



**TOBB**  
**TÜRKİYE**  
**ODALAR VE BORSALAR**  
**BİRLİĞİ**

TÜM ODA VE BORSALARA  
(Genel Sekreterlik)

Tarih : 17.05.2021  
Sayı : 84403118-720- 4700  
Konu : She Trades Global Etkinliği

İlgi : Ticaret Bakanlığı'nın 06.05.2021 tarihli ve E-61906633-466.01-00063837557 sayılı yazısı.

İlgide kayıtlı yazıda; kadın girişimci, ihracatçı, yatırımcı ve diğer paydaşları bir araya getiren "She Trades Global" etkinliğinin 17-19 Ekim 2021 tarihlerinde Dubai'de düzenleneceği ve etkinliğe sanal ortamda da katılım sağlanmasının mümkün olduğu belirtilmektedir.

Söz konusu etkinliğe ilişkin broşürün bir örneği ekte sunulmaktadır.

Bilgilerinizi ve ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-imza*

Ali Emre YURDAKUL  
Genel Sekreter Yardımcısı

EK:Broşür (2 sayfa)

**Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.**

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Birliğimizde  
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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)