



# African Women Trading Globally

Thank you for your interest in the 'African Women Trading Globally' initiative. By participating in this program, you will:

- ✓ Build an Australian connection
- ✓ Be part of a network of women entrepreneurs around the world
- ✓ Gain practical knowledge of international trade
- ✓ Strengthen your competitiveness and longer-term viability
- ✓ Increase your business profile
- ✓ Participate in a virtual trade mission with Australian businesses

As an alumni of the 'Women Trading Globally' program you will be recognised as one of Africa's rising stars and promising small business exporters.

The program will include training sessions, peer discussions, one-on-one coaching and a virtual trade mission with Australian businesses. These will be delivered online during the period May-July 2022 (exact dates will be provided to you shortly).

To tailor the program and optimise how we work with you, please complete the application form attached. **Return this form to us by Thursday 7 April 2022.**

All answers will be treated with utmost confidentiality and will be used to assess your suitability to participate in the program.

You will be notified of the outcome of your application by Thursday 28 April 2022 and you will be provided with additional information then.

## **Instructions:**

This opportunity is open to women entrepreneurs who are citizens of **Ethiopia** and **South Sudan**. You need to be in English (both written and spoken), and have an operating business either producing goods or providing services.

**Please lodge this form by emailing it to Angela Wright at [angelawright@export.org.au](mailto:angelawright@export.org.au) while copying [adba.info@dfat.gov.au](mailto:adba.info@dfat.gov.au) no later than 11.59pm in your local timezone on Thursday 7 April 2022.**

**Late applications will not be accepted.**

Please ensure you include a short professional biography at the end of this application form.

If you have any questions regarding this application form, please address them in writing to Angela Wright at [angelawright@export.org.au](mailto:angelawright@export.org.au) or [adba.info@dfat.gov.au](mailto:adba.info@dfat.gov.au)



## Section 1 — Contact information

**Your name**

**Your position in the business**

**Business name and registration number**

**Business address**

**Country**

**Email address**

**Phone number**

**Website and social media accounts (If applicable)**

## Section 2 — About your business

**How would you describe your business?**

**How long has your business been in operation?**

**What were the reasons for establishing the business?**

**Tell us why others should do business with you (include anything that makes you or your business special).**



**How many people does your business currently employ, and what proportion are women?**

**In the last financial reporting period, how much revenue and sales did your business make?**

### **Section 3 — About your products and/or services**

**Please describe the main products or services you sell.**

**What makes your product or service different from your competitors?**

**Does your business have the capacity to grow to service an international market? (Please provide details, if possible).**

**Where do you obtain inputs to your business? (Are they locally sourced, from other parts of the country or imported)?**

### **Section 4 — Export and marketing strategy**

**Do you currently export or plan to export? (If “Yes”, please indicate your target markets)?**

**Describe your approach to your target market (Including method of entry and market segment).**

**Have you visited any other countries to sell your products or services, or attended any trade shows? (If so, where)?**

### **Section 5 — Tell us more**

**Why would you like to participate in this program?**



**Is there anything else you wish to share or convey in this application?**

## **Section 6 — Your biography (150 - 200 words)**

**Please include your professional biography here.**