



Women in International Trade Business Council

The Women in International Trade Business Council (WIITBC) within the International Trade Council is a dynamic and dedicated body championing the cause of women in the global commerce arena. Recognizing the unique challenges and barriers faced by women in international trade, the WIITBC aims to empower, support, and promote female professionals, entrepreneurs, and leaders. By fostering a platform for collaboration, mentorship, and advocacy, the council seeks to create an inclusive trade environment where women's contributions are acknowledged, celebrated, and amplified.

LEADERSHIP

Chairperson:

- ◉ Robin Headlee, Ex-Managing Director / Current Chair & NED, Ex-Discovery Education / Current Various [\[LinkedIn\]](#)

Deputy Chairperson:

- ◉ Obianuju Violet Abdulkadir, CEO, [Time-Tell Nigeria Limited](#) [\[LinkedIn\]](#)

Board Members:

- ◉ Tonya McNeal-Weary, Managing Director, [IBS Global Consulting, Inc](#) [\[LinkedIn\]](#)
- ◉ Lurdes Eusebio, Chairwoman, Portuguese Business Council in Sharjah [\[LinkedIn\]](#)

AREAS OF FOCUS

- » **Empowerment Initiatives:** Launch and support programs aimed at empowering women to take up leadership roles, navigate trade challenges, and maximize their contributions to global commerce.
- » **Education & Training:** Organize seminars, workshops, and training sessions tailored to the specific needs and aspirations of women in the international trade sector.
- » **Networking Opportunities:** Create events and platforms for women to connect, collaborate, and form strategic partnerships, ensuring their collective growth and influence in trade.
- » **Mentorship Programs:** Pair emerging female professionals and entrepreneurs with seasoned experts in the field, facilitating knowledge exchange and guidance.
- » **Research & Data Collection:** Undertake studies to understand the evolving role of women in international trade, highlighting areas of success and pinpointing barriers that still exist.
- » **Advocacy & Policy Influence:** Work with governments and international bodies to promote policies that support and advance the interests of women in trade.
- » **Recognition & Awards:** Institute awards and recognitions that spotlight and celebrate the achievements of women who have made significant impacts in the field of international trade.
- » **Collaborative Partnerships:** Partner with organizations, institutions, and agencies to further the cause of women in international trade, pooling resources and expertise.
- » **Inclusion & Diversity:** Promote the importance of a diverse and inclusive trade environment, emphasizing the immense value women bring to the table in global commerce.

ABOUT BUSINESS COUNCILS

A business council, within the framework of the International Trade Council, is an assemblage of volunteer professionals, possessing deep industry knowledge and expertise. They collaborate to shape the Council's research, education, networking, and outreach initiatives, thereby ensuring their relevance to the current global business climate.

These industry experts meet regularly, whether in-person or virtually, to propose and guide the Council's research undertakings. They examine industry trends, scrutinize emerging markets, and explore technological advancements, providing valuable insights that the Council transforms into action-oriented research projects.

The business council acts as an advisory board, contributing to the development of educational resources tailored to the needs of businesses operating in international markets. They bring their firsthand experience to the fore, identifying the critical competencies necessary for success and helping devise educational programs that equip members with those skills.

In addition, the council facilitates networking events and initiatives, creating opportunities for members to connect, collaborate, and forge strategic partnerships. They also play a crucial role in driving the Council's outreach programs, reaching out to potential members, sharing the Council's mission, and amplifying its impact across the global business community.

Moreover, business councils provide a forum for discussion, enabling the exchange of ideas, fostering innovation, and promoting best practices within their respective industries. They also help bridge the gap between industry and government, advocating for business-friendly policies and voicing industry concerns to policymakers.

Lastly, the business councils play a pivotal role in the International Trade Council's mission to support and promote international trade. Through their collective knowledge, experience, and guidance, they contribute to creating an environment where businesses can thrive in the global marketplace.

Information Site: tradecouncil.org

Member Portal: tradecouncil.net

Go Global Awards: goblobalawards.org

Business Confidence Survey: businessconfidence.org

info@tradecouncil.org 

The International Trade Council 

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INTERNATIONAL
TRADE
COUNCIL

An international, peak-body, chamber of commerce