



**Asia-Pacific  
Economic Cooperation**

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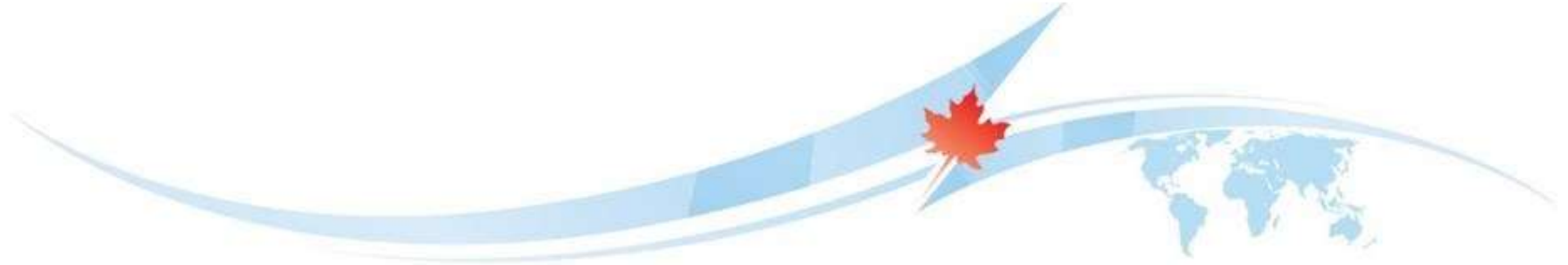
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## **Integrating Women in International Trade: The Canadian Perspective**

Submitted by: Canada



**Capacity Building Workshop on Women and  
Trade  
Santiago, Chile  
5 March 2019**



# Integrating Women in International Trade: The Canadian Perspective

## APEC Women and Trade Workshop

André-François Giroux, Director, Trade Agreements  
Secretariat, Global Affairs Canada

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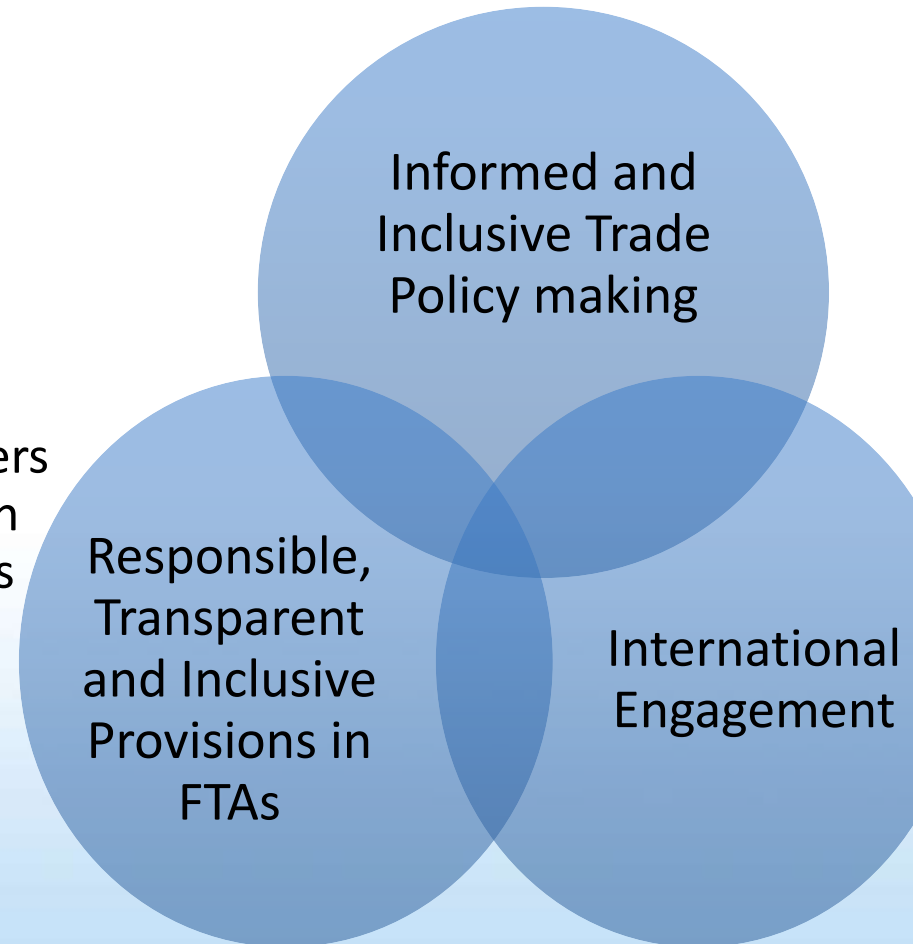
# Global Trading Environment

- Public debates on trade and globalization at home and abroad
- Sustaining support for trade in a trade dependent economy like Canada is critical.



