
PRESS RELEASE: GENEVA

04.07.11

ITC TO DELIVER REGIONAL PACKAGING TRAINING SEMINAR IN GHANA

The International Trade Centre will deliver a training seminar in collaboration with the Institute of Packaging Ghana (IOPG) between 4 and 9 July in Accra.

The training programme is part of a project to empower the African Private Sector Network to strengthen the international competitiveness of small- and medium-sized enterprises (SMEs), funded by the European Commission through the ProInvest Programme.

This training programme will build capacities in the area of packaging of 15 participants, who at the end of the programme will be able to train and advise exporting SMEs in packaging in the African English-speaking countries during the overall project lifetime and beyond, thus differentiating and maximizing the added-value of goods exported from the region.

The seminar will bring together participants from Kenya, Uganda and Ghana who have been selected by ITC in collaboration with its counterpart international organizations in the three countries: Kenya Bureau of Standards (KEBS), Uganda Export Promotion Board (UEPB) and IOPG. The training will be delivered by three senior packaging experts along with the Chief of ITC's Enterprise Competitiveness Section, Mr. Jacky Charbonneau and the director of IOPG, Mr. Kofi Essuman.

Patricia Francis, Executive Director of ITC, says: 'Packaging is a pre-requisite for successful market access and for increasing revenues from export. Technical assistance on packaging was highlighted as a priority by our partners in Africa and this training is part of a broader development challenge to strengthen enterprise-level initiatives in the region.'

The overall programme is designed to reinforce the capacities of intermediary organizations in Africa, in their ability to increase their contribution to, and impact of the Aid for Trade agenda, by means of creating strong networks of enterprise level experts available and used by the intermediary organizations (IOs) in Africa for capacity building African exporting SMEs.

For SMEs to develop and grow sustainable exports it is critical that they have access to business development services adapted to their needs today, as well as the longer term. This new initiative is designed to continue the tradition of long-term technical capacity-building by ITC in the region.

ITC is the joint agency of WTO and the United Nations and is devoted to helping SMEs in developing countries become more competitive in global markets and thus to speed up sustainable economic development and contribute to the achievement of the Millennium Development Goals.

For more information:

Contact: Jacquelyn Campo
Senior Officer, Communications &
Events

P: +41 22 730 0457

E: campo@intracen.org

www.intracen.org

Contact: Jacky Charbonneau
Chief, Enterprise Competitiveness

P: +41 22 730 0411

E: charbonneau@intracen.org

www.intracen.org