



**Asia-Pacific  
Economic Cooperation**

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**2017/SMEWG44/021**  
Agenda Item: 14.3d

## **Assisting Women-Owned SMEs Access Global Markets**

Purpose: Information  
Submitted by: Australia



**44<sup>th</sup> Small and Medium Enterprises Working Group  
Meeting  
Sydney, Australia  
15-16 March 2017**



## Assisting Women-Owned SMEs Access Global Markets

**The Hon Julie Bishop MP**  
Minister for Foreign Affairs and Trade  
Australia

- Advancing women's economic empowerment is an APEC policy priority that Australia strongly supports.
- At the APEC Ministerial Meeting in November 2015, Minister Bishop announced that Australia would fund an initiative for women-led, owned and managed businesses to gain better access to global export markets.
- Australia has run workshops addressing policies and practices that constrain the growth of women exporters in several APEC economies.

## Assisting Women-Owned SMEs Access Global Markets

- Australia conducted a roundtable technical discussion with experts and stakeholders, including Austrade in Kuala Lumpur (June 2016), which sought to design and develop tailored capacity building training programs for targeted economies.
- Below is a program delivered in Lima in August 2016. It assisted trade promotion organisations (TPO) from Peru, Chile and Mexico in addressing the institutional and policy barriers preventing them from providing export market support services to women-led businesses.



## Assisting Women-Owned SMEs Access the Global Markets

- Australia will conduct the next tailored training program in Hanoi (11-14 April 2017).
- The program will train 40 officers from Vietnam's Trade Promotion Agency (VIETRADE) to build their capacity to formulate and implement gender-responsive trade promotion policies and programs.
- Australia will also hold a half-day public symposium for up to 100 participants as a platform to exchange views and experiences on developing the export capacity of Vietnam's women-led SME's.

***Good Practices in Women-Focused Export Promotion include:***



Connecting  
TPOs with women-led  
SMEs & Reach Out to  
Institutions