

Veranstaltungsdetails

Shetrades: Empowering Women Through Tourism

Datum 8. März 2019	Zeit 13:00 - 14:00 Uhr	Ort Palais am Funkturm, ITB Kongress Awards
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organized by ITC SHETRADES, ITB BERLIN, GENDER RESPONSIBLE TOURISM (GRT)

Objectives

Tourism is one of the most promising sectors in terms of development. For instance, based on UNWTO studies, tourists in Africa are projected to jump from 50 million to 134 million by 2030. Tourist jobs held by men tend to be higher-earning and more stable than those held by women. This panel brings together stakeholders working with women entrepreneurs in the sector. The panel would focus on how women in the tourism sector be best supported and connected to international market, which would enhance business opportunities for them, and would contribute to their socio-economic empowerment.

Expected Outcomes

1. Understand challenges faced by women-owned SMEs in the tourism sector in leveraging partnerships to build their capacities and connect with international buyers;
2. Understand what is competitiveness and the role of exports for women-owned businesses (WoBs) in tourism; and
3. Identify the knowledge and skills gaps WoBs face for effective exports.

Keynote Speaker:

[Drs. Joke Buringa](#), Specialist for human rights & gender equality in the Arab region, Speaker of Deutsch-Arabische Gesellschaft (DAG) - German-Arab Association

[Iaia Pedemonte](#), Founder, Gender Responsible Tourism

Moderation:

[Michelle Kristy](#), Associate Programme Officer, SheTrades Initiative, International Trade Centre (United Nations/World Trade Organization), Geneva, Switzerland

Podiumsgäste:

[Ann Cheptumo](#), Managing Director, Acheche Luxurious Travel, Kenya

[Rika Jean-Francois](#), CSR-Beauftragte, ITB Berlin

[Funmi Le Moign](#), Head, Wakanow, United Kingdom

[Alisa Osei Asamoah](#), Vice President, Tour Operators Union of Ghana (TOUGHGA), Ghana

[Mary Ragui](#), Board Member, Kenya Association of Tour Operators (KATO)

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EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.