

ITC SheTrades Empowering Women in the AfCFTA

# ONLINE TRAINING PROGRAMME ON INTRA-AFRICAN TRADE IN PROCESSED FOODS

## INTRODUCTION

The online training programme, co-designed with ITC experts from the Sector and Economic Competitiveness and Trade and Market Intelligence sections, will be implemented in collaboration with private sector partners.

The programme aims to:

- Assess the women-led businesses' readiness to export to under the AfCFTA;
- Increase their knowledge of export requirements, procedures, and solutions;
- Increase their capacity to develop an export strategy;
- Enhance their capacity for production, processing, promotion, marketing, and value chain development under the AfCFTA.



## TARGET AUDIENCE

Formal women-led businesses in the processed food sector interested in starting or increasing exports to African markets.

## TRAINING SCHEDULE FOR SESSIONS IN ENGLISH

No.	Name of Training Module	Date	Registration Links
1	How to successfully prepare, exhibit and organise your follow-up for trade fair participation?	21 Mar	<a href="#">Click here</a>
2	Develop your export marketing strategy.	30 Apr	<a href="#">Click here</a>
3	Enhance your export visibility through social media.	20 Jun	<a href="#">Click here</a>
4	Awareness training on key certifications relevant to agro-food processing (HACCP, ISO, Halal, Organic, Fair Trade, etc).	18 Jul	<a href="#">Click here</a>
5	Export 101: The basics of exporting and how to build an export price.	15 Aug	<a href="#">Click here</a>
6	Negotiating sales, key B2B questions and how to answer them.	11 Sep	<a href="#">Click here</a>
7	Africa Trade Observatory (Tariffs, export documentation, rules of origin, etc)	TBC	TBC