



PRESS RELEASE



Why Gender Matters in Trade

Increased trade improves the incomes of the poor, contributes to economic growth, and supports social stability, but these benefits are not always shared equitably. A study by the Canada–Indonesia Trade and Private-Sector Assistance (TPSA) Project and the AKARTIGA Center for Social Analysis compared the experiences of 335 women- and men-owned SMEs in the Indonesian coffee, footwear, and apparel industries.

The study found that women-owned SMEs across all three industries face barriers to effective engagement in trade, particularly accessing the raw materials and skilled labour that they need. Women face more challenges, including those related to running and expanding their businesses, due to their dual responsibility for home and business (double burden) and the prevalent societal norm to seek spousal permission. These conditions limit women's access to economic resources and opportunities because they have less time to find and establish links with business networks where they can access market information and service providers.

The report, *Opening the World of Trade to Women: How Gender Affects Trade Benefits for Indonesian SMEs*, also includes case stories illustrating how women and men owners experience business challenges differently and how they manage those challenges. The report offers recommendations to the Indonesian government, business associations, and cooperatives to help ensure that women-owned SMEs can participate effectively in domestic and international trade and benefit equitably with men from the opportunities created by trade. The report was launched on November 1, 2018 at the Hotel Le Meridien in Jakarta.

About the TPSA Project

TPSA is a five-year, C\$12-million project funded by the Government of Canada through Global Affairs Canada and executed by The Conference Board of Canada. The overall objective of TPSA is to support greater sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada.

For further information, please contact the Project Office in Jakarta, Indonesia:

Gregory A. Elms, Field Director
Canada–Indonesia Trade and Private Sector Assistance (TPSA)
Canada Centre, World Trade Centre 5, 15th floor
Jl. Jend. Sudirman Kav 29–31 Jakarta 12190, Indonesia
Tel: +62-21-5296-0376, or +62-21-5296-0389
Fax: +62-21-5296-0385
E-mail: greg@tpsaproject.com