



connectamericas for women

Connecting **women-owned or led MSMEs** with new business opportunities and strengthening their entrepreneurial skills to foster the sustainable growth of their companies.

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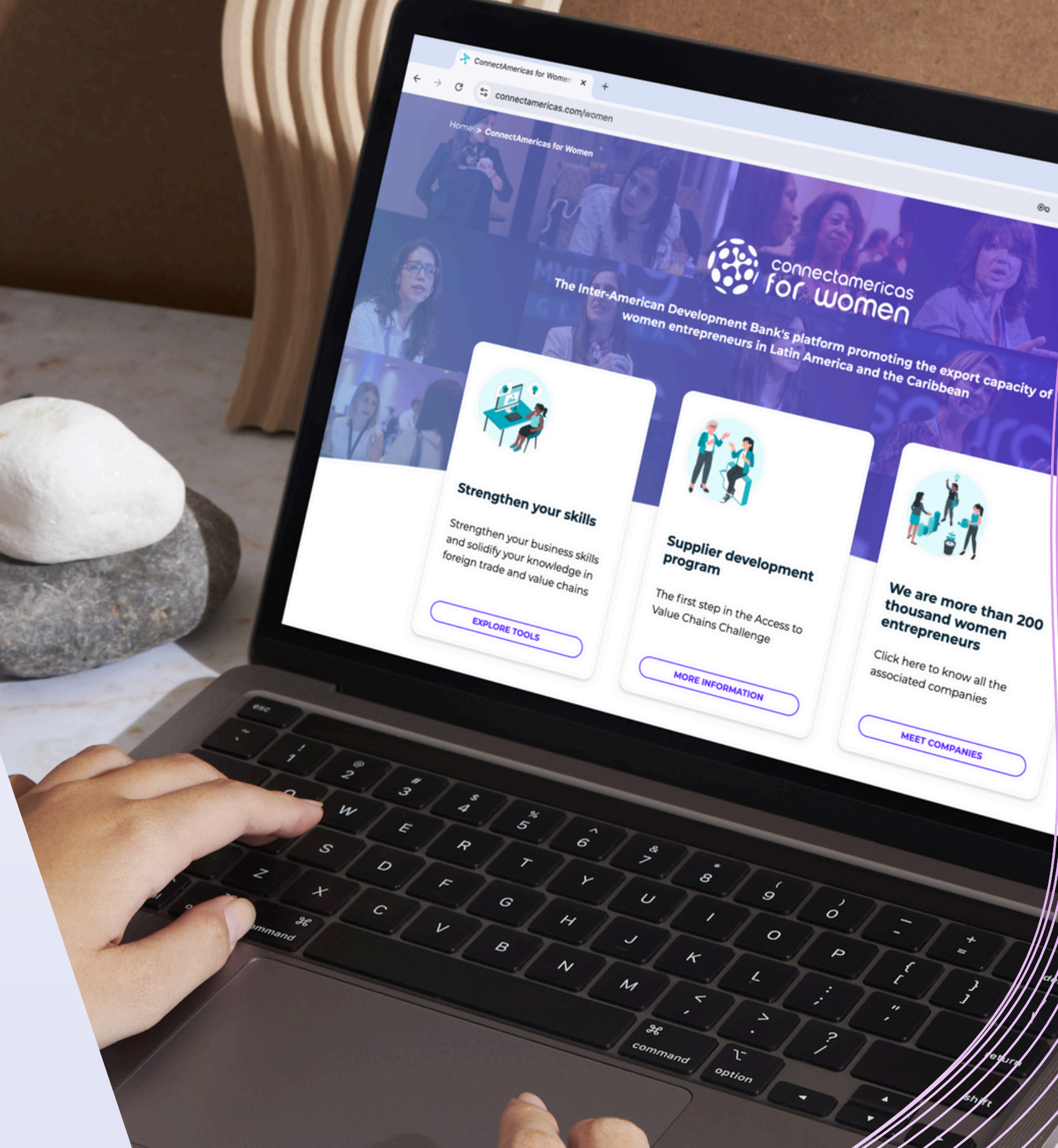


The **digital** platform

100%
FREE

Launched by the IDB in 2016 to:

- **Promote** the participation of women in international trade and value chains.
- **Connect** women-led businesses through specialized virtual communities.
- **Strengthen** their skills through online courses, articles, videos, and self-diagnostics.
- **Highlight** legally established women-led companies.



