

SHETRADES

PROMOTING SME COMPETITIVENESS
IN SRI LANKA

About the paper

A largely untapped resource, Sri Lankan women have the potential to play a significant role in the country's economy. Given the right tools and support, women entrepreneurs in Sri Lanka can achieve this potential and positively affect the global economy.

Using the International Trade Centre (ITC) SME Competitiveness Survey, this report suggests encouraging more women to be part of the services sector in Sri Lanka, and ensuring that women-led enterprises have better access to quality certifications, digital and computer knowledge, marketing opportunities and intellectual property systems.

Publisher: International Trade Centre (ITC)

Title: SheTrades: Promoting SME Competitiveness in Sri Lanka

Publication date and place: May 2018, Geneva

Page count: 37

Language: English

ITC Document Number: SIVC/CEES-18-14.E

Citation: International Trade Centre. *SheTrades: Promoting SME Competitiveness in Sri Lanka*. ITC, Geneva.

For more information, contact: Michelle Ayu Chinta Kristy (kristy@intracen.org)

For more information on SheTrades, see: <https://shetrades.com>

For more information on the SME Competitiveness Survey, see: <http://www.intracen.org/SMECS>

ITC encourages the reprinting and translation of its publications to achieve wider dissemination. Short extracts of this paper may be freely reproduced, with due acknowledgement of the source. Permission should be requested for more extensive reproduction or translation. A copy of the reprinted or translated material should be sent to ITC.

Digital image(s) on the cover: © Shutterstock, Design by Kristina Golubic

© International Trade Centre (ITC) 2018

ITC is the joint agency of the World Trade Organization and the United Nations.

ITC, Palais des Nations, 1211, Geneva 10, Switzerland (www.intracen.org)

Foreword

Women continue to be one of the greatest untapped resources in governments' economic and development arsenals. Unlocking women entrepreneurs' economic potential can add up to \$28 trillion to the world's gross domestic product (GDP) by 2025, according to McKinsey. Yet legal, regulatory, cultural, financial and digital barriers continue to prevent women from fully contributing to our economies.

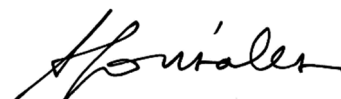
In an effort to dig deeper into this phenomenon, the International Trade Centre (ITC) has undertaken a series of data-gathering exercises and analyses to better understand the barriers that continue to prevent women from reaching their full potential as equal economic actors.

We are pleased to launch this report as one in a series of three publications examining women entrepreneurship in the services sector in Kenya, Indonesia and Sri Lanka. This report builds on the ITC SME Competitiveness Survey and leverages the SheTrades country experience to highlight the barriers to growth for women-owned micro, small and medium-sized enterprises (MSMEs) in Sri Lanka. It highlights how policymakers, development actors, trade and investment support institutions and the private sector can build upon the recommendations to set policy and design interventions to support greater women's economic empowerment.

Launched in 2010, the ITC SheTrades initiative aims to connect one million women to markets by 2020, by building their skills and linking them to trade and investment opportunities. The initiative has mobilized a network of more than 900,000 women entrepreneurs, facilitated access to markets for more than 15,000 women in business, and helped generate more than \$80 million in trade for women.

With support from the Government of Australia's Department of Foreign Affairs and Trade, the SheTrades Indian Ocean Rim Association project improves the competitiveness of women-owned MSMEs in Kenya, Indonesia and Sri Lanka and helps them reach international buyers.

The findings in this report feed into the ongoing global work on the United Nations Sustainable Development Goals and it is our hope that it can be an important resource to support greater integration of women into the services sector.



Arancha González
Executive Director
International Trade Centre

Acknowledgements

The International Trade Centre (ITC) expresses its gratitude to the 98 women-owned micro, small and medium-sized enterprises (MSMEs) in Sri Lanka that agreed to be interviewed on the issue of competitiveness.

This report was prepared by Poonam Watine under the supervision of Michelle Kristy and Jasmeer Virdee (all ITC). Thanks are due to Antonina Popova (ITC) for processing SME Competitiveness Survey data.

We thank Anders Aeroe, Pradeepa Atapaththu, Vanessa Erogbogbo, Caroline Kemunto, Marion Jansen, Valentina Rollo and Nicholas Schlaepfer for their support, feedback and comments (all ITC).

We thank all stakeholders for their support, in particular the Australian Department of Foreign Affairs and Trade for their continued support.

ITC would also like to thank Natalie Domeisen and Evelyn Seltier of ITC, who oversaw production and quality control, Vanessa Finaughty for her editing contribution, and Serge Adeagbo and Franco Iacovino, who provided graphic and printing support.

The ITC SheTrades initiative is supported by the Governments of Finland, Australia, Norway, Iceland, the Netherlands, Sweden and the United Kingdom.

Contents

About the paper	ii
Foreword	iii
Acknowledgements	iv
Acronyms	viii
Executive summary	ix
CHAPTER 1 WOMEN ENTREPRENEURS IN SRI LANKA	1
SheTrades: A roadmap to unlock doors for women entrepreneurs	1
More women-owned enterprises, more growth	1
The role of SMEs and women in Sri Lanka's economy	2
Micro, small and medium-sized enterprises in Sri Lanka	2
Women's labour participation rate has ample room to grow	3
Services sector in Sri Lanka	5
The revival of the tourism sector	6
The emerging information communications technology market	7
CHAPTER 2 BARRIERS TO GROWTH FOR WOMEN-OWNED FIRMS IN SRI LANKA	8
The SME Competitiveness Survey	8
Key features of the survey sample	8
Survey results at a glance	11
Quality requirements	12
Smaller firms are less likely to hold international quality certificates	13
Awareness of standards is good among small businesses	13
Lack of certification to international standards may inhibit growth in the tourism sector	13
Exporters are more likely to comply with standards	14
Information and communications technology	14
Computer and digital literacy among women are low	15
Women-owned services companies are well connected	15
Smaller firms are less likely to have a website	16
Almost all core tourism-related services firms operate a website	16
Connecting to customers	17
Social media is democratising advertising	17
Exporters are more likely to attend both domestic and foreign trade fairs	18
Innovation and intellectual property requirements	20
Firms have a poor understanding of intellectual property systems	21
Few women-led firms hold patents	22
Women-led firms don't collaborate enough with research networks	22

Chapter 3	POLICY RECOMMENDATIONS AND ACTIONS	23
	Women's participation in the workforce	23
	Quality requirements	23
	Information and communications technology	24
	Connecting to customers	24
	Intellectual property and innovation requirements	25
REFERENCES		26

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_22903

