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International Women’s Day is fast approaching! To celebrate, GTPA wants to shine a light on the women who rock international trade.

In advance of International Women’s Day on the 8th March, the GTPA is pleased to launch today a new campaign to shine a light on the women who rock international 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 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. GTPA is on a mission to collaborate with existing organisations globally to support and advance the engagement of women entrepreneurs in global trade.” Ms Lisa McAuley, CEO of the GTPA said

To highlight the importance of Women in Trade the GTPA’s campaign to profile Women in Trade will lift awareness of women already leading the way in supporting this cause.

GTPA will profile trade leaders from around the world, this can be business leaders running international companies to those working in global trade policy or those in trade roles that facilitate and advance trade development.

The GTPA is now encouraging individuals to get engaged by either posting a profile directly and using the #Womenintrade and #IWD2019 and copy in @GTPAlliance. Tell us who she is, where she works, what she does, and why she’s a trade superstar. Oh, and make sure to include a pic too!

Alternatively, we encourage you to send nominees to the GTPA at info@gtpalliance.com with a more detailed profile and addressing the following questions:

- Who is your nominee?
- Where does she work & what is her job title?
- What makes her an international trade superstar?



GTPA
GLOBAL TRADE PROFESSIONALS ALLIANCE

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GTPA will post a profile every day in the countdown to the 8th March when International Women's Day is officially celebrated around the world.

Media enquiries

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