

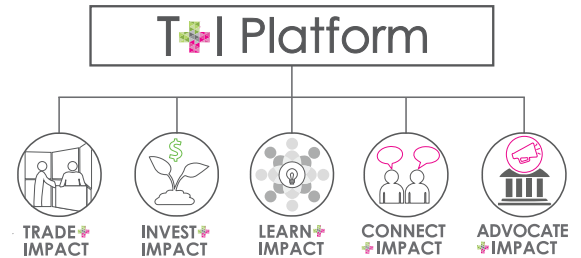
# TRADE+IMPACT ASSOCIATION

## T+I Mission

T+I is a non-profit trade association and collaborative global community of members from the craft and natural cosmetic sectors with a focus on women-led social enterprises in Africa and the Middle East.

Our purpose is to advance our members enabling them to increase the impact on their communities and beyond. T+I provides a platform for growth and global collaboration in the two sectors through five key pillars: trade, investment, learning, connecting and advocacy.

Our platform is implemented through two primary channels: our online digital platform and our annual Summit and Trade Expo.



## The T+I Story

Like most stories, the story of Trade+Impact is comprised of many elements. It's a story of collaboration and synergies. A story of determination and patience. A story of perseverance and inspiration. And it started when our Executive Director, Kathleen Holland, met a few inspiring women across Africa who embodied these ideals.

Their focus was beyond the bottom line. These women were interested in creating jobs, increasing wages, positively impacting their communities, and practising environmental stewardship. They were enterprising, accomplished, capable, and clever in their approaches to product development. They worked with what they knew and what they had, in sectors that were relevant and accessible to women.

But what these women needed most was access. Access to markets, access to investment, access to business skills development and access to one another.

These women were the pioneers of social enterprise, and many more extraordinary women just like them exist all across Africa and the Middle East. Ten+ years later, after building a network, after the inaugural Summit and Trade Expo in September 2016, after that magic in Morocco, we are launching an association to represent and support these sectors globally.

**Join us and be the plus.**

[www.tradeplusimpact.org](http://www.tradeplusimpact.org) | [info@tradeplusimpact.org](mailto:info@tradeplusimpact.org) |   

## Did You Know?

Two of the **largest employers of women** in Africa +ME



Women-led social enterprises in these sectors have **significant IMPACT**



**Booming industries** globally

