

“Trading Up: Creating Prosperity for Women”
A World Trade Week UK Seminar

Tuesday, 9 June 2009



Overview

Despite the economic downturn, there is both a strong business and a strong rights case for investing in women, so that they can maximise the opportunities provided by trade. This is good for economic growth and good for poverty reduction. Women, as 70% of the world's poor, have much to gain from the opportunities that trade offers individuals to lift themselves out of poverty.

Such was the topic of Tuesday's World Trade Week Seminar “Trading Up: Creating Prosperity for Women” chaired by Claire Durkin, Director of the Joint Trade Policy Unit, and attended by leaders from business, academia, trade policy, and civil society. Speakers included Stephanie Barrientos, Senior Lecturer at Manchester University, Yvonne Bruce, founder of the BME (Black and Minority Ethnic) Business Women's Network, Wendy Papworth, Diversity Manager at IBM, Harriet Lamb, Executive Director of the Fairtrade Foundation and Patricia Francis, Executive Director of the International Trade Centre (ITC).

The seminar focused on the opportunities and challenges for women posed by the current economic downturn and subsequent decline in world trade. In her Opening Remarks, DFID's Permanent Secretary Nemat (Minouche) Shafik spoke about DFID's efforts to ensure that women can take up the benefits of trade through:

- Supporting women to **access** trade and business opportunities in the global market place;
- Empowering women, by giving them **wider choices** and improving the quality of their economic engagement;
- Helping women tackle the challenges and meet the **adjustment** costs linked to more open markets and competition

About the Speakers

Nemat (Minouche) Shafik

Minouche is Permanent Secretary of the Department for International Development. She is responsible for international development programmes and policy work on the United Nations system, the international financial institutions, Europe, country assistance, civil society, trade, conflict prevention, and climate change. Prior to this, she was Director General of DFID Country Programmes where she was responsible for all of the UK's aid to countries delivered through 1800 staff in 67 offices around the world.

Claire Durkin

Claire is Director of Europe, International Trade and Development at the UK Department for Business and Regulatory Reform (BERR) and Head of the Department for International Development-Department of Business Joint Trade Policy Unit. As head of the Trade Policy Unit (TPU), Claire has responsibility for coordinating the UK's international trade and development strategies and BERR's European policy.

Dr. Stephanie Ware Barrientos

Stephanie is a Senior Lecturer in the Institute of Development Policy and Management at the University of Manchester and Programme Director for the MSc Globalisation and Development at the University. She is co-coordinator with Professor Gary Gereffi (Duke University) and Dr Anne Posthuma (ILO) of the international research network *Capturing the Gains: Economic and Social Upgrading in Global Production Networks* that links researchers in US, Europe, Africa, Asia and Latin America (supported by DFID). Stephanie has advised organisations including DFID, DEFRA, ILO, UNCTAD, UNIDO, World Bank, Body Shop, Cadbury Schweppes, Green & Blacks, CAFDOD, Christian Aid, Oxfam, and ActionAid, WIEGO, Women Working Worldwide and Unite.

Yvonne Bruce

Yvonne is the founder and one of the directors of the BME Business Women's Network, which supports businesses established and owned by black and minority ethnic women in the United Kingdom. The network aims to help them achieve financial viability within their first 5 years of trading. She is the founder and the chair of the EOBW (equal opportunities for BME Women) focus group, and set up the Raising Aspirations Programme, to help young women aged 13 – 19 years to achieve their goals. Yvonne is also the senior mentor for the Excel Mentoring Programme, which assists women through transitions in their lives.

Wendy Papworth

Wendy is IBM's Workforce Diversity Manager for Europe and the Global Program Lead for Women in the Integrated Services Team. She leads the interest groups in the region that represent women, people with disabilities, gay, lesbian, bisexual and transgender, work/life and culture. Wendy works with senior leaders in Europe on the strategy and challenges connected with these constituencies. She is also responsible for IBM's global programmes for women.

Harriet Lamb

Harriet has been Executive Director of the Fairtrade Foundation since 2001. She has guided the Foundation through a period of staggering growth, which has seen estimated sales of Fairtrade products in the UK increase from £30m in her first year to £750m in 2008. Sales have been increasing by over 40 percent year-on-year since 2002. Harriet was awarded a CBE in the New Year's Honours List 2006, in recognition of her work in building Fairtrade in the UK. In 2007, Harriet was awarded the prestigious title of Credit Suisse Outstanding Woman in Business, and, named "eco queen" at the Ultimate Women of the Year Awards by Cosmopolitan magazine.

Patricia R. Francis

Patricia joined the International Trade Centre as Executive Director in June 2006. ITC is a joint agency of the United Nations and the World Trade Organization that enables small business export success in developing countries. During her tenure at ITC, the UN Millennium Development Goals have been mainstreamed within the organization, with new strategies on trade development related to gender, environment and poverty. Patricia has received awards from the Washington DC based Caribbean-Central American Action Council and from the King of Spain for her leadership and support for investment and business advocacy.