

Build  
forward  
better

17 18 19 OCTOBER 2021

# SheTrades Global Dubai

**HYBRID EVENT**

JOIN US AT **EXPO 2020 DUBAI, UAE,**  
OR **VIRTUALLY FROM WHEREVER YOU ARE!**

The 8th edition of SheTrades Global will be co-hosted by the International Trade Centre (ITC) and Dubai Exports in collaboration with Expo 2020 Dubai.

**WHAT IS SHETRADES GLOBAL?**

The world's leading event where women entrepreneurs, buyers, investors and other partners come together to:

- do business
- co-create digital solutions
- build lasting partnerships and;
- set the pace of women's economic empowerment!

**WHO WILL BE THERE?**

Over 3000 top industry leaders, international delegations of women entrepreneurs, policy makers and investors from more than 90 countries in search of innovation, new trade and investment opportunities.

**BE PART OF THE SOLUTION.**  
JOIN US AND LEARN ABOUT  
**SUSTAINABLE PRACTICES YOU**  
**CAN IMPLEMENT TO GROW YOUR**  
**BUSINESS.**



**REGISTER NOW**

**IT'S FREE OF CHARGE**

**REGISTRATION AVAILABLE IN**



**ENGLISH**



**ARABIC**



**FRENCH**



**SPANISH**

**ITC SHETRADES INITIATIVE IS SUPPORTED BY:**



From  
the People of Japan



**EVENT:**  
VIRTUAL

## THE ROAD TO SHETRADES GLOBAL

MARCH 2021 → OCTOBER 2021

### AGENDA

#### Capacity building programme

**TYPE**

- Live webinar series
- UN certified e-learning courses
- SheTrades Masterclass

**EVENT:**  
VIRTUAL +  
EXPO 2020  
DUBAI

## SHETRADES GLOBAL

17-19 OCTOBER 2021

### AGENDA

**DAYS 1 + 2\***

- Welcome ceremony
- Keynote speakers
- Clinics by industry leaders
- Exhibition area/ B2B/ Speed Networking
- High-level roundtable (Invitation only)

**DAY 3**

- Pavilion activities at Expo 2020 Dubai
- Investment Challenge and much more

*Dubai Exports is offering to all participants in Dubai, meals on days 1&2 and a 2-day pass to attend Expo 2020 Dubai*

**EVENT:**  
VIRTUAL +  
EXPO 2020  
DUBAI

## SHETRADES AT EXPO 2020 DUBAI

OCTOBER 2021 → MARCH 2022 →

### AGENDA

Over 6 months, SheTrades and partners will be hosting activities at the Women's Pavilion to:

- Celebrate female achievements and women change-makers worldwide
- Foster dialogue among a diverse community of leaders, politicians, entrepreneurs and more



<https://www.facebook.com/ITCSheTrades/>  
<https://twitter.com/ITCNews>  
[www.instagram.com/Internationaltradecentre](http://www.instagram.com/Internationaltradecentre)