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

Woman Participation so far:
• 43% (676)
How to Export with the AfCFTA curriculum

7 core modules
Applicable across Africa and the AfCFTA

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 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
National Workshops

DAY 1
Intra African trade opportunities

DAY 2
Selecting highest potential markets

DAY 3
Meeting requirements ROO

DAY 4
Financing African Trade

DAY 5
Delivering product to markets
National Workshops

Online
- Continental
- Concepts
- Case studies

Workshop
- Local/sectors
- Exercises
- Service providers/Policy
How will it be delivered?

- National Workshops: 5 days (face to face)
- AFRACAD: (online learning)
  - Partner Institution
  - Selected SMEs
  - Unlimited enrollees
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
AFRACAD

How To Export With the AfCFTA?

Courses in English

- Preparing for Intra-African Trade
- Developing your African Markets
- Export Operations
Demonstration of AFRACAD

How to Export with the AfCFTA
Expansion of Programme

Online Course
- All 55 countries
- Local counterpart

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

AFRACAD
- Expansion of curriculum
- Community
Thank you

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