

Call for Applications and Nominations



TAILOR - MADE COURSE
FOR UGANDA

LEVERAGING E-COMMERCE FOR EXPORTS IN THE CONTEXT OF AfCFTA

2
DAYS

+ Certificate

Date : 29 - 30 November 2023

Duration : 2 hours per day / 11:00 am To 1:00 pm UTC

Language : English

Coming Soon

REGISTER NOW

[https://zoom.us/meeting/register/
tJMvceGrrTssE9MtUzvlLtLSYk-fZKy5-jZa](https://zoom.us/meeting/register/tJMvceGrrTssE9MtUzvlLtLSYk-fZKy5-jZa)



**LEVERAGING E-COMMERCE
FOR EXPORTS IN THE CONTEXT OF AfCFTA**

Call for Applications and Nominations

Announcement in Brief

Course Type : Online Course

Program Area : Trade & Development

Dates: 29 - 30 November 2023

Duration : 2 Days

Language : Monolingual (English)

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 Uganda, the curriculum proposed by ASeS, partner in the implementation of the capacity building program focuses on (1) Using e-commerce to Export/Digital Trade and Services: how to enhance their capacity and leverage digital trade for export (Public sector) (2) Using e-commerce to Export/Digital Trade and Services: how to enhance private sector capacity and leverage digital trade for export (private sector). These issues will be discussed during a two-day online course.

OBJECTIVES

The course objectives are :

- to strengthen Uganda's capacity to engage in e-commerce and leverage digital trade for export, thereby promoting economic growth, job creation, and increasing the global market reach of Ugandan businesses.
- to highlight key private sector actions, including product and brand strategy development, e-commerce business model creation, business plan elaboration, platform selection, operational agreements, and the creation of dedicated start-ups.

CONTENT

The course consists of the following key modules:

- **Module 1:** Using e-commerce to Export/Digital Trade and Services: how to enhance their capacity and leverage digital trade for export (Public sector)
- **Module 2:** Using e-commerce to Export/Digital Trade and Services: how to enhance private sector capacity and leverage digital trade for export (Private sector)

SKILL TO BE IMPARTED

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

- public actions to be implemented to stimulate and enhance the use of e-commerce
- incentives for the creation of startups
- products and brand strategy development and definition
- e-commerce business models creation

PEDAGOGICAL APPROACH AND MODE OF DELIVERY

The tailor-made course will be delivered from 29 to 30 November via IDEP's ZOOM platform. The two-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 successfully complete the course.



TARGET AUDIENCE

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

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

- Dates : 29 & 30 November 2023
- Course Period: from November 2023

CONTACT INFORMATION

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