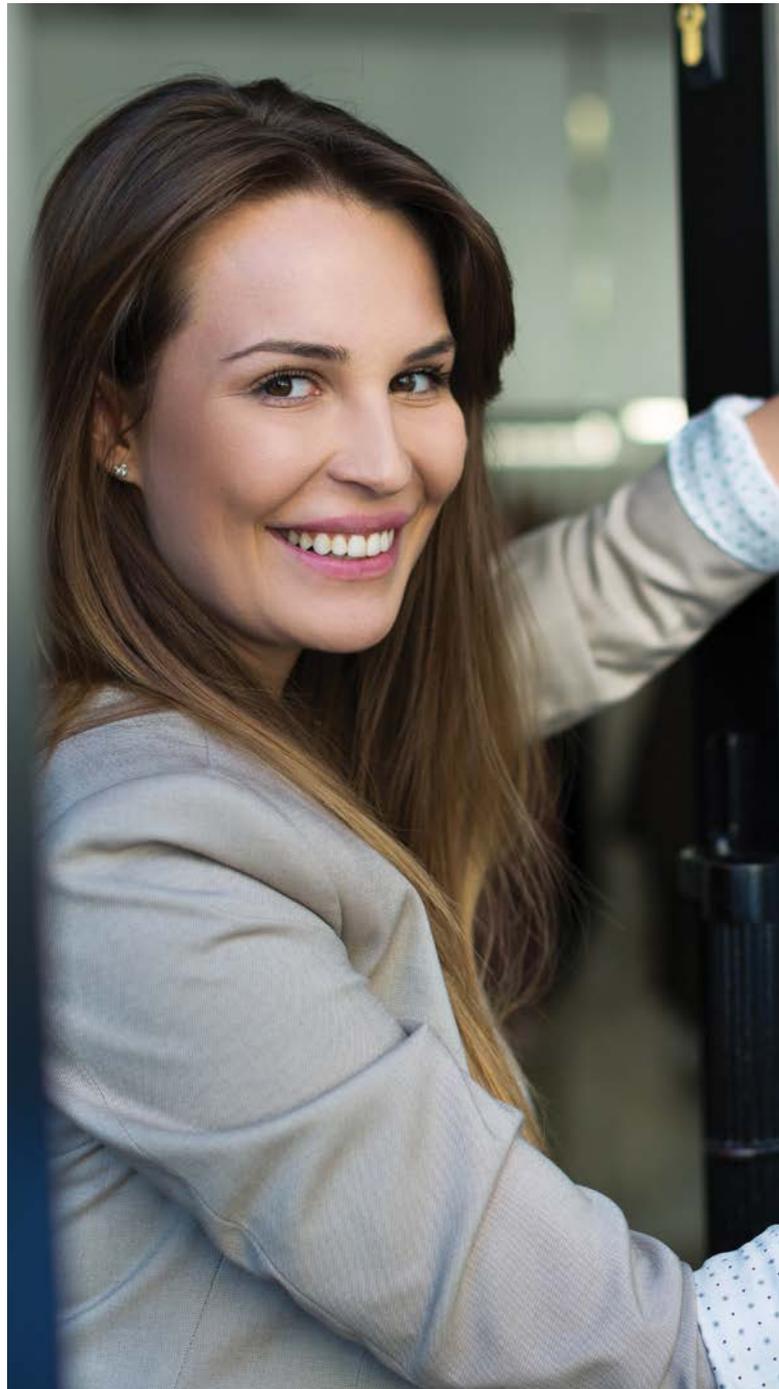
#### Charitha Abeyratne Hettiarachchi, Founder/ Chief Executive, Saraii Village

Charitha owns Saraii Village, a sustainable eco-tourism resort in Hambantota District in the South of Sri Lanka. This resort provides sustainable travel to discerning consumers and provides local employment. With the support of SheTrades, Charitha participated in the world's largest tourism trade fair in Berlin and gained exposure in the Destination Weddings and Honeymoon magazine. SheTrades enabled her to connect with over 50 potential buyers from around the world. Charitha has secured business deals worth more than USD 80,000 with three large international travel agencies. Through SheTrades support, Saraii Village employs more staff and plans to expand across Sri Lanka.

#### Phyllis Mwangi, Founder of SendFlowers and Tandao Commerce

Phyllis Mwangi set up an online flower shop and the success of this venture inspired her

to create Tandao Commerce, a platform for online businesses across Africa. With SheTrades support, Tandao Commerce took part in CEBIT Hannover, (a leading international trade fair in the IT sector), securing USD 60,000 grant funding for their social program to get 199 women owned businesses onto an online store and build up their capacity to run sustainable businesses.



### Recommendations for consideration:

- Canada can support initiatives such as how business organisations should scale-up their partnerships with the International Trade Centre (ITC) around the SheTrades initiative to support more women-owned businesses to get into exporting, with the aim of operationalizing SheTrades in country and assisting women-owned businesses. This would align closely with the aims of SDG 5.
- Canada could look to develop a similar Women's training programme that the Australian Government has funding that could be delivered in Canada with a targeted group of women entrepreneurs to support the upskilling of women entrepreneurs to trade globally.
- In addition to the above programme the GTPA recommends the Canadian government consider supporting in-market research study in target markets in developing markets of interest to Canada to understand the requirements and needs of women business owners, to better assist them to engage in global trade.
- The study could map the support currently available in that country, with the aim of working with the Government, existing export associations or chambers of commerce to build value propositions and delivery capabilities in-market to support women-led businesses.
- The Canadian Government could consider how collectively more can be done to support and drive greater engagement by women as business leaders and encourage their participation in global markets and we also need to do more to promote the opportunities for young women to develop career paths in global trade. This can be tie to studies in market to support Women Businesses.
- Certain areas of trade support services, such as trade finance, logistics, supply

chain management, customs and freight forwarding, have traditionally seen low levels of participation by women. The key to encouraging greater participation in global trade is to ensure access to the right training and technical support, as well as platforms to help connect women globally. A campaign to support Women to access the right vocational qualifications in market through the GTP Programme and affiliations with Vocational Training providers to provide pathways for a qualification for Women in Trade Finance, Logistics, Supply Chain Management, Trade Policy. This can be developed as an Executive Training Programme tied to accreditation and ISO certification.

