How to Export with the AfCFTA
Afreximbank-funded project to promote intra-African trade for SME Exporters with the AfCFTA

3 pilot countries: Nigeria, Rwanda, Cote d'Iviore

Objectives:
• Increase awareness of the opportunities brought by the AfCFTA
• Improve export skills of SME Exporters
• Promote the use of trade support services
How to Export with the AfCFTA curriculum

7 core modules
Applicable across Africa and the AfCFTA
How to Export with the AfCFTA Curriculum

7 core modules
Applicable across Africa and the AfCFTA

National Workshops
Workshops designed to address national priorities in relation to the AfCFTA
Curriculum

Modules

- The Opportunity of Intra-African Trade
- Getting Your Business Ready for Export
- Researching African Markets
- Developing an African Market
- African Market Access Conditions
- Financing Intra-African Trade
- Intra-African Logistics
How will it be delivered?

National Workshops
5 days (face to face)

Selected SMEs

AFRACAD
(online learning)

Unlimited enrollees
Roles and responsibilities

- **AFRACAD**: develop contents, design workshops, train trainers, set up AFRACAD, Promotional materials
- **Curriculum**: Partner's trainers
- **AFRACAD**: assign trainers, organize workshops
- **Promo to SMEs**: enroll learners
- **Partner Institutions**: promote

Localize contents
Worksheet Methodology

Problem based approach

Web based
- Multi device
- No download

Content Management
- Editing
- Adding

Interactive
- Multi media
- Range of activities

Action learning

Case studies

• Multi device
• No download
• Editing
• Adding
• Multi media
• Range of activities
Module 1: The Opportunity of Intra African Trade

**Low intra African trade**
- Why?
- AfCFTA initiatives

**Non tariff barriers**
- Why?
- AfCFTA initiatives

**Infrastructure**
- Why?
- AfCFTA initiatives

**Information**
- Why?
- AfCFTA initiatives
Module 2: Getting Your Business Ready for Export

- **Export mindset**
  - Importance of management commitment
  - Challenges

- **Meeting the need**
  - Product readiness/comparative advantage
  - Product adaptation

- **Access to finance**
  - Where are resources needed
  - Where to get finance

- **Skills and knowledge**
  - Consequences of mistakes
  - What skills are needed
Module 3: Researching African Markets

Short listing
- Secondary market research/scanning/compare
- Identify a shortlist using indicators

Market selection
- Market access conditions
- Ease of exporting/highest export potential

Market analysis
- Primary research
- Market report
Module 4: Developing an African Market

Market Entry Strategies
- Unique nature of African markets
- Identify channels of distribution
- Selecting a channel

Contracting a Distributor
- Types of distributors
- Distributor contracting
- Model contract
Module 5: African Market Access Conditions

- **Standards**
  - Mandatory Standards
  - Procedures and documentation

- **Rules of Origin**
  - Requirements
  - Procedures and documentation

- **Customs**
  - Customs requirements
  - Procedures and documentation
Module 6: Financing African Trade

Trade Finance
- Trade Finance options
- Procedures and documentation

Payment and Risk
- Payment methods
- Managing payment risk
- Procedures and documentation

Services
- Service providers (Afreximbank)
- Meeting requirements
Module 7: Intra-African Logistics

Transport Options
- Transport routes
- Types of transport
- Packing and labelling

Planning
- Hiring a Freight Forwarder
- Procedures and documents
- Cargo insurance

Costing
- Use of Incoterms
- Costing for different modes
National Workshops

Online
- Continental
- Concepts
- Case studies

Workshop
- Local/sectors
- Exercises
- Service providers/Policy
National Workshops

DAY 1
Intra African trade opportunities

DAY 2
Highest Potential Markets

DAY 3
Meeting requirements ROO

DAY 4
Financing African Trade

DAY 5
Delivering product to markets
Expansion of Pilot

Online Course
- All 55 countries
- Local counterpart

National Workshops
- 12 Selected countries
- National Partner
- Four languages

AFRACAD
- Expansion of curriculum
- Community
Thank you.

How to Export with the AfCFTA