



# Gender Entrepreneurship Markets



*CONSTRUCTIVE CONNECTIONS*

Gender and Economic Policy Capacity Building Workshop and  
Launch of Kenya Gender and Growth Assessment  
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## **Identifying Trade Opportunities in International Markets**

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# Ministry of Trade and Industry, Republic of Kenya



Our mission is to create and facilitate an enabling business environment for the sustainable growth, promotion and development of industry and trade

# Why trade?

WORLD MERCHANDISE  
TRADE IN 2004

\$9,000,000,000,000  
Over \$230,000  
per  
second



Source: [www.wto.org](http://www.wto.org)



# Trade, economic & human development

- “(T)rade... should be conducted with a view to raising standards of living (and) ensuring full employment...” Preamble, Marrakesh Agreement Establishing the World Trade Organization.

“ Abolish existing laws, regulations, customs and practices that discriminate against women.” Article 2, Convention on the Elimination of All Forms of Discrimination Against Women.

- “Promote gender equality and empower women.” MDG 3.

- “States seek to ensure that national policies related to international and regional trade agreements do not have an adverse impact on women’s new and traditional economic activity.” Strategic objective F.1.165, Beijing Declaration and Platform for Action.



# Women driving economic growth

**"Forget China, India and the internet:  
economic growth is driven by women."  
-The Economist, April 15-21, 2006**

- What sectors are of interest to women?
- Where are the actual and potential buyers?
- What can be done to create an enabling business environment that maximises the benefits and minimise the costs of trade for women?

# Women's share of employment in export-led industries

Country	Total Employment 2003	Female employment (% share)	Main sectors of production	EPZ exports as % of total exports
Kenya	36,348	>75%	Textiles, clothing	10%
Bangladesh	2,121,000	62%	Textiles, clothing, food processing, leather, pharma	60%
Sri Lanka	461,033	78%	Textiles, clothing, rubber products	33%
Mauritius	83,609	66%	Textiles, clothing, food processing footwear, jewelry	77%

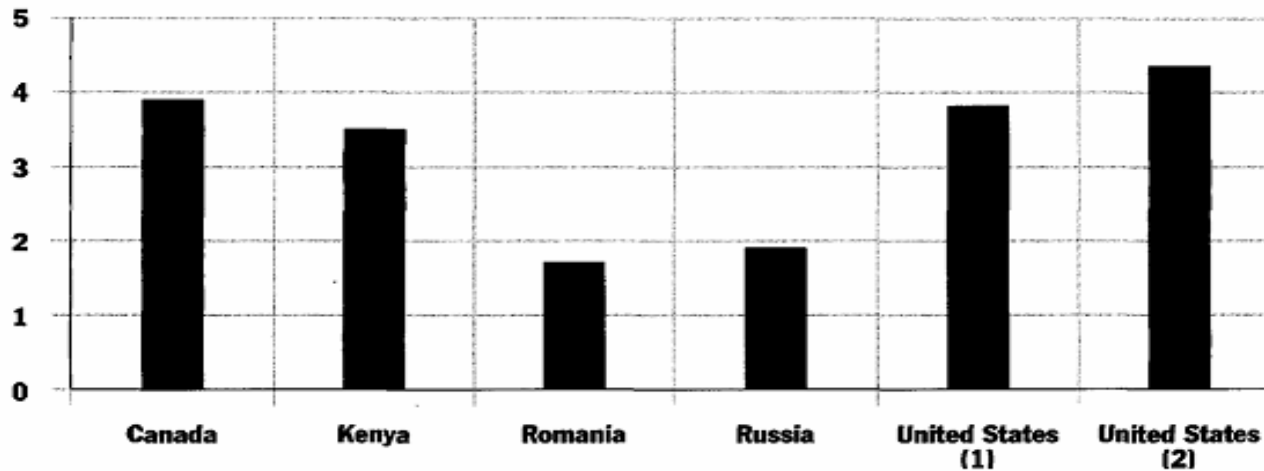
Source: Kenya: Kenya Gender and Economic Growth Assessment, IFC, 2006.

Other countries: UNCTAD, *Trade and Gender in OECD, Trade and Gender: Issues and Interactions*, 2005.

