

ITC SheTrades Empowering Women in the AfCFTA

ONLINE TRAINING PROGRAMME ON INTRA-AFRICAN TRADE IN PROCESSED FOODS

INTRODUCTION

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

The programme aims to:

- Assess women-led businesses' readiness to export to under the AfCFTA
- Increase knowledge of export requirements, procedures, and solutions
- Support businesses in developing an export strategy
- Enhance 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	Trade fair 360°: How to successfully prepare, exhibit and organize your follow-up	21 Mar	View past recording
2	Go global: Craft your export marketing strategy	30 Apr	View past recording
3	Get visible: Enhance your export awareness with social media	20 Jun	Click here
4	Get certified: Awareness training on key agro-food processing certifications (HACCP, ISO, Halal, Organic, Fair Trade, etc)	18 Jul	Click here
5	Export 101: The basics of exporting and building an export price	15 Aug	Click here
6	Negotiate sales: Key B2B questions and how to answer them	11 Sep	Click here
7	Analyze markets: Using the Africa Trade Observatory	10 Oct	Click here