

# 2022 WCO TECHNOLOGY CONFERENCE AND EXHIBITION

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## Innovation: Risk Or Opportunity For Women?



#trade  
for women

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# Women and Innovation



**Women are drivers of innovation**

**Gender equality fosters innovation**

**When given the opportunity to have access to technology, women tend to use it more than men**

**Is AUTOMATION  
a risks or an  
opportunity for  
women?**



# Automation: Future risks or future opportunities for women?

Firms that trade employ more women

Many operate in sectors that are highly automatable

General automation/robotisation trends

Women's jobs are more vulnerable to automation than men's. Why?

# Automation: Future risks or future opportunities for women.



Garment sector



Health sector: medical  
service robots



Distribution/retail sector:  
automation of cashiers.



Hospitality sector:  
waitressing jobs

# **COVID-19 to accelerate robotization**

**A surge in  
automation**

**To outlast the  
pandemic?**

**What balance  
between cost  
saving technology  
and reskilling  
workers?**

**Is DIGITALIZATION  
a risks or an  
opportunity for  
women?**



# **Automation carries risks for women, so does digitalization**

1. Ecommerce, virtual shopping and augmented reality
  - ▶ COVID-19 is changing consumers behaviors
  - ▶ New technologies - virtual and augmented reality - conquering the retail industry
2. Digital medicine can be an opportunity for women and female entrepreneurs
  - ▶ Better access to health care
  - ▶ Trade opportunity for female entrepreneurs



# END

Thank you!

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