

# The National Workshop Component

## DAY 1

### What Opportunities Does the AfCFTA Bring?

This workshop explores the market opportunities specific for each country's national products in the context of the AfCFTA. In addition, it helps businesses understand how to overcome issues related to non-tariff barriers and infrastructure, along with addressing their informational and financial needs.

## DAY 2

### Export Readiness and Export Market Development

This workshop enables enterprises to determine their export readiness and make market selection decisions based on secondary market research. Moreover, it helps participants identify and select a market entry strategy suitable to their business.

## DAY 3

### Financing Intra-African Trade

This workshop looks at the enterprises' trade finance needs and challenges faced in accessing trade finance for their business. It helps participants navigate and select the most appropriate trade finance products and services offered their country.

## DAY 4

### Delivering Goods to African Markets

This workshop assists businesses to identify the opportunities and challenges presented by the logistics environment specific to their country. It helps enterprises determine the most suitable logistics service and teaches them how to carry out a landed cost using Incoterms.

## DAY 5

### Export Documents and Rules of Trade

This workshop enables enterprises to identify the various documents required in export transactions, taking them through a series of practical exercises, including the completion of a pro forma invoice. Furthermore, it assists businesses to understand and identify ways to comply with key AfCFTA Rules of Origin.

## REGISTER

To register for a **free online course** scan the QR code

or go to: [https://learning.intracen.org/theme/itc\\_afeib/landingpage/](https://learning.intracen.org/theme/itc_afeib/landingpage/)



## ABOUT ITC

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and least developed countries to become more competitive in global markets, thereby contributing to sustainable economic development.

## MORE INFORMATION

For more information on the training programme please contact the International Trade Centre at: [e-learning@intracen.org](mailto:e-learning@intracen.org)

Visit our website:  
[www.intracen.org/One-Trade-Africa-Programme](http://www.intracen.org/One-Trade-Africa-Programme)



## ONE TRADE AFRICA

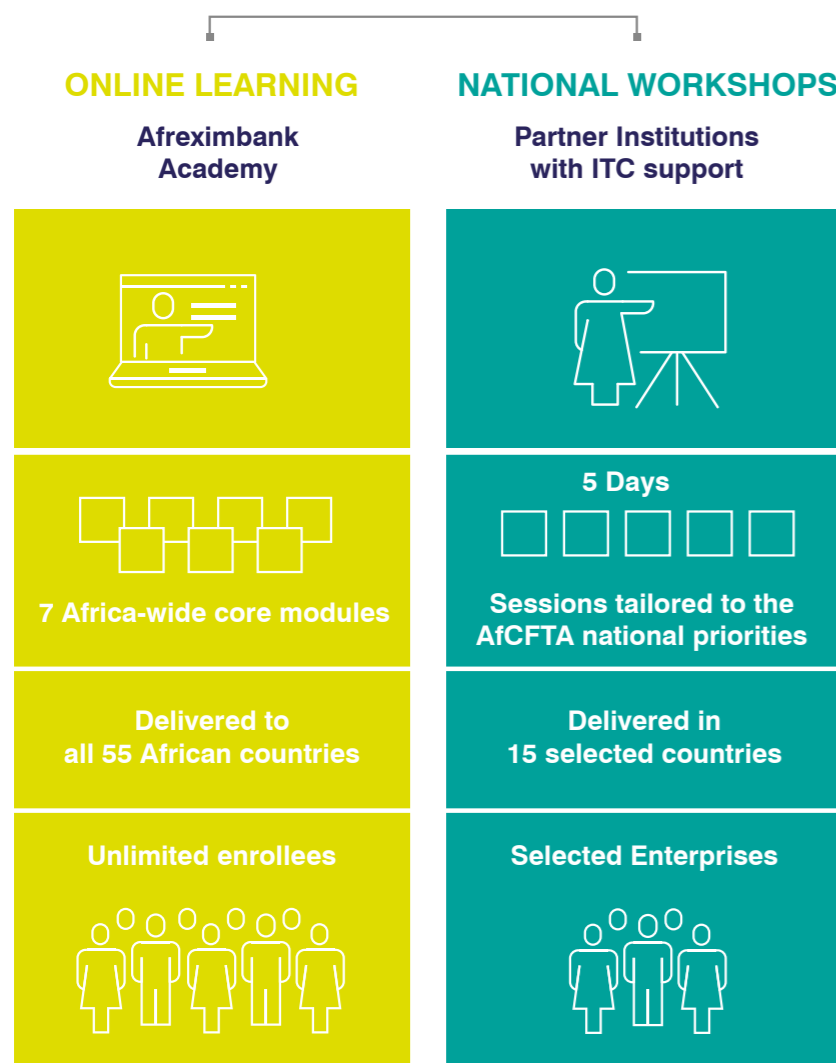
# How to Export with the AfCFTA Training Programme