# Gender.....a key part of Canada's Inclusive Approach to Trade

- Recognizes that trade policies need to contribute more meaningfully to economic, social, and environmental policy priorities
- Seeks to ensure that all segments of society can benefit from and take advantage of the opportunities that flow from trade and investment
- Acknowledges that gender-related barriers to trade exist and that trade liberalization affects men and women in different ways
- Consistent with and advances domestic policy priorities
  - Feminist Foreign Policy
  - Gender Equality
  - Inclusive Growth



# Trade and Gender

## Informing Our Approach



- Extensive collection and analysis of gender disaggregated data
- Extensive trade and gender consultations.
- Gender Based Analysis Plus (GBA+):
  - A whole-of-government approach to incorporating a gender lens in all policymaking

# Data on Women and Trade in Canada

## Women as workers-

- In Canada, we know that free trade affects workers differently:
  - Men dominate sectors that are most highly traded such as manufacturing and resources; men account for majority of both increases and decreases in jobs
  - Women account for larger share of workforce in expanding sectors—“knowledge” sectors where Canada has a comparative advantage
  - Women are overrepresented in lower-growth and lower-wage industries, such as retail trade, and in non-tradeable services, such as accommodation and food services

## Women as entrepreneurs/SME owners-

- In Canada, 2015 data shows that:
  - Majority female-owned businesses account for only 15.7% of SMEs in Canada vs 64.7% for male-owned (19.7% are 50/50)
  - Only 11% of exporters were female owned SMEs
  - However, female owned SMEs are more educated and have more management experience than men-led SMEs, and we know that education and experience are a key determinant of exporting SMEs
- Women-owned businesses contribute \$150 billion to the Canadian economy and employ over 1.5 million people.
- A 10% increase in the number of women entrepreneurs over the next decade would add \$15 billion annually to the Canadian economy

# Women-owned SMEs factors that affect participation in trade

- **Smaller firm size , lower value added and less growth oriented**
  - large firms export, pay higher wages, are more innovative, and hire a more diverse range of employees
- **Services Sector Concentration**
  - Lower start up costs, lower value added, less likely to export.
- **Low Representation in High-Tech/STEM sectors**, including manufacturing and knowledge-intensive sectors where export potential is higher.
- **Lack equitable access to various key business development supports:**
  - networks and mentors; market intelligence; domestic and global value chains; procurement markets; skills development; e-commerce platforms; and financing.
- **Time constraints**
  - Women must balance their businesses with family responsibilities
- **Implicit and Explicit Discrimination** that limits growth potential.
- **Violence and harassment**
  - Women, particularly those in developing economies, often suffer violence and harassment at border crossings when they try to sell their products at markets in another economy.

# Addressing Gender in Trade Agreements

## Canada's Two-Pronged Approach

Trade and  
Gender  
Chapters

Gender  
Mainstreaming



# Trade and Gender Chapter

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Acknowledges the importance of incorporating a gender perspective into economic and trade issues to ensure that economic growth is inclusive;

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Reaffirms UN Conventions against gender discrimination, such as the UN Convention on the Elimination of all forms of Discrimination Against Women (CEDAW).

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Provides a framework for Parties to undertake cooperation activities and capacity building on issues related to Trade and Gender.

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Establishes a Committee that oversees cooperation activities, reviews operation of the Chapter, reports on implementation of activities, and monitors other Chapters for their effects on gender.

# Implementation, Accountability and Monitoring

- Developing detailed work plans for Committees
- Accountability and monitoring ensured through a number of institutional provisions relating to the Trade and Gender Committee such as
  - Annual Committee meetings
  - Working with other committees to integrate gender-related commitments, considerations and activities into their work
  - Reporting and making recommendations to the Commission on any matter related to Trade and Gender
  - Seeking advice and participation of outside experts such as civil society organizations and academics
  - Undertake a review of the implementation of the Chapter within five years of the entry into force of the Agreement, and periodically thereafter

# Gender mainstreaming (1\2)

## Labour

- Prohibit gender-based discrimination in the labour market
- Address barriers to the full participation of women in the workforce and the gender wage gap
- Propose cooperation activities that address gender equity in labour
- Reference the specific requirements in the ILO Conventions dealing with fundamental labour rights

