

JUNE 26<sup>TH</sup> AND 27<sup>TH</sup>, 2018  
LIVERPOOL, UNITED KINGDOM

# INDUSTRY INSIGHTS SHETRADES GLOBAL 2018

- TEXTILES AND APPAREL
- INFORMATION TECHNOLOGY & BUSINESS PROCESS OUTSOURCING (IT&BPO)
- TOURISM

The Industry Insights aim to ensure that Women Business Entrepreneurs (WBEs) are well prepared to take advantage of trade opportunities and achieve commercial success. They seek to build seller capacity to meet buyer requirements and to prepare for the upcoming B2B sessions organized during the event.

Through mentoring and face-to-face training activities, the Industry Insights concept provides a framework within which WBEs can receive technical training, learn about industry trends, buyer requirements, share experiences and explore opportunities to collaborate amongst each other. The BMG is coordinated by an industry specialist who works with the WBEs to develop strategies to address supply side issues identified with a view to closing the gap between the WBEs and buyers and investors.

## Session I – Preparing to do business

In this session, participants will learn from renowned worldwide company leaders, industry trends in each sector. Also, they will have the opportunity to present their own company to other participants (in small groups), so they can rehearse their short speeches and identify the best practices and those which need to be improved.

### Agenda

June 26<sup>th</sup>  
13:30h – 16:30h

Time	Activity	Description	Facilitator	Room
13:00 – 13:15	Setting the Scene	Presentation of SheTrades, Converve (B2B tool), and SheTrades Village	Wendy Paratian, <i>ITC</i> Anna Mori, <i>ITC</i> Juan Hoyos, <i>ITC</i>	See venues below per sector
13:15 – 14:00	International trade insights	International experts presenting sectorial trends		
	IT & BPO		Magda Jamal, <i>Sunrise Evolution</i> Juan Hoyos, <i>ITC</i>	Breakout Room 1
	Textiles & Apparel		Charcy Evers Liam Freeman, <i>Vogue Files</i> Omoyemi Akerele, <i>Style House</i> Tara Mulhare, <i>Gemme Group</i>	Auditorium

	Tourism		Simon Greenbury, <i>Cheeky Monkey media</i> Larisa Birthwright, <i>Travelife</i> Michelle Kristy, <i>ITC</i>	Breakout Room 2
14:00 -15:00	Pitching your business	Training amongst the women and constructive feedback	Tara Mulhare, <i>Gemme Group</i> Sylvia Forchap, <i>Voice of Nations</i> Juan Hoyos, <i>ITC</i> Michelle Kristy, <i>ITC</i>	See venues above per sector
15:00 – 16:00	Presentations and Wrap up.	Feedback and lessons learned sharing session		

## Session II – Industry Insights

In this session, participants will get ready to capture the opportunities offered by the B2B under the guidance of international experts in each of the sectors and will have the opportunity to interact with industry leaders and learn about procurement policies and practices in international markets.

### Agenda

June 27<sup>th</sup>

10:00h – 12:00h

It is expected the multinational corporations share information like:

- What are the key trends in your industry?
- Sector's key regulations to trade
- How a SME can achieve better visibility in international markets
- Where do they go to find your suppliers?
- What are their 3-5 most important criteria for choosing suppliers?
- What makes a new supplier attractive to them?
- How should a new supplier approach them – via an agent, email, registration on your website, phone call, bidding process, expo, etc.?
- What type of initial presentation material or marketing material would they like to see from a potential supplier?
- What type of product/service samples would they want to see? What components should it include?
- What skill sets does the buyer expect from its suppliers?
- Other information the company considers relevant.

### Textiles and Garments

Sector Lead: Tara Mulhare

Time	Company	Facilitator	Room
10:00 – 11:30	Vogue Afrodesiac Worldwide	Liam Freeman Chiedza Makonnen	Auditorium
11:30 – 12:00	Q&A	Tara Mulhare	

### Tourism

Sector Lead: Michelle Kristy

Time	Company	Facilitator	Room
10:00 – 11:30	Women in Travel CIC LAKSALA	Alessandra Alonso Ali Ahlam Nawaz	Breakout Room 2
11:30 – 12:00	Q&A	Michelle Kristy	

### Information Technology and Business Process Outsourcing (IT&BPO)

Sector Lead: Juan Hoyos (ITC)

Time	Company	Facilitator	Room
10:00 – 11:30	eBay Sunrise Evolution	Magda Jamal	Breakout Room 1
11:30 – 12:00	Q&A	Juan Hoyos, <i>ITC</i>	