



United Nations  
Economic Commission for Africa

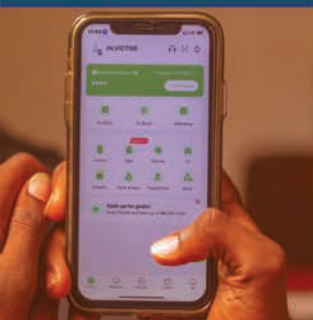


# Call for Applications

Capacity Building on the Use of  
Digital Technologies under the  
AfCFTA to Foster Intra-African Trade  
and Regional Value Chains



25 – 27 November 2025,  
Addis Ababa, Ethiopia  
(hybrid format)



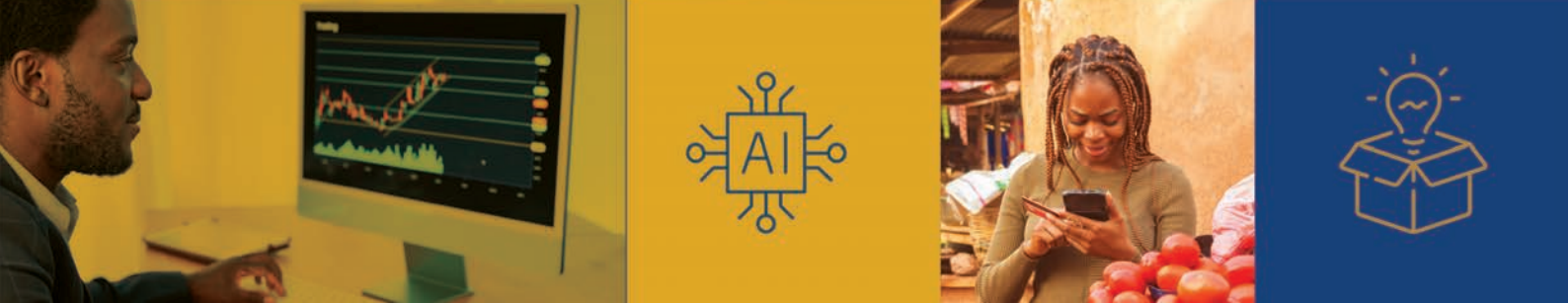
**Target Audience:**  
Private sector ( SMEs/MSMEs,  
women-led enterprises)



Register now

<https://forms.gle/K6pu3yGEoKn3S1qz5>





# CALL FOR APPLICATIONS

CAPACITY BUILDING ON THE USE OF DIGITAL TECHNOLOGIES  
UNDER THE AFCFTA TO FOSTER INTRA-AFRICAN TRADE  
AND REGIONAL VALUE CHAINS

## ANNOUNCEMENT IN BRIEF

Course Type: Hybrid (in-person & virtual)

Programme Area: Digital Trade and Regional Integration

Date: 25 – 27 November 2025

Location: Addis Ababa, Ethiopia

Language: English & French (simultaneous interpretation)

Application Deadline: 26 October 2025



# BACKGROUND

Digital technologies present a critical opportunity to reduce trade costs, expand market access, and promote inclusive participation, especially among micro, small, and medium enterprises (MSMEs), including women-led businesses. However, Africa continues to face substantial challenges in digital infrastructure, regulatory frameworks, digital skills, and financial mechanisms, which constrain digital trade adoption.

Considering the above, the United Nations Economic Commission for Africa (ECA), with the financial support of the Government of Japan and in partnership with TradeMark Africa (TMA) and collaboration with Google joined their efforts to organize a training targeting founders, co-founders, and senior managers of small and medium-sized enterprises (SMEs/MSMEs) from across Africa, inviting them to apply for a three-day capacity-building workshop on digital trade.

## WHY PARTICIPATE

Digital technologies are transforming trade, lowering barriers to new markets, streamlining logistics and payments, and enabling African businesses to expand across borders. This training will help SMEs:

- Gain practical skills in online payments, e-documents, cybersecurity, and emerging technologies such as AI, FinTech, and blockchain.
- Learn how to integrate digital solutions to improve efficiency, visibility, and competitiveness in regional value chains.
- Understand the AfCFTA Protocol on Digital Trade and how to navigate regulatory frameworks on data governance and privacy.
- Network with peers and policymakers to identify opportunities for cross-border growth.

## WHAT ARE THE EXPECTED BENEFITS

Participants will leave with practical digital skills, a clear strategy to integrate into regional value chains, and connections to a continent-wide network of innovators and policymakers, directly contributing to more competitive, resilient African businesses under the AfCFTA. The workshop will also be an occasion to seize as side discussions could be run like B2B meetings to facilitate direct, personal connections between participants, fostering trust and enabling a deeper understanding of market needs and opportunities, which is vital for continental trade and overall business growth in the AfCFTA context.

## WHO SHOULD APPLY

Applications are invited from:

- Founders, co-founders, or senior managers of SMEs/MSMEs (especially women-led enterprises) already trading across African borders or actively preparing to do so.
- Entrepreneurs demonstrating either current use of digital tools (e.g., e-commerce platforms) or a clear, actionable plan to adopt such tools to scale their business.
- Representatives of private-sector support organisations such as chambers of commerce or trade associations.

## SELECTION PRINCIPLES

Participants will be chosen to ensure impact potential, inclusivity, and geographic balance.

Priority will be given to:

- Businesses showing a strong plan to apply digital tools to drive growth after the training.
- Women-led or youth-led enterprises.
- A balanced representation from Africa's five regions.

# SUPPORT FOR SELECTED PARTICIPANTS

- ECA will provide **round-trip air tickets** and a **daily subsistence allowance (DSA)** (covering accommodation, breakfast, dinner, and terminal expenses) based on UN rates for participants selected to attend the workshop in person in Addis Ababa.

## HOW TO APPLY

Submit your application online at the latest by 26 October 2025 through the following:

Link : <https://forms.gle/K6pu3yGEoKn3S1qz5>

## VIRTUAL PARTICIPATION

The workshop will be held in hybrid format, allowing a wider audience to benefit. Applicants not selected for in-person attendance will still have the opportunity to participate virtually and are encouraged to register their interest for online participation during the application process.

## IMPORTANT DATES

- Deadline for Applications and Nominations: 26 October 2025
- Workshop Dates: 25 – 27 November 2025

## CONTACT INFORMATION

IDEP/ECA/

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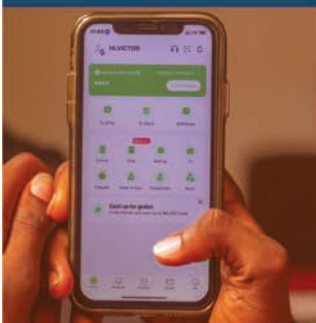


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