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Applications now open for SheTrades Global

2018 edition of SheTrades Global to be held at the UK's International Business Festival

(Geneva) – The [International Trade Centre](#) has issued a call for applications for women entrepreneurs to the newly launched [SheTrades Global](#)*, which will be held in Liverpool, United Kingdom from 26 to 28 June 2018. The event, previously called the Women Vendors Exhibition and Forum, is now in its sixth year.

As the world's leading event connecting women entrepreneurs to buyers, investors and other partners, SheTrades Global will be featured at the 2018 [International Business Festival](#), which is a major global festival of trade and investment held every two years in Liverpool. The Festival attracts industry leaders, international delegations and companies from across the world looking to expand their trade footprint.

The 2018 edition of SheTrades Global will highlight four sectors – beauty and wellness; IT and business-process outsourcing; textiles and apparel; and tourism. Women entrepreneurs are encouraged to submit their applications by 31 December 2017 to be considered for participation. Applicants should provide their company and personal information, and select the products and services they are interested in selling and/or buying. Once registered, participants can request individual business meetings with other participants who fit their company's needs.

More than 600 companies are expected to be represented at SheTrades Global 2018. Previous editions of the event have generated more than US\$ 80 million worth of commercial transaction agreements and led to thousands of business contacts including those made through the [SheTrades.com](#) web and mobile app.

'ITC is pleased to launch SheTrades Global at the International Business Festival in Liverpool in 2018. We aim to connect women-owned businesses and entrepreneurs around the globe to some of today's leading companies, especially those in the UK. Investing in women-owned companies is the future of smart business and SheTrades Global is an excellent platform to develop relationships, broker deals and create economic opportunities for sustainable and inclusive growth,' said ITC Executive Director Arancha González.

Max Steinberg, Festival Chairman said: 'We are absolutely delighted that SheTrades Global will be coming to the Festival in 2018. Our founding belief, that business can – and should – be a force for positive social change is one that I know is shared by ITC.'

We look forward to welcoming a new cohort of trailblazing female entrepreneurs from around the world to Liverpool next June. We hope that you can join us to celebrate the dynamism and diversity of the global marketplace, and share in the prosperity that international trade can deliver.'

Notes for the Editor

*SheTrades Global is the flagship event of ITC's SheTrades initiative to connect one million women entrepreneurs to market by 2020.

Women entrepreneurs wishing to participate in SheTrades Global should [submit their applications before 31 December 2017](#).



About 2018 International Business Festival

The International Business Festival is the world's biggest business event. Hosted every two years in its home city of Liverpool, the festival captures the dynamism and diversity of the global marketplace. The goal is to give businesses the space, support and expertise they need to make connections, do deals and realise their potential. The International Business Festival is supported by UK government through the GREAT Britain campaign and by its commercial partners British Airways and HSBC.

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About ITC

The International Trade Centre is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals. For more information, visit www.intracen.org | [@ITCnews](https://twitter.com/ITCnews) | [facebook.com/InternationalTradeCentre](https://www.facebook.com/InternationalTradeCentre) | [linkedin.com/company/international-trade-centre](https://www.linkedin.com/company/international-trade-centre/)

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