Achievements



+200K
Women registered



+80K
Companies owned or led by women



+120K
Trained businesswomen



75
Companies received specialized technical assistance between 2022 and 2024



55%
Participation of women in business matchmaking events in 2023



What resources do we have for
**businesswomen and women
entrepreneurs?**

Challenges

Training and **technical assistance**

Regional program for the **integration of women entrepreneurs in foreign trade and value chains**, that provides specialized technical assistance for women-led businesses.

2023 Digital transformation

1

2024 Access to value chains

2

2025 Access to financing

3

ACADEMY

Virtual courses

Supplier Development Program (SDP)

Provides the knowledge and tools needed to **become a supplier for large companies and governments**, as well as effective resources to help identify business opportunities

✓ + 2100 trained



Virtual courses

IDB supplier as a woman entrepreneur

This course provides insights into how procurement works at the Inter-American Development Bank (IDB) and how you can become a supplier for the bank. You will also learn about the importance of women for the global economy and for the IDB

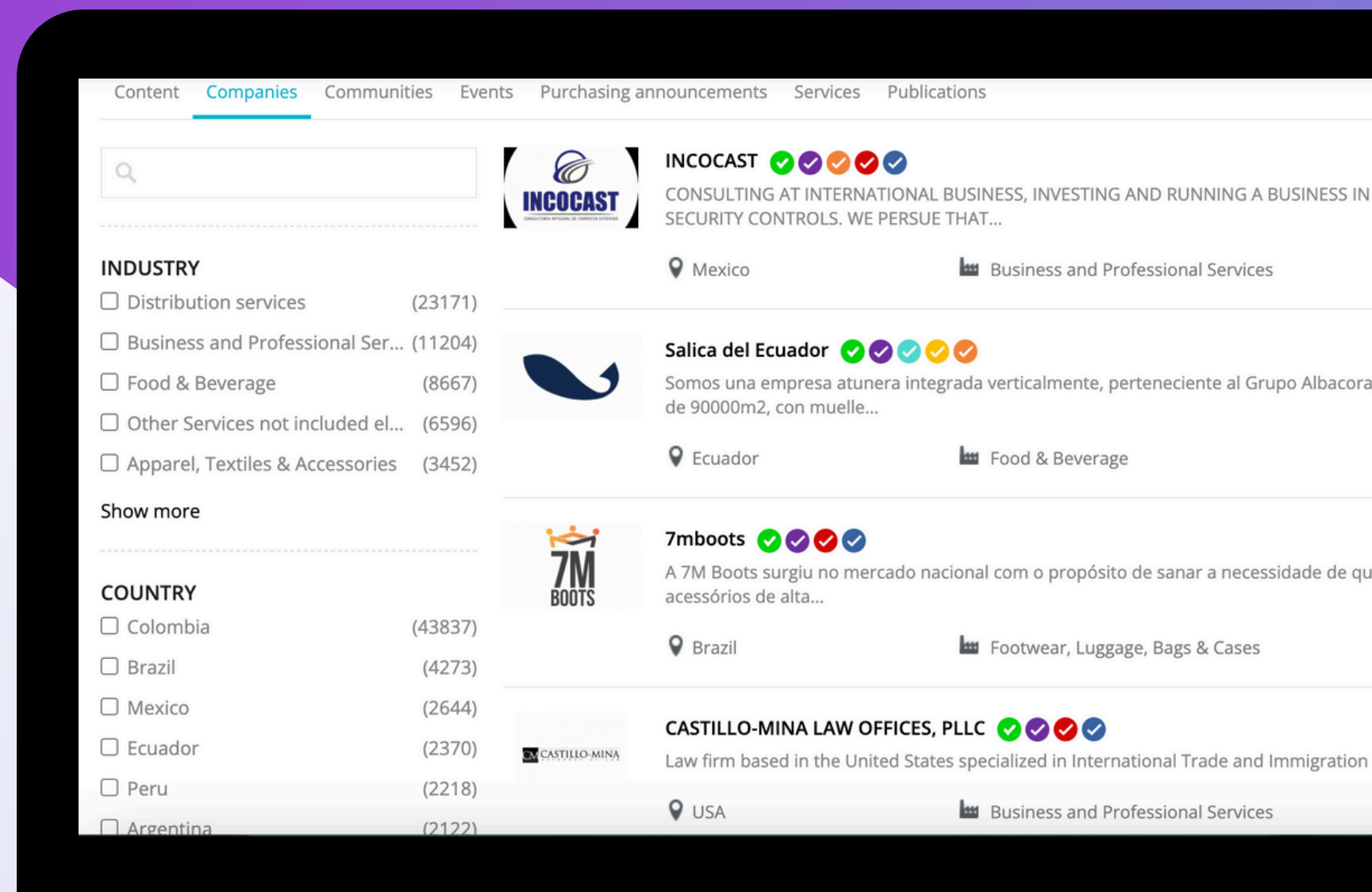
- ✓ **+ 1300 trained**
- ✓ **Over 40 webinars tailored for women entrepreneurs**