## Government Procurement

- Social Procurement: Proposal that makes it clear that procuring entities can use technical specifications in bids that promote socio-economic development opportunities for socially or economically disadvantaged people, including women, as long as they don't favour domestic suppliers
- Procurement set-asides for women-owned businesses

# Gender mainstreaming (2\2)

## Investment

- Perform Corporate Social Responsibility – that gender equality be included in the illustrative list of corporate social responsibility areas where the Parties encourage adherence of enterprises operating within their territory or subject to their jurisdiction
- Selection of Arbitrator in ISDS - when appointing arbitrators, the Parties encourage greater diversity, including by appointing women

## Trade in Services

- Prohibit gender-based discrimination related to licencing and qualification requirements

## Temporary Entry

- Coverage for the temporary entry of spouses for certain business persons entering under the FTA Temporary Entry chapter which grants work permit to spouses who wish to work while accompanying their partner in another FTA Party's territory for the duration of a contract (spouse in Canada includes same-sex couples)

# Two Pronged Approach to Enforceability

- Canada seeks the application of the Agreement's dispute settlement mechanism to all chapters in the FTA, including trade and gender
  - Sends a strong signal (especially to stakeholders and sceptics) that the trade and gender chapter is substantive and important
  - Recognize however that the risk of any dispute occurring in a cooperation chapter is very low
- Canada seeks to mainstream gender provisions across FTA chapters which are subject to dispute settlement
  - Ensures that gender responsive provisions in other chapters are effectively implemented

# Successes

- Canada-Chile FTA (June 2017)
  - 1<sup>st</sup> Trade and Gender Chapter in Canadian FTA
  - Canada's approach informed by Chile-Uruguay FTA
- CIFTA (Israel modernization): Dedicated chapter on Trade and Gender (May 2018)
- Under CETA, Canada -EU Declaration on Trade and Gender (Sept. 2018)
- Ongoing Mercosur and Pacific Alliance negotiations
- WTO Ministerial Declaration on Trade and Women's Economic Empowerment, Buenos Aires (December 2017)

# Implications and Impact

- Ensure that the benefits of free trade can be maximized and widely shared
- Tangible social and economic benefits of supporting women's economic empowerment and participation in trade
- Build peoples confidence in trade and recognize the benefits to them
- Canada is taking advantage of trade and gender chapters in FTAs by leading trade missions of women entrepreneurs and business owners to FTA parties
  - Business Women in International Trade (BWIT) missions to US and EU in 2018
- Growing global interest in Trade and Gender chapters in FTAs

# Stakeholder Engagement

- Roundtable on Trade and Gender, Toronto, Nov 2018
- Online Public Consultations on Trade and Gender
  - September 24<sup>th</sup> to November 25<sup>th</sup>, 2018
- Expanded Impact Assessments for Mercosur FTA
  - Environment, Labour market, Gender (GBA+)
  - Multiphase process, pilot Ex Ante GBA+ of Mercosur
  - Reports or Summary of reports published for consultations



# International Engagement

- WTO
  - Co-Championed the WTO Ministerial Joint Declaration on Trade and Women's Economic Empowerment; helping to implement
  - Signed SME Joint Declaration at WTO Ministerial
  - Integrating gender into *Aid for Trade*, TBT Committee, etc.
  - Chaired International Gender Champions Network, 2018
- OECD
  - Supporting Trade and Gender on the Trade Committee agenda
    - Participate in regular meetings of the Friends of GE informal group
  - Genderfying TiVA data
  - Participate in the Network for Open Economies and Inclusive Societies (NOIES)
  - Supporting the OECD work on *Making Trade Work for All*
- APEC
  - Supporting Chile in 2019 APEC Presidency—one of the 3 themes on *Women and Inclusivity*
- Inclusive Trade Action Group — Canada, Chile, New Zealand

# Next Steps

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Continue to strengthen and innovate the chapter.

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More mainstreaming = more enforceability.

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Cooperation activities' trickle down effect in all parties to the FTA.

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Measuring the effects of Trade and Gender chapters over time.

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Stronger GBA+ may identify new areas for dedicated chapters and opportunities to develop new gender and inclusive trade provisions other chapters.

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Increased international engagement on trade and gender.

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Gain experience on implementing chapters and how to deliver results and prove success.

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Increase focus of chapter on women as workers and consumers.