# How to Export with the AfCFTA Training Programme

The result of a partnership between the International Trade Centre (ITC) and the African Export-Import Bank (Afreximbank), this training programme combines both online and offline elements to teach current and prospective African exporters the fundamentals of intra-African trade, as well as explore the opportunities resulting from the African Continental Free Trade Area (AfCFTA).

## How to Export with the AfCFTA



Partner institutions are involved in promoting the online training programme and organizing and delivering the national workshops with ITC support.

# Online Training Component

## MODULE 1: The Opportunity of Intra-African Trade

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|----------------------------------|-------------------|
| 1. Levels of intra-African trade | 3. Infrastructure |
| 2. Non-tariff barriers           | 4. Information    |

This module explores the AfCFTA in detail, with a focus on the markets to which it gives access. It examines a variety of challenges to intra-African trade, including non-tariff barriers, poor infrastructure and insufficient access to finance and information, and proposes some ways in which enterprises can overcome these.

## MODULE 2: Getting your Business Ready for Export

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|---------------------|-------------------------|
| 1. Export mindset   | 3. Access to finance    |
| 2. Meeting the need | 4. Skills and knowledge |

This module presents the importance of companies being export-ready and explains what this means in practice. It concludes with a presentation of how to do an export readiness assessment for prospective exporters.

## MODULE 3: Researching African Markets

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|------------------------|--------------------|
| 1. Market shortlisting | 3. Market analysis |
| 2. Market selection    |                    |

This module addresses the main challenges faced when doing market research in Africa. Presenting specialized services such as the African Trade Observatory and Afreximbank's trade information services, it provides support to African enterprises in shortlisting target markets and selecting the one with the highest export potential.

## MODULE 4: Developing an African Market

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|----------------------------|------------------------------|
| 1. Market entry strategies | 2. Contracting a distributor |
|----------------------------|------------------------------|

This module explores what enterprises need to consider when entering a foreign African market. It presents different market entry options available to African enterprises and helps them to make an appropriate decision, based on their own industry and product.



## MODULE 5: Market Access Conditions

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|--------------------|------------|
| 1. Standards       | 3. Customs |
| 2. Rules of Origin |            |

This module gives an overview of the legal and customs requirements that African enterprises face when trading with other African markets. It gives practical advice on how to navigate the rules of the AfCFTA, including Rules of Origin requirements.

## MODULE 6: Financing Intra-African Trade

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|---------------------|-------------|
| 1. Trade Finance    | 3. Services |
| 2. Payment and Risk |             |

This module examines financing sources and payment methods available to African exporters, with a focus on the trade finance products offered by Afreximbank. More specifically, it explores the challenges faced by exporters in sourcing either pre- and/or post-shipment finance.

## MODULE 7: Delivering to African Markets

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|----------------------|------------|
| 1. Transport Options | 3. Costing |
| 2. Planning          |            |

This module addresses the main concepts involved in international logistics, with a focus on the important issue of transport routes and freight options in Africa. Issues such as types of shipment, packing and labelling, as well as calculating landed costs according to Incoterms are also covered.