CONNECTAMERICAS

Company Directory

- ✓ **80k** women-owned or led MSMEs (self-reported)
- ✓ Search engine to easily filter companies
- ✓ Connection with international buyers



Events and **business rounds**

- ✓ **48 business rounds** organized between 2020 and 2024
- ✓ **+ 9100** women entrepreneurs participating
- ✓ **+ \$70 million** in business deals between 2022 and 2024

8 exclusive business rounds for women-owned or led MSMEs between 2020 and 2024



Inspiring Stories



"My experience with ConnectAmericas has been transformative. Thanks to the tools and training I received, I improved my business proposal and expanded my network. The available resources allowed me to identify new business opportunities and strengthen my company's presence in international markets"

Andrea Zabalaga
AZ Servicios Digitales
Argentina

"Since joining ConnectAmericas, I have experienced a significant learning curve in negotiation and the industry. I managed to establish connections with buyers in Africa and Mexico, and I was able to create a new line of coffee products."

Yadira Bustamante
Chantilly Bakery & Chocolate
Honduras



"Thanks to ConnectAmericas for Women, I improved my value proposition and attended the 12th LAC Flavors business round, where I met international buyers and entrepreneurs, initiating important conversations that helped me advance in closing business deals"

Priscila Detresno
Q Cheff
Panamá





What type of data are we collecting in ConnectAmericas?

Data that we collect through the CA company directory:

- ✓ Industry
- ✓ Country
- ✓ Type of organization
- ✓ Verified company
- ✓ Exporter of goods/services
- ✓ Government supplier
- ✓ Free-trade zone
- ✓ Certificates
- ✓ Women-owned and/or women-led businesses (self-declared)

Top represented countries (WSMEs)

- | | | | |
|---|----------|---|---------|
|  | Colombia |  | Mexico |
|  | Brasil |  | Ecuador |
|  | Peru | | |

