

Call for Applications and Nominations



TAILOR-MADE COURSE FOR GHANA



Online Training

2023 Edition

Application Deadline : 21 - 22 - 23 November 2023

3
Days

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TAILOR-MADE COURSE FOR GHANA

Call for Applications and Nominations

Announcement in Brief

Course Type : Online Course

Program Area : Trade & Development

Period: 21 - 22 -23 November 2023

Duration : 3 Days

Language : Monolingual (English)

Application Deadline : 17 November 2023

Website : <https://knowledge.uneca.org/idep>



IDEP strongly encourage and supports the participation of suitably qualified female officials in its capacity development and training programme

PROGRAMME RATIONALE

The African Continental Free Trade Area (AfCFTA) agreement represents the most ambitious project of economic integration in Africa since the creation of the Regional Economic Communities (RECs) and it is one of the pillars of the African Union Agenda 2063. Its main objective is to create a single continental market for goods and services, with free movement of people and investments, in order to promote intra-African trade, reduce dependence from foreign markets, improve competitiveness, support economic transformation and pave the way for the establishment of a customs union in Africa.

As part of the capacity building program 'towards an effective implementation of AfCFTA' jointly implemented by ECA and the Government of Italy, Two studies were conducted respectively on the impact of Preferential Trade Agreements and capacity needs assessment in the eight (8) countries targeted, namely: Angola, Cote d'Ivoire, Ghana, Kenya, Mozambique, Senegal, Uganda, and Tanzania.

The report on capacity needs gap was helpful to identify the main training needs from national stakeholders both from private and public sectors in each country and therefore design a suitable tailor-made course to bridge the gap.

Regarding Ghana, the curriculum proposed by ASeS, partner in the implementation of the capacity building program focuses on (1) Financial management, digital marketing and records keeping and (2) Food and drugs board guidelines and regulations, Standards and certification. These issues will be discussed during a three-day online course.

OBJECTIVES

The course objectives are :

- to equip public sector professionals with the necessary skills and tools to effectively manage financial resources, devise digital marketing strategies, and maintain accurate records for national and international AfCFTA-related projects. This comprehensive approach aims to promote the successful planning, execution, and evaluation of projects while enhancing the project's visibility and impact on the continent.
- to equip private sector professionals with the essential skills to excel in financial management, digital marketing, and records keeping in the context of their AfCFTA expansion efforts. By doing so, we aim to support the success and growth of private sector businesses in the continental market and strengthen their brand presence within AfCFTA.

- to equip participants with a comprehensive analysis of international, regional, and bilateral rules governing trade in food and agricultural products, with a specific focus on selected regional economic communities (the African Continental Free Trade Area (AfCFTA) and the Association of Southeast Asian Nations (ASEAN)), trade regulations in the European Union (EU) concerning Cocoa, Fruits (both fresh and dry fruits), and wood, and the impact of bilateral agreements between the EU and Ghana on market access for food and agricultural products. Additionally, participants will be exposed to the rules governing trade in minerals.

CONTENT

The course consists of the following key modules:

- **Module 1:** Financial management, digital marketing and re-cords keeping (public sector)
- **Module 2:** Financial management, digital marketing and re-cords keeping (private sector)
- **Module 3:** Food and drugs board guidelines and regulations, standards, and certification

SKILL TO BE IMPARTED

At the end of the course, participants will have knowledge of:

- Financial Management financial management tools and methods for national and international AfCTA related projects: planning, analysis, control and reporting
- Digital marketing study and elaboration of digital promotion and marketing strategies for national and international communication and promotion of AfCTA projects and opportunities
- Records Keeping definition, monitoring and verification of evaluation KPIs on the actions and activities implemented: evaluation of the domestic social and economic impact and evaluation of the "country brand" and 'company brand' perceived on the continent.
- International, regional, and bilateral rules on trade in food and agricultural products.
- International, regional, and bilateral rules on trade in minerals



PEDAGOGICAL APPROACH AND MODE OF DELIVERY

The tailor-made course will be delivered from 21 to 23 November via IDEP's ZOOM platform. The three-day course will consist in webinars delivered by ASeS experts in Africa business development for three (3) hours each.

CERTIFICATE OF COMPLETION

A Certificate of Completion will be issued by IDEP to all participants who will have successfully completed the course.

TARGET AUDIENCE

The course targets policy makers and private sector stakeholder groups in the area of trade especially those that are involved and critical to making the AfCFTA promote sustainable development in Ghana.

ACCEPTANCE TO THE COURSE

Until the registration deadline, participants are accepted to the course on a rolling basis and subject to availability of slots. Please refer to the paragraph above to see priority target group. Applications must be completed exclusively on IDEP online application platform at:

<https://idep-applications.uneca.org/language=en>

IMPORTANT DATES

- Deadline for Applications and Nominations: **17 November 2023**
- Course Period: **21, 22 & 23 November 2023**

CONTACT INFORMATION

Training and Research Division

Tel: +221 33 829 55 00 / Fax: +221 33 822 29 64

Email: mangoumenmbatkam@un.org with copy to lou.zah@un.org and diaw4@un.org



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