# Childcare important

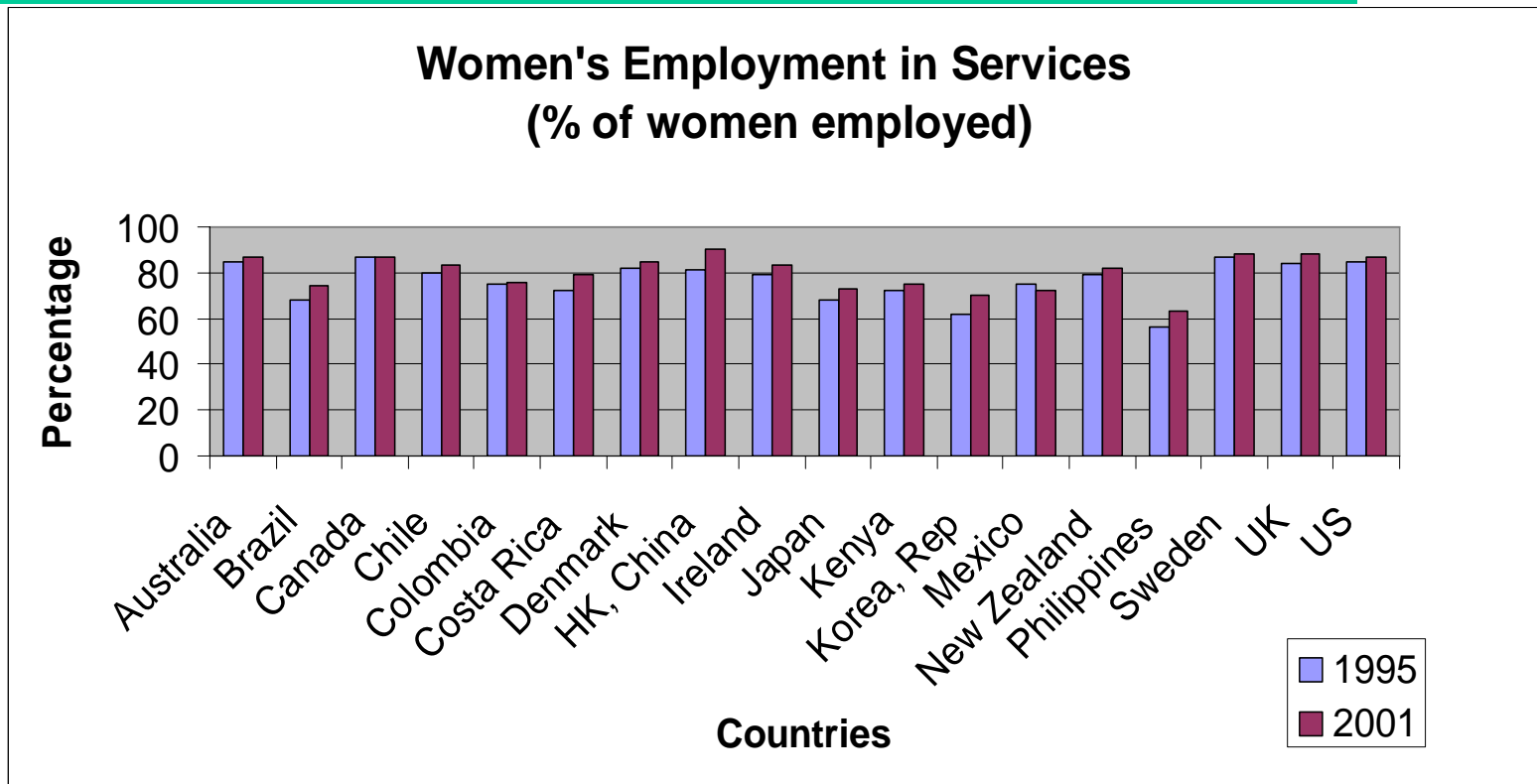
## Lower Child Care Costs Put More Mothers in the Labor Market

Percentage increase in mother's labor force participation due to a 10 percent decline in the price of out-of-home child care