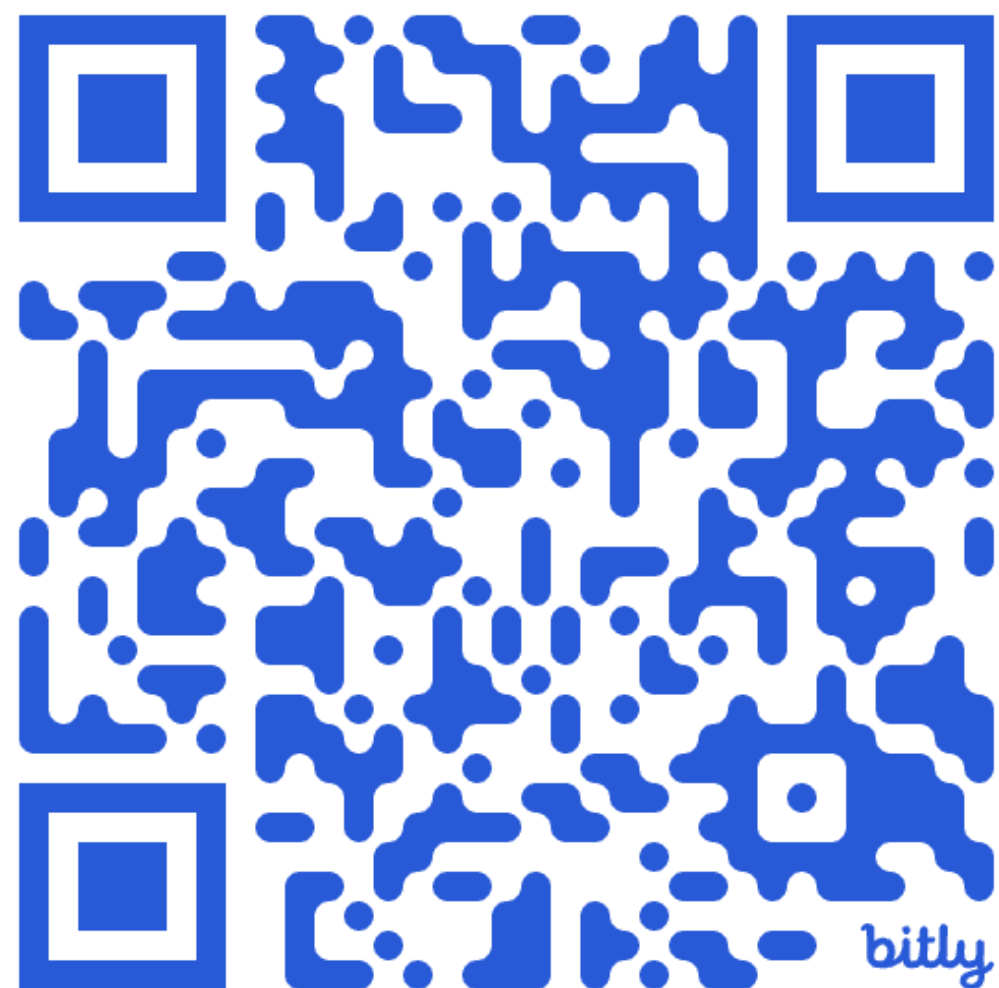
Top represented Industries (WSMEs)

-  Distribution services
-  Business and Professional Services
-  Food & Beverage
-  Apparel, Textiles & Accessories

¿Pueden las plataformas en línea impulsar a las empresas de mujeres en el comercio internacional?

En el caso de ConnectAmericas, sí

Ortiz, E. - Poole, J. - Vásquez Ochoa, M. - Volpe Martincus, C. (2022)



Can Online Platforms Promote Women - Led Exporting Firms?

Poole, J. - Volpe Martincus, C. (2023)



Impact of *ConnectAmericas* on Expanding Business Opportunities for Women-Led MSMEs

- ✓ **Increase in WMSMEs Participation in CA:** The share of WMSMEs on ConnectAmericas grew from 30% in 2014 to 45% by 2021.
- ✓ **Reduction of Access to Information Costs:** ConnectAmericas lowers information and search costs for WMSMEs, enhancing their export opportunities across diverse countries and sectors.
- ✓ **Participation in CA is associated with increased export values.** Peruvian companies show an average increase of 17% in export values after firms register for CA.
- ✓ **Facilitates the collection of gender-disaggregated data,** enabling countries to diagnose barriers faced by women-led businesses, conduct research on gender and trade, and evaluate the impact of trade programs, leading to better evidence-based policy decisions.

Drivers for **Research:**

- **Geospatial Analysis of Women-Owned Businesses:** conduct heat map studies to visualize the concentration of WMSME by sector and region, assessing the correlation with positive externalities in related industries.
- **Regional Feminization Trends:** investigate patterns of feminization in specific regions, analyzing socio-economic factors that contribute to higher concentrations of women-led businesses and their impact on local economies.
- **Mapping Economic Impact:** map the economic impact of women-led businesses in various regions, focusing on employment rates, income levels, and community development.
- **Geographic studies** focusing on how regional factors influence the performance of women-owned businesses in various provinces.
- **Research on the correlation** between the type of company and success in obtaining government contracts or exports.
- **Comparative analysis** of the performance of women-led businesses across various industries and countries.

Thank you!



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