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ITC to train entrepreneurs on building better business plans

The International Trade Centre (ITC) will provide African business leaders with pro bono training on building bankable business plans ahead of the Africa Finance and Investment Forum (AFIF), which will be held in Geneva, Switzerland, on 13 and 14 June.

The ITC-led training, which will take place on 11 and 12 June at the Starling Geneva Hotel and Conference Center, will focus on assisting exporting entrepreneurs to draft business plans that are more likely to be financed by banks and investors. The training is in line with ITC's efforts to promote the growth of new businesses in Africa through improved access to finance.

The Africa Finance and Investment Forum, this year themed 'Trade for Growth and Development', is hosted by EMRC, a non-profit organization that aims to promote sustainable economic development in Africa. The conference will bring together entrepreneurs, financial advisers, investors and bankers who are looking for business partnerships and investment opportunities. Representatives of governments, institutions and universities will also attend the event.

Ms. Aicha Pouye, Director of ITC's Division of Business and Institutional Support, said: 'ITC is pleased to leverage its expertise to the service of new partnerships with key stakeholders, in this case on transferring better business-plan elaboration techniques to private-sector leaders in Africa.'

'Interacting with the private sector and discussing their new project ideas strengthens our mutual knowledge partnership,' she said.

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small- and medium-sized enterprises in developing and transition economy countries to become more competitive in global markets, contributing to sustainable economic development within the frameworks of the [Aid for Trade agenda](#) and the [Millennium Development Goals](#).

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