



# TRADE FAIRS: Criteria of Selection

## General Criteria for Application:

Only companies that meet the criteria below qualify to apply for trade fairs and will be considered for selection.

- Women- owned business (over 30%), as certified in registration document
- Registered company in the project countries (Bangladesh, Kenya, Ghana, Nigeria)
- Business sector Textiles, IT/BPO, Tourism or Agriculture
- Registered on the SheTrades in the Commonwealth platform (Converve)

## SheTrades in the Commonwealth Criteria of Selection

Selection is reviewed internally by the Headquarters team, with the support of our national staff, based on:

- The requirements of the programme to report results to funders
  - companies that do not report on results/impact are not eligible to attend future trade fairs**
- Some international trade fairs have their own selection criteria and SheTrades has no influence over who is accepted by the trade fair
- As a rule, the project will support companies to attend up to 2 trade fairs, after this point:
  - Companies may still attend as part of the SheTrades delegation but will not receive support on accommodation and flights
  - Exceptions will be made at the discretion of the headquarters team

## GENERAL ELIGIBILITY CRITERIA

The following criteria reflects the best efforts to consider the readiness of applications. It DOES NOT represent an exclusive list and/or mandatory requirements.

Companies will be selected based on one or more of the following market-readiness criteria:

- Certification (s)
- Products/services meeting international standards
- Products/services assessed to fit with buyers attending the fair
- Logistical and production capacity to meet international orders
- Functional marketing profile and materials (website, social media and promotional materials, packaging etc.)
- Actively participate in least 3 STC capacity building activities (trainings, webinars, e-learnings etc.) + at least 1 sector specific face-to-face workshop

Due to COVID, preference is also given to companies that:

- Were selected to trade fairs that had been cancelled due to COVID
- Companies undertaking coaching and business assessments to build the resilience of their business

## SECTOR SPECIFIC ELIGIBILITY CRITERIA

### *AGRICULTURE*

- Volume availability
- Priority given to export-ready companies who can demonstrate past export sales in the relevant products

### *IT & BPO*

Priority given to product/services that:

- Can be sold across borders and have some competitive advantage to other products/services that exist in the global market
- Can be scaled up or duplicated outside of home country
- “Fit” the themes/sub-sectors of the specific trade fairs, as many trade fairs are targeted at certain types of companies even within the IT &BPO sector
- Have demonstrated proof of concept, for trade fairs with a number of funding organizations, and operational products and services for the rest.
- For International exhibition participation, previous experience participating in an exhibition

### *TOURISM*

Priority given to:

- Members of Business Support Organization for accountability and follow-up support
- Companies that have proof of CSR and/or a sustainability programme

### *TEXTILES AND APPAREL*

The internal headquarters team will select brands that meet a range of product types and price points that is likely to meet buyer interest at the specific trade fair.

**The product types include:**

- Apparel
- Soft Accessories
- Decorative Home
- Jewellery

**Range of price points include**

- Luxury
- Contemporary
- Moderate

Companies need to attend the T&A mandatory webinars and mentoring calls

## WAITING LIST

Unsuccessful applicants who have **NOT** been selected for the event but have expressed an interest in attending the event are placed in a waiting list.

**For example**, if one of the selected companies that is attending a trade fair informs us that they will not be able to come for the fair, we will offer their space to a company that is on the waiting list.

Selection from the waiting list is based on the degree to which your company meets the selection criteria.