

20 MARCH, 2019

VENUE: SHEHU MUSA YARADUA CENTRE, CENTRAL DISTRICT, ABUJA
ABUJA, NIGERIA

SHETRADES IN THE COMMONWEALTH

PREPARING FOR EXPORT

Background

The SheTrades in the Commonwealth project is funded by the UK Department for International Development (DFID) and aims to increase economic growth and job creation in Commonwealth countries by enabling the increased participation of women-owned businesses in international trade.

Objectives

This workshop aims to give women owned business in the textile and apparel sector, and IT enabled services and business process outsourcing services an in-depth understanding of the information and tools needed to improve their competitiveness in the international market. Participants should overall at the end of the workshop have improved their knowledge on when to export, where to export, and how to export.

Specifically, businesses will:

1. Gain increased knowledge on the export market in their sector;
2. Understand how to access in-country pre-export information, support, and services;
3. Understand how to leverage on information technology to improve their competitiveness.

Target audience

Export ready and near export ready women owned businesses – operating in the textiles and apparel, information technology enabled services, and business process outsourcing, sectors.

Programme

08:00 – 9:00	Registration and Coffee (Networking)
9:00 – 9:05	Welcome and introduction on SheTrades
9:05- 9:20	Opening address Hon. Minister for Women Affairs and Social Development and Hon. Minister of State, Ministry for Industry, Trade and Investment. HM. Aisha Abubakar
	Room: Auditorium
9:20 - 10:00	Plenary Sessions I: Preparing for Export Moderated panel discussion and open forum on preparing for export in Nigeria. What are the opportunities and challenges?
	Mr. Olusegun Awolowo, CEO/ED Nigerian Export Promotion Council; Prof. Joseph Nnanna, Asst. Chief Economist, Development Bank Nigeria; Kelechi C. Nwagboso NEXIM Bank; Amal Hassan Founder/CEO Outsource Global; Ms. Femi Olayebi, Femi World of Bags.
	Room: Auditorium

10:00 - 10:30 Coffee Break

10:30 - 12:30 Parallel Sector Breakout Sessions Part I

Digital Skills for IT Service Providers

Sector: *IT enabled Services and Business Process Outsourcing*

Session by Google

Facilitators: Evagreen Ammiel

Charles

Room: Boardroom

Determining your Market Segment

Sector: *Textile and Apparel*

Facilitators:

Tara Mulhare;

Omoyemi Akerela,

Yaw Dabanka

Room: A

12:30 - 13:30 Networking Lunch

13:30 - 16:30 Parallel Breakout Sessions Part II

Business Development for ICT Products and Services

Sector: *IT enabled Services and Business Process Outsourcing*

Room: Boardroom

Facilitators: Judith Kabukie

Ocansey, iSpace

Foundation, Favour

Ozichukwu, iSpace

Foundation

Pricing for your Market Sector

Sector: *Textile and Apparel*

Room: Meeting room B

Facilitators: Tara Mulhare

Omoyemi Akerele

Yaw Dabanka

Merchandising and Assortment Planning

Sector: *Textile and Apparel*

Room: C

Facilitators:

Tara Mulhare;

Omoyemi Akerela,

Yaw Dabanka

Event in partnership with:

She Trades in the Commonwealth programme is funded by:



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