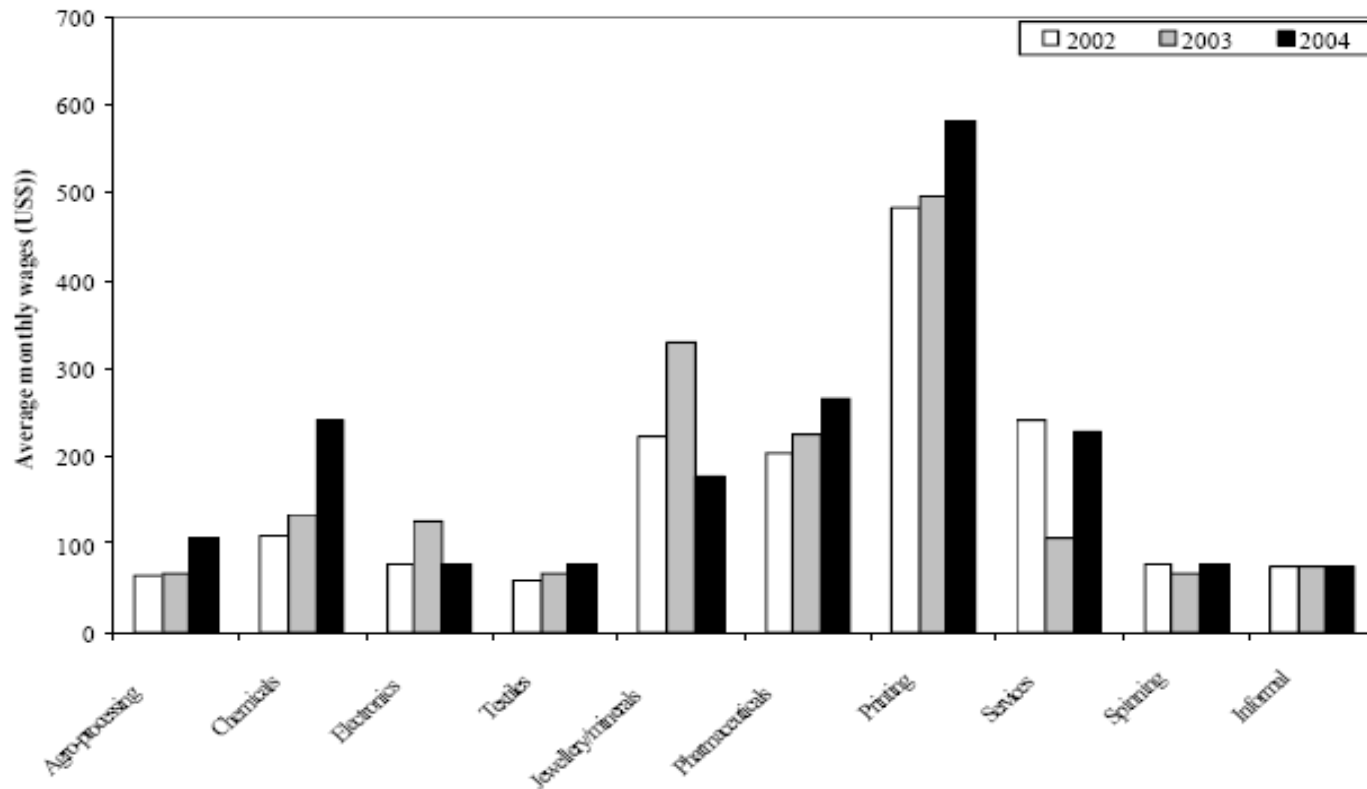


Note: The elasticity of employment with respect to the price of care reported in United States (2) refers to married mothers. Connelly and Kimmel (2000) report an even higher employment elasticity for single mothers.

# Women concentrated in services



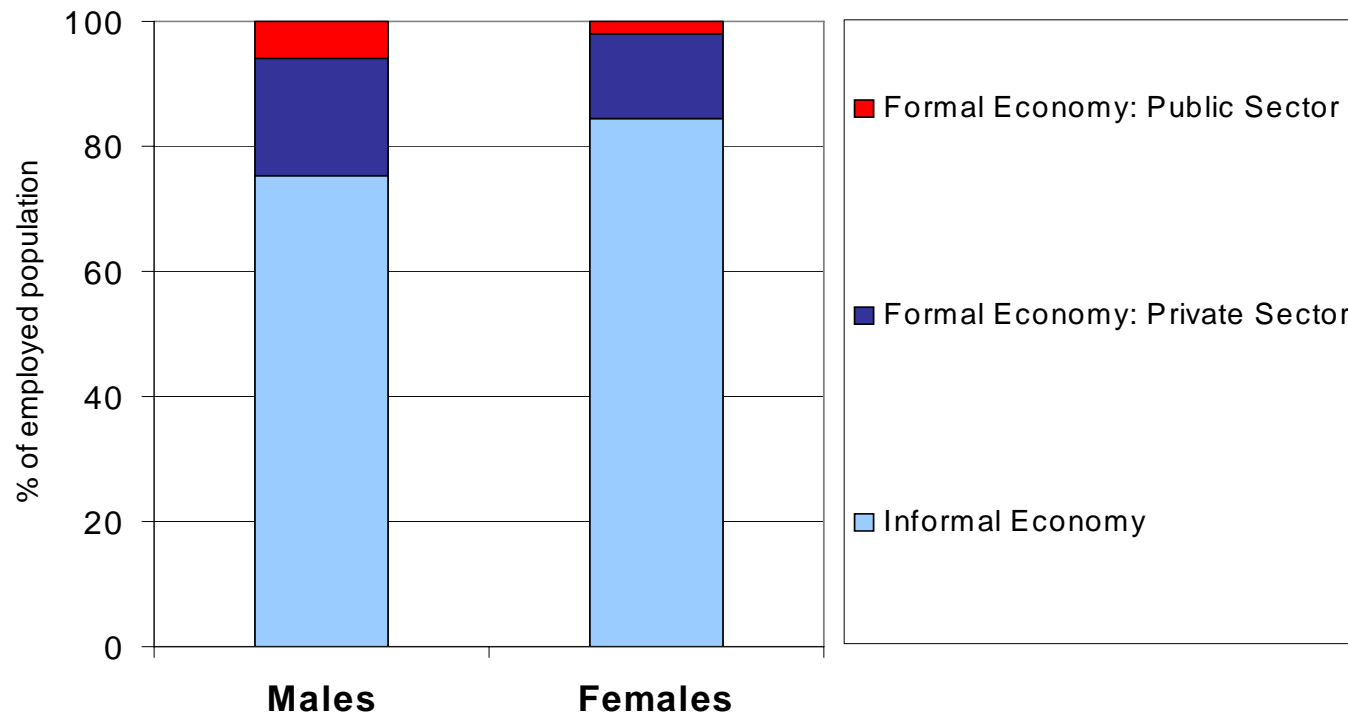
# Pay rates in Kenya's EPZ



# The CASE for action in trade policy & national export strategies

- Consultation
- Assessment
- Specific Commitments
- Evaluation

# 80% of employment in informal economy- Cambodia



# Where are the buyers?

**« The women make these baskets but they don't have a market. We want to find them a market. »**

Zohra Karaka, Ex-Impo Ltd, quoted in  
Kenya Gender and Growth Assessment, 2006.

# Market Analysis [www.trademap.org](http://www.trademap.org)



## TradeMap Kenya

Trade Statistics for International Business Development



### International Trade Centre (ITC)

The International Trade Centre, a joint subsidiary organ of the United Nations and the World Trade Organization, supports developing countries, and particularly their business sectors, in their efforts to participate more effectively in international trade. <http://www.intracen.org>

### Ministry of Trade & Industry The Export Promotion Council

The main function of ministry of Trade is to develop and regulate both foreign and domestic trade in order to increase foreign exchange earnings and employment. The Export Promotion Council is responsible for the coordination and harmonization of export development and promotion activities in Kenya. <http://www.tradeandindustry.go.ke/> <http://www.cbik.or.ke/>

For additional information about TradeMap, please visit <http://www.trademap.org>

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# Baskets: Importers



List of importers for the selected product in 2004

Product : 460210 Basketwork,wickerwork&other article made up from plaited vegetable mat

Importers	Value imported in 2004, in US\$ thousand	Quantity imported in 2004	Quantity unit	Unit value (US\$/unit)	Annual growth in value between 2000-2004, %	Annual growth in quantity between 2000-2004, %	Annual growth in value between 2003-2004, %
World estimation	1,223,274	0	No quantity		8		7
<a href="#">United States of America</a>	<a href="#">442,069</a>	221,532,997	Units	2	8	1	3
<a href="#">Germany</a>	<a href="#">114,088</a>	34,362	Tons	3,320	14	7	22
<a href="#">Japan</a>	<a href="#">104,213</a>	30,663	Tons	3,399	1	1	-2
<a href="#">United Kingdom</a>	<a href="#">73,445</a>	24,787	Tons	2,963	18	19	12
<a href="#">France</a>	<a href="#">68,741</a>	17,758	Tons	3,871	7	2	9
<a href="#">Italy</a>	<a href="#">56,840</a>	18,042	Tons	3,150	15	11	6
<a href="#">Netherlands</a>	<a href="#">46,258</a>	16,621	Tons	2,783	7	1	8
<a href="#">Spain</a>	<a href="#">41,977</a>	12,124	Tons	3,462	20	16	20
<a href="#">Belgium</a>	<a href="#">34,069</a>	9,937	Tons	3,428	13	11	-3

# Germany imports baskets from...

Exporters	Imported value 2004 in US\$ thousand	Share in Germany's imports, %	Imported quantity 2004	Quantity unit	Unit value (US\$/unit)	Import trend in value between 2000-2004, %, p.a.	Import trend in quantity between 2000-2004, %, p.a.	Import growth in value between 2003-2004, %, p.a.
World	114,088	100	34,362	Tons	3,320	14	7	22
<a href="#">China</a>	59,500	52	19,391	Tons	3,068	15	13	22
<a href="#">Viet Nam</a>	19,461	17	5,127	Tons	3,796	55	45	40
<a href="#">Indonesia</a>	11,995	11	2,666	Tons	4,499	13	10	58
<a href="#">Poland</a>	7,961	7	3,282	Tons	2,426	-5	-14	-31
<a href="#">Netherlands</a>	4,987	4	1,186	Tons	4,205	35	32	106
<a href="#">Philippines</a>	1,085	1	223	Tons	4,865	-10	-13	23
<a href="#">Spain</a>	1,054	1	277	Tons	3,805	128	98	251
<a href="#">Croatia</a>	875	1	207	Tons	4,227	-17	-26	42
<a href="#">Lithuania</a>	841	1	369	Tons	2,279	15	0	-51
<a href="#">Romania</a>	652	1	355	Tons	1,837	-11	-18	23
<a href="#">Bosnia and Herzegovina</a>	625	1	202	Tons	3,094	-20	-29	59
<a href="#">Morocco</a>	578	1	109	Tons	5,303	24	18	-29
<a href="#">Czech Republic</a>	448	0	60	Tons	7,467	15	-37	-32
<a href="#">Italy</a>	446	0	87	Tons	5,126	28	30	156
<a href="#">Madagascar</a>	420	0	50	Tons	8,400	172		123

# Contacts

- Handbook on importing and exporting in Kenya (2005)  
[http://www.tradeandindustry.go.ke/documents/handbook\\_importing\\_exporting05.pdf](http://www.tradeandindustry.go.ke/documents/handbook_importing_exporting05.pdf)
- Organization of Women in International Trade – Nairobi <http://owit.wananchi.com/> or [www.owit.org](http://www.owit.org)
- International Trade Centre, for TradeMap, Product Map, Market Access Map and Investment Map  
[www.intracen.org](http://www.intracen.org)
- Gender Entrepreneurship Markets [www.ifc.org/gem](http://www.ifc.org/gem)



# Enabling women to engage in international trade? CASE!

- **Consultation:** Urban/rural, formal/informal eco.
- **Assessments:** Services assessment; market analysis; gender-trade impact assessments of actual & potential policy options, legislation & domestic regulation.
- **Specific Commitments:** Training, mobility.
- **Evaluation:** Gender in export promotion, technical assistance and capacity-building activities and materials; sex-disaggregated data.

# Questions?

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## Thank you!

