

## Michelle Kristy

Michelle Kristy is an Associate Programme Officer at the International Trade Centre (ITC), a development agency established by the United Nations and the World Trade Organization. SheTrades is the initiative of the ITC Women and Trade Programme to connect 3 million women to markets by 2021. In her work, Ms Kristy helps women-owned small and medium-sized enterprises (SMEs) in Africa and Asia connect with international buyers and markets. Her projects have empowered more than 300 women-owned/-led SMEs in the tourism sector, including women-owned tour operators and accommodation providers in Ghana, Indonesia, Kenya and Sri Lanka. Under her lead, women-owned SMEs have participated in various international tourism trade fairs such as ITB Berlin, WTM London, WTM Africa, ITB Asia and PATA Travel Mart.

Ms. Kristy holds a Master of Laws (LLM) in International Economic and Business Law from the University of Groningen, Netherlands, and a Postgraduate Certificate in Sustainable Value Chains from the University of Cambridge, UK. In collaboration with the Cambridge Institute for Sustainability Leadership and Travelife, she developed a webinar series on "Unlocking markets by building a sustainable tourism business". Prior to joining ITC, she worked in the Trade Information Section of the United Nations Conference on Trade and Development (UNCTAD).

### Contact data

#### Michelle Kristy

Associate Programme Officer

SheTrades Initiative, International Trade Centre (United Nations/World Trade Organization), Geneva, Switzerland



### Event

#### [2nd edition: Gender Equality in Tourism](#)

Thursday, March 7, 2019, 13.00 - 14.00

Palais am Funkturm, ITB Convention Awards

#### [Shetrades: Empowering Women Through Tourism](#)

Friday, March 8, 2019, 13.00 - 14.00

Palais am Funkturm, ITB Convention Awards

Official Partner Country ITB Berlin 2019



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## ITB Berlin Convention / ITB Berlin Kongress

### ITBCube

#### Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

**6.1** – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

**7.1b** – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

**Palais** – ITB Convention Awards

## Contact

Please contact us for concerns or questions:

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