Skilling up to scale up – online

Gaining new and relevant skills is essential for good, long-term jobs. It helps enterprises to take advantage of opportunities and increase competitiveness.

Through the SME Trade Academy, ITC offers free online learning programmes in English, French, Spanish or Arabic. Courses are taught by globally-recognized experts on trade-related topics.

SME Trade Academy can also help trade and investment support institutions to enhance their service offering to their networks and clients, through tailored partnerships.

Discover the SME Trade Academy at WEDF 2018

The SME Trade Academy team will be at WEDF 2018 on 11-12 September and at the pre-Forum B2B meetings on 10-11 September to demonstrate its online learning platform.

Discover the portfolio of courses and hear from trade experts in 10-minute ‘Business Bytes’. Check the WEDF schedule for more details on topics and times.

Find out more in the ‘Discover Your Hosts’ networking break from 11:00-11:30 on 12 September, while participating in a coffee tasting from Zambia.
SME Trade Academy courses for WEDF participants
To skill up for WEDF 2018, the SME Trade Academy is offering special courses to prepare entrepreneurs and trade policy experts for debates and meetings during the event:

Helping SMEs to export
- Setting up an export marketing strategy
- How to analyses trade flows
- Export sales and negotiation
- Introduction to international transport and logistics.

Helping entrepreneurs
- Taking the entrepreneurship route
- Social entrepreneurship
- Engaging with the diaspora for trade.

Helping trade institutions
- Understanding the role of trade institutions
- Client management for trade institutions
- Helping SMEs generate export business
- Adding value to the origin of products using Geographical Indications.

Please note that some courses will be offered in French and Spanish. Find other courses and learn more about SME Trade Academy at: http://learning.intracen.org
Find more information about WEDF 2018 at: www.intracen.org/wedf

Register: www.intracen.org/wedf  #WEDF18  email: wedf@intracen.org