- The Canadian Government has an opportunity to expand on the success of programmes to date that enhance and support agendas that promote Women entrepreneurs. The Canadian Government should explore additional projects that would work with secondary schools as a campaign to promote the opportunities for women in global trade.

In conclusion, the GTPA is advocating that the key to encouraging greater participation in global trade is to ensure access to the right training and technical support, as well as platforms to help connect women globally.

A key barrier for women business owners when it comes to growing a global business is that most of the support services they need to access are typically dominated by men. This can make those challenges incumbent in trying to negotiate tricky customs clearance or dealing with access to trade finance or negotiating a contract in a foreign country even more difficult for women.

GTPA recently launched the Global Trade Professional Programme (GTP) which focusses on providing a platform to educate and empower trade professionals and business owners to undertake the right

training so that they can become certified as a GTP under ISO/IEC 17024. GTPA is committed to ensuring as many women as possible can access GTPA's services, and ultimately gain certification as a Global Trade Professional.

Specific training and education for women business owners can increase the ability of individuals and businesses to respond to changing global market conditions and to remain competitive.

The GTP programme and the building of a global ecosystem through the GTPA could empower women to engage in global trade through internationally recognised capacity and capability programmes that GTPA approves globally under the ISO/IEC 17024 standard.



## Contributors

### Lisa McAuley, CEO

Lisa McAuley was the former Chief Executive Officer of the Export Council of Australia (ECA) for 5 years and has worked in international trade for over 12 years. As CEO for the ECA Lisa drove the organisations focus on ground-breaking research and advocacy projects that place the global competitiveness of Australian SMEs at the heart of all the ECA's projects.

Lisa's passion for international trade and respected voice in the industry puts her on the AmCham Trade Advisory Group and the Board of Yuluma Holdings.

In the last four years alone Lisa has passionately overseen the development of the ECA leading research and product development initiatives that have benefited Australian companies engaged in International Business.

Prior to joining the ECA, Lisa worked in various Financial Services companies both in London and Australia in marketing and communications and business development roles.

Lisa holds a Bachelor of Economics (Social Sciences) from the University of Sydney.

### Collins Rex- Africa/ Asia Director

Collins Rex is an independent consultant who has owned and operated her own very successful businesses on two continents. In her professional capacity she assists clients across a range of international marketing, product development and communications areas, helping them get maximum return on their marketing investment.

Collins is passionate about seeing small business do better business, and do it on the global stage!

To this end, she's been responsible for the development and delivery of training courses across a range of topics for, amongst

others, the Export Council of Australia (ECA), including export readiness, pitching/presentation & Free Trade Agreements workshops. Her international trade knowledge and skills have been honed over many years, as evidenced by her managing and delivering a number of major trade-related projects,

### Alexander R. Malaket, CITP, CTFP, Chair - International and Technical Advisory Committee

Alexander R. Malaket, CITP, CTFP, is President of OPUS Advisory Services International Inc., established in 2001, focusing on international business, trade and investment with a specialism in trade finance/supply chain finance. Alexander has undertaken a range of consultancy assignments, from operational and tactical to technology, to global strategy, and delivered various training programs for clients around the world.

Alexander has researched and authored thought leadership reports, program assessments and reviews, public and international policy reports and has participated in or chaired numerous international initiatives for industry bodies and other institutions.

Mr. Malaket is an internationally recognized expert, contributing regularly to industry publications like Trade Finance Magazine, Trade & Forfeiting Review, Global Trade Review, Cash & Trade Magazine and Trade and Export Finance. Alexander speaks and chairs panels at top-tier conferences and events around the world, and is the author of "Financing Trade and International Supply Chains", Gower/Ashgate Publishing, UK 2014 (now Taylor & Francis, UK).

Alexander holds the designations of Certified International Trade Professional (FITT, Ottawa) and Certified Trade Finance Professional (ICC Academy, Singapore). Mr. Malaket has been nominated, elected or invited to contribute to various organizations in several capacities, including:

- Member of the Board of Advisors, Finance for Impact, France
- Member of the Board of Advisors, Tin Hill Capital, Singapore
- Member of the Board, World Trade Symposium, UK
- Deputy Head of the Executive Committee, International Chamber of Commerce (ICC) Banking Commission, Paris
- Co-Chair of the Academic Committee, ICC Academy (Trade Finance and International Banking), Singapore
- Nominated National Expert, Trade Finance, UN/CEFACT, Geneva
- Member of the Trade, Finance and Development Experts Group, E15 Initiative (World Economic Forum and ICTSD), Geneva
- Delegate for Canada, B20/G20 Consultations for 2015 (Financing Growth Task Force), 2016 (SME Development Task Force), 2017 (Financing and Infrastructure, and SME Cross-Thematic Group Task Forces). Co-Chair, ICC Banking Commission B20/G20 Consultations
- Member of the International Affairs Committee, Canadian Chamber of Commerce, Ottawa
- Member of the Institute of Corporate Directors, Canada
- Member of the Asia Pacific Finance Forum
- Senior Advisor, World SME Form (US, Turkey)
- Past Member of the Inaugural Board and Executive Committee, World Trade Centre Winnipeg
- Past Member of the Board of Directors and the Board Nominating Committee, FITT Ottawa



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