

Advancing Women Empowerment through AEO Programmes:

Addressing Gender Related Barriers in Global Trade

Brendan Pearce
Customs Counsellor, China
New Zealand Customs Service



NEW ZEALAND
CUSTOMS SERVICE
TE MANA ĀRAI O AOTEAROA

**Protecting and promoting
New Zealand across borders**

New Zealand's Secure Exports Scheme



Women owned and led businesses in New Zealand

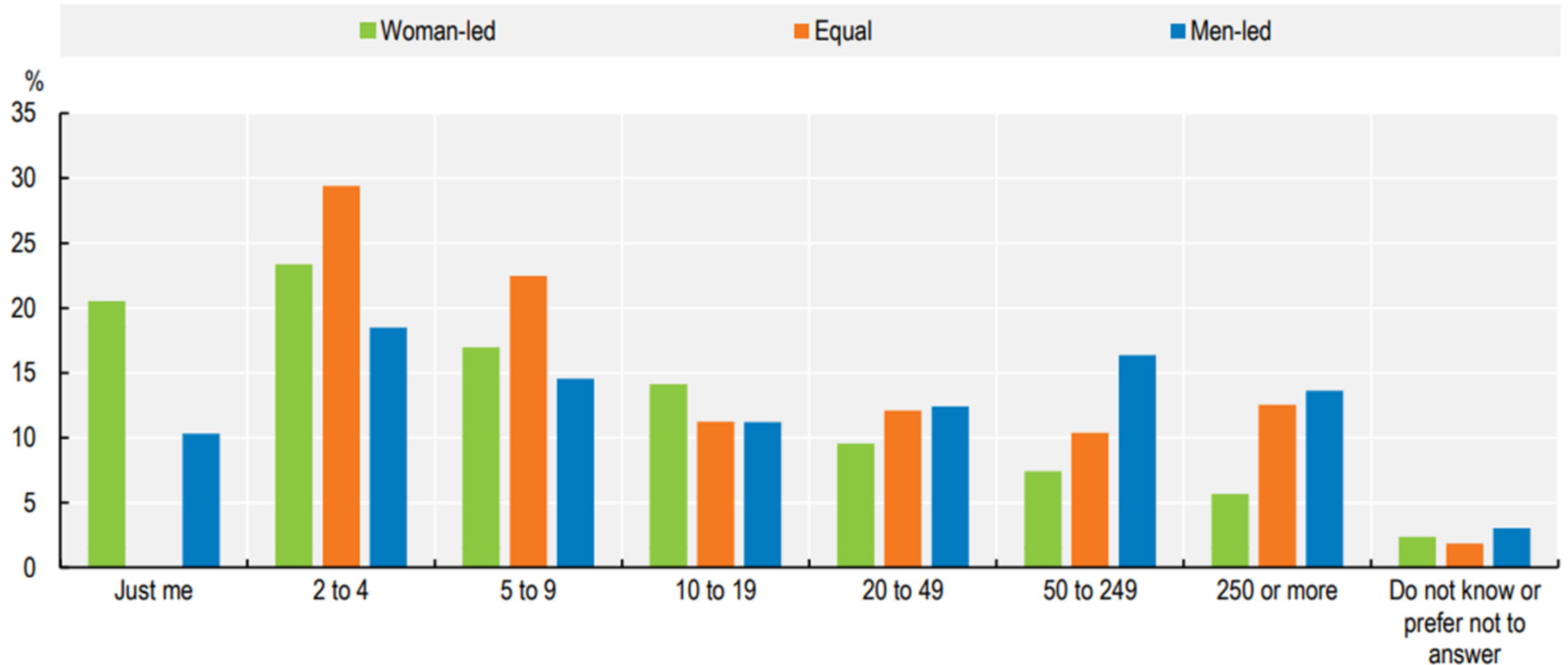


Figure 1. Share of New Zealand firms by number of employees





Potential challenges faced by women traders

- In New Zealand the **distance to markets** are a major challenge for our businesses.
- In New Zealand women owned and led businesses **tend to be SMEs**.
- Women led businesses can face a number of **additional challenges** in international trade.
 - Shallower networks - making it harder to access connections and learn from other's experiences;
 - Balancing responsibilities/being time poor.



Outreach to Māori role

- This role was created to provide advice and to develop and **maintain strong and trusting relationships** with small – medium Māori exporters.
- Engaging helps ensure that Māori businesses understand the benefits of the being an SES partner and are supported to sign up.
- This role enhances our relationship with Māori exporters, **grows our own awareness** of the difficulties they face and support the Crown's objective of working closely with Māori.



Considerations going forward

- How to **define the businesses** we are seeking to reach?
Are they women owned, operated, can they be creating products for women?
- What do these businesses look like - what industries do these mostly operate in?
- What are the specific challenges faced by these businesses?
 - For example, are they aware of the AEO programme? Do they understand the requirements? Are these challenges industry specific, size specific?
- Are there any **other initiatives supporting women** businesses, which we could leverage off for outreach?
- How can we, as Customs agencies, **better connect** with these businesses?
- Should we be looking at intersectionality?



Ngā mihi nui Thank you

Brendan.pearce@customs.govt.nz

