

Call for Applications and Nominations



AFRCFTA COURSE
KAMPALA, UGANDA

AFRCFTA NEGOTIATIONS, IMPLEMENTATION AND BRANDING

2
DAYS

Date : 29 - 30 April 2024

Duration : 3 hours per day / 11:00 am To 1:00 pm UTC

Application Deadline: 26 April 2024

Language : English



Online Training
2024 Edition

Coming Soon

REGISTER NOW

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tJwlce-hqzgiGdAHjeBmj85MnPN2XtvyfjUy](https://zoom.us/meeting/register/tJwlce-hqzgiGdAHjeBmj85MnPN2XtvyfjUy)



⊕ Certificate

**AFCFTA NEGOTIATIONS,
IMPLEMENTATION AND BRANDING**

Call for Applications and Nominations

Announcement in Brief

Course Type : Online Course

Program Area : Trade & Development

Period: 29 – 30 April 2024

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 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.

This curriculum is proposed by ASeS/CeFor, partner in the implementation of the capacity building program and will focus on (1) AfCFTA negotiations: pros and cons. (2) Key AfCFTA implementation mechanisms. (3) Branding and marketing of products under AfCFTA. These issues will be discussed during a two-day online course.

OBJECTIVES

The course objectives are :

- To analyse the pros and cons of AfCFTA, identify weaknesses and potential solutions, emphasize the advantages and elaborate necessary strategies and operational actions.
- To provide an overview of the actions each government should implement to make AfCFTA's operations more streamlined and suitable for intra-regional trade development.
- To define the guidelines for the implementation of strategies suitable for potential new markets, where, through the 3W (where-what-why) scheme, new approaches, new proposals and new markets can be

CONTENT

The course consists of the following key modules:

- **Module 1:** AfCFTA negotiations: pros and cons
- **Module 2:** Key AfCFTA implementation mechanisms
- **Module 3:** Branding and marketing of products under AfCFTA

SKILL TO BE IMPARTED

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

- Weaknesses and advantages of the AfCFTA
- Operationalization of the AfCFTA
- Strategies for new markets under AfCFTA

PEDAGOGICAL APPROACH AND MODE OF DELIVERY

The tailor-made course will be delivered on 29 and 30 April 2024 via IDEP's ZOOM platform. The two-day course will consist in webinars delivered by ASeS/CeFor experts in Africa business development for two (2) hours each.

TARGET AUDIENCE

The course targets entrepreneurs, export sales managers and directors, starts-upper, public export and commercial development practitioners.



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://zoom.us/meeting/register/tJwlce-hqzgiGdAHjeBmj85MnPN2XtvyfjUy>

IMPORTANT DATES

- Deadline for Applications and Nominations: **26 April 2024**
- Course Period: **29 & 30 April 2024**

CONTACT INFORMATION

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