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Activity Spotlight and Lessons Learned

Alliance Partner: **UPS**

Dates: **August - September, 2021**

Program: **Training and support to enable women-led MSMEs to export**

Alliance Series: **MSME capacity-building, inclusive trade**

Women Exporters Program Description:

- In 2018, UPS and the UPS Foundation launched the [Women Exporters Program](#) (WEP) as a global effort to empower women entrepreneurs and help them export their products to the world.
- Through WEP, from 2018 through 2021, more than 31,000 women entrepreneurs and small business owners around the world have been supported to navigate the export process, enabling them to expand their reach, grow their revenues, hire more employees and invest in their families and local communities.

Why focus on women?

- It is estimated that closing the economic gender gap could increase global gross domestic product by \$28 trillion by 2025.
- Women entrepreneurs account for 23% of all MSMEs globally, but only 15% of women-owned businesses export.

Program Design:

- Virtual courses on relevant topics
- Specialized training through workshops
- Alliances with different key institutions to enhance exporting capabilities
- Support in connecting businesses with potential buyer
- Ongoing engagement through activities, news, success stories, videos, publications
- Discounts for shipping

Training and support for women entrepreneurs and MSMEs owners to grow their businesses through exporting

Country: Brazil

Target segments: Women-led MSMEs, MSMEs owners

Outcomes: 92 women-led MSMEs trained through 5 modules

Impacts: 50% of cohort interested in further export training upon completion

Top Lesson: Sourcing women-led MSMEs for training requires local partners and connections to reach those operating in the informal economy

Keys for impact:

- Local partner networks need to source women-led MSMEs and maximize reach.
- Private sector resources (e.g., shipping services) that enable MSMEs to engage in exporting.
- Advanced export training available after initial program.





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I. Women Exporters Program in Brazil

Program Outline:

- In late 2021, UPS launched WEP trainings in Brazil, training 92 women-led MSMEs through 5 different modules.
- These MSMEs were recruited with eTrade Alliance and collaborator the Global Trade Hub in Brazil, funded by the UK Foreign Commonwealth Office.

Types of MSMEs targeted:

- Participating MSMEs were from a variety of sectors, including textiles, handicrafts, and processed foods.
- Most participants demonstrated interest in understanding the export process better and the documentation needed to export their products.

Program training duration; unique milestones and/or modules in the training:

- 5 one-hour long modules in total
 - Module 1 - Tariff and trade regulations that impact exports
 - Module 2 - Warehousing and logistics
 - Module 3 - Freight forwarders, and customs brokers
 - Module 4 - Logistics for e-commerce
 - Module 5 - Improving customer experience

II. Key Performance Indicators

The course in Brazil featured:

- 92 entrepreneurs registered
- 18% of the registrants export to the U.S., 12% to Europe, and 14% export to South America
- 42% of the registrants do not export yet
- Largest sectors represented were food industry and business services industry
- 21% of the registrants claim the most challenging aspect of online sales are the high shipping costs
- 20% stated that the most challenging aspect of online sales is the fact they do not understand the customs process well
- 16% of the registrants stated the ideal shipping time for their international customers is from 2 to 3 days
- 50% wanted more export advice after the training
- 45 entrepreneurs remain in contact with UPS





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III. Implementation analysis

What worked well in implementation:

- Utilizing the eTrade Alliance's network to connect with Brazilian government agencies and partners on the ground, which helped increase participation.
- Delivery of useful knowledge to the women-led MSME interested in expanding their businesses: 40 participants asked for further support in learning more about exports upon completion of the program.

Challenges in implementation:

- Sourcing women-led MSMEs for the program – not all of them belong to the traditional associations or chambers and thus required additional outreach to discover.

Recommendations to overcome challenges:

- Work with government and local partners to reach greater numbers of women entrepreneurs.
- Further public-private initiatives for additional training to show women entrepreneurs in Brazil the opportunities of belonging to the formal economy (such as exporting), versus continuing in the informal economy.

IV. Testimonial



Success Story

There are many Brazilians that live abroad, including in countries such as Japan. Japanese tailoring is very different from ours, and I get asked a lot for Brazilian jeans and shoes. Specific foods such as candies that are only found in Brazil are some of the most requested items, which bring happiness and comfort to those who miss their country very much. Thanks to the training and resources provided by UPS in WEP, I can now deliver my products to Brazilians living in Japan within a few days.

-Michelle Onishi, Owner, Box Brasil

About Alliance partner UPS is one of the world's premier package delivery companies and a leading provider of global supply chain management solutions. It operates one of the largest airlines and one of the largest fleets of alternative fuel vehicles under a global UPS brand. As a partner of the eTrade Alliance, UPS offers critical support to development programs that facilitate MSME ecommerce and cross-border trade by providing resources and expertise in logistics and last-mile delivery.

