



SIMA SILVASSA <simasilvassa@gmail.com>

FW: Women Entrepreneurs Delegation to the United Kingdom

Chandrakant Parekh <chandrakant.parekh@pioneergroup.info>
To: simasilvassa@gmail.com

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From: B2B Subscription [mailto:b2bsubscription@ficci.com]
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Subject: Women Entrepreneurs Delegation to the United Kingdom

SheTrades Global 2018

World's Largest Women's Business Network

Export Ready Women Entrepreneurs Delegation to the United Kingdom

June 26 – 28, 2018: Liverpool, United Kingdom

Dear Madam,

Greetings from FICCI!

International Trade Centre (ITC) is a 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. Women's economic empowerment is not a matter for government policy, the private sector, or civil society alone. All have critical roles to play. This is why the International Trade Centre (ITC) has launched the SheTrades initiative, which seeks to connect one million women entrepreneurs to market by 2020. Having more women in the marketplace has a positive impact businesses in all sectors and the women themselves who benefit from a larger workforce, more competition, and

as a result more choices between better products. In fact, the McKinsey Global Institute estimates that advancing women's equality could add US \$28 trillion to global GDP by 2025, enabling economies to unlock their full potential –and SheTrades is the key.

SheTrades Global is the premier global business event to connect with export ready Women Entrepreneurs, Buyers, Investors and Partners. With a strong focus on business generation, investment and innovation, SheTrades Global is an opportunity of a lifetime to do business, get inspired, network and create new alliances with women entrepreneurs from around the world.

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.

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.

To take this global initiative forward, ITC has partnered with FICCI to mobilize export ready Women Entrepreneurs from India to participate in She Trades Liverpool 2018 Business Event.

We are inviting all the Women Entrepreneurs from the Sectors Like: **Beauty & Wellness, IT & BPO, Textile & Apparel and Tourism** to participate in this unique event at Liverpool to explore the business opportunities in export, import and Investment.

Interested Entrepreneurs may send us the "Expression of Interest" by sending us the filled Registration Proforma by email latest by 15th March 2018.

Looking forward your confirmation at the earliest.

With best regards,



Samrat Soo

Additional Director - Business to Business Services

Federation of Indian Chambers of Commerce and Industry (FICCI)

Industry's Voice for Policy Change

Federation House, 1, Tansen Marg, New Delhi 110001, INDIA

T: +91-11- 23738760-70

F: +91-11-23320714

D: +91- 11 - 23736313

Web: www.ficci.in; www.ficci-b2b.com

Email: samrat.soo@ficci.com

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2 attachments

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Registration Proforma.docx
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SheTrades Global 2018

June 26 – 28, 2018: Liverpool, UK

Registration Proforma

Sector: ☐ Beauty & Wellness ☐ IT & BPO ☐ Textile & Apparel
Tourism ☐

A. COMPANY PROFILE

General Information

Company Name: _____

Brand Name (if different): _____

Office Address: _____

ZIP Code: _____ City: _____

Telephone: _____ Fax: _____

Website: _____

Company Logo (Please attach your company Logo along with the Form):

Year of Establishment: _____

What percentage of the business is Women-owned: _____

Is the business managed and controlled by Women (Yes/No) _____

Number of permanent Employees: _____

Number of temporary Employees: _____

Number of Female Employees: _____

Are you member of an Association/ Chamber of Commerce/ Export Promotion Council *(If Yes, please attached the Membership Certificate)*

Did your company participate in previous ITC's events/Projects (Yes/No) _____

Has your company previously participated in an International Trade Fair: (Yes/No)
(If Yes, Please mention, Name, Year & Place)

Please provide a brief description of your company including vision and mission
(Not More than 200 Words):

Commercial Information

Selling your Products/Services (Nationally/Regionally/Internationally)

Location of your offices (Cities): _____

Annual value of sales in USD: _____

Exporting Experience (No of Years): _____

Annual Value of exports in USD: _____

% of exports over the total annual revenue (Sales): _____

Where do you export to (Europe, UK, US & Canada, Middle East, Asia If Other,
please specify:

Where do you export from (Headquarters, Field offices in the region & Both)?

Do you Sell Online (Yes/ No) _____, If Yes, please specify

- a) Via own website _____
- b) Via online marketplaces (Paste the urls of your store pages on each marketplace you may sell on)_____
- c) Via social media (Paste the url of your pages or profiles where you are promoting your products/services)
- d) Via messengers/chat systems (Please specify the media and the group/list where you advertise your offers (example: Whatsapp group called “Kigali Hand Made”) _____

SheTrades Global Expectations

Please list the countries you wish to sell your products/services to:

Please list the companies you wish to sell your products/services to:

Please share your expectations (why do you want to attend SheTrades Global Liverpool)

Please share with us the type of capacity building training you would like to receive prior to your participation in this event:

B. PERSON PROFILE

Personal Details

Name: _____

Designation: _____

Mobile No: _____ Telephone: _____

Skype: _____

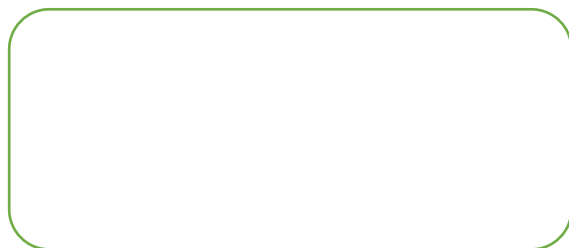
Personal Company E-mail: _____

Please choose a personal password to access the matchmaking tool.

Password: _____

Retype Password: _____

Paste Your Photo



Additional information

Please indicate your age group: _____ Languages: _____

Level of English (Basic level/ Intermediate level/Advanced level/Do not speak English)

C. PRODUCT PROFILE

1) Beauty & Wellness

Your Products / Services	
Your Company is (Producer, Manufacturer, Wholesaler, Service Provider)	
Company Activities Design Company, Importer, Manufacturer (CMT and bulk production), Artisanal manufacturer (working with artisans), Agent, Other, please specify	
Production Capacity in quantities: per month (please specify the number and unit of measure)	
Please indicate your primary customers: (Multinational Corporation (MNC), Private labels premium high-end brands, Private labels mid markets, Department stores, Boutique stores, Online stores, NGOs, Importer/Agent, Wholesalers/retailers and Other, please specify)	
Please list all Buyers who stock/buy your products:	
Delivery and Shipment Terms:	
Please indicate if your products are (Handmade products, Machine made products, Both Handmade and Machine made):	
Production Capacity in Quantities	

2) IT & BPO

Your Products / Services	
Please indicate your primary customers: (Multinational Corporation (MNC), Tier 1 or 2 supplier to an MNC, Small and Medium Enterprises, Wholesalers/ retailers, Other, please specify)	
Please name some of your primary customers with their countries:	
For IT Company - Staff (please mention the number of employees under each category): (Project Managers / Business analysts, Software Programmers/Engineers, Administrative staff)	
For BPO Company - Staff (please mention the number of employees under each category): (Project Managers / Business analysts, BPO operations staff, Administrative staff)	
Type of internet connectivity:	
How many computers does your company have?	

3) Textile & Apparel

Your Products / Services	
Your Company is (Producer, Manufacturer, Wholesaler, Service Provider)	
Company Activities Design Company, Importer, Manufacturer (CMT and bulk production), Artisanal manufacturer (working with artisans), Agent, Other, please specify	
Please list all Buyers who stock/buy your products:	
Delivery and Shipment Terms:	
Target Markets (Wholesale, Retail, Online, Luxury/Couture/Made-to-Measure (MTM), Designer, Ready-to-Wear (RTW), Contemporary, Moderate, Mass market/Budget)	
Please indicate the primary fibre (s) used to develop your products (Alpaca, Bilum, Cashmere, Cotton, Silk, Synthetic fibre, Other natural fibre, Other please specify)	
Please indicate if your products are (Handmade products, Machine made products, Both Handmade and Machine made):	
Please indicate your primary customers: (MNC, Stores, Boutiques, NGO, Dept Store, Importers, Agents, Wholesalers, Retailer, Pvt Label Mid-Market, Private Label Premium High End Brands)	
Production Capacity in Quantities	

4) Tourism

Your Category / Services (Inbound/Outbound)	
Please indicate your primary customers: (Outbound Tour Operator and other travel agencies, Individual tourists, Inbound tour operators, National companies (e.g. for company events), Local, state or national government agencies, Other, please specify)	
Please name some of your primary customers:	
Does your company deal with international business partners (tour operators, wholesalers or travel agents) ?	
Does your company deal with European business partners (tour operators, wholesalers or travel agents)?	

The following details need to be attached along with the Registration Proforma

- 1) Scan copy of your Photograph***
 - 2) Company Logo (Jpeg format)***
 - 3) Membership Certificate of any chamber of commerce/ export promotion council or others***
-

Please send the filled Registration Proforma to

**Samrat Soo
Additional Director
FICCI
Federation House, Tansen Marg
New Delhi 110 001
E: samrat.soo@ficci.com**