

ENHANCING AFRICA'S TRADE PERFORMANCE:
TOWARDS AN EFFECTIVE IMPLEMENTATION OF AFCFTA

Operationalizing e-trade in Africa

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DATE : 9th – 20th DECEMBER 2024

APPLICATION DEADLINE : 6th DECEMBER 2024

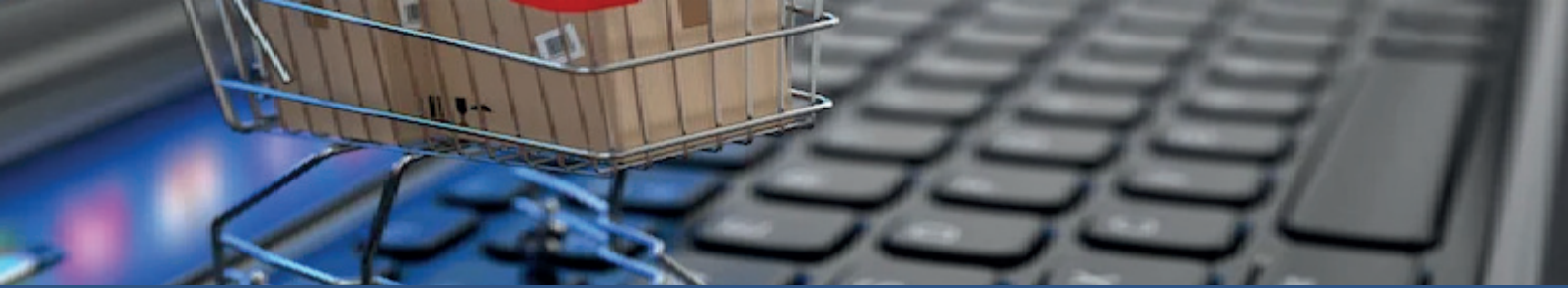


ONLINE COURSE



CERTIFICATE

Languages : English - French



ENHANCING AFRICA'S TRADE PERFORMANCE: TOWARDS AN EFFECTIVE IMPLEMENTATION OF AFCFTA

CALL FOR APPLICATIONS

ANNOUNCEMENT IN BRIEF

Course Name : Operationalizing e-trade in Africa

Course Type : On-line

Programme Area : Trade and Development

Date : 9th – 20th December 2024

Duration : 2 weeks

Language : Bilingual (English and French)

Application Deadline : 6th December 2024



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

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.

Even before the establishment of AfCFTA, African countries have entered into couples of preferential trade agreements/arrangements (PTAs) with little or no effects on their trade performance and hence poor development outcomes. Various factors accounted for this observed dismal performance of which effective implementation is chief. If fully implemented, the AfCFTA would allow member States to make important progress towards industrialization and economic development, to achieve the United Nations Sustainable Development Goals (SDGs), while laying the conditions for the promotion of peace and stability in the Continent.

For the AfCFTA to achieve its laudable goals capacity building is key. Based on this background, the United Nations Economic Commission for Africa (ECA) is leading the implementation of a capacity building program entitled 'Towards an effective implementation of the AfCFTA' through its training arm the African Institute for economic Development and Planning (IDEP). This project is funded by the Government of Italy and is implemented jointly with an Italian NGO, Agricoltori Solidarietà e Sviluppo (ASeS).

This project is the second phase of the overall Italian (and European) cooperation project with Africa, and in particular with the countries of the AfCFTA, including Algeria, Cameroon, DRC, Gabon, Malawi, Mauritania, Zambia and Zimbabwe. As part of this joint project, this on-line course is focused on: Operationalizing e-trade in Africa.

OBJECTIVES

The course aims to build the capacity of national stakeholders who could benefit from the effective implementation of the AfCFTA including operators from private sector as well as government officials. In particular, the objective of this course is to provide participants with a foundation for understanding the scope, advantages, mode of use and operating marketing process about e-trade platform. Furthermore, it provides a foundation for understanding these systems composed by credit/debit card processing, mobile wallets, online banking transfers, and cryptocurrencies and its rules and importances in management. Participants will also explore how to organize, plan, maintain and manage an efficient e-trade logistics strategies. Finally, the training aims to teach how to manage the risks to protect interests, business and investment and maintain the integrity of the e-trade ecosystem.

CONTENT

This training course offers a comprehensive examination of e-trade, covering various aspects essential for understanding its ecosystem. Participants will explore the different types of e-trade platforms and their core features, including user interfaces, payment integrations, and security measures. The course highlights the benefits of these platforms, such as expanded market access and efficiency, while also addressing the challenges they face, including competition and regulatory compliance. A detailed discussion on e-trade payment systems will connect their role to financial inclusion, examining both the challenges and opportunities they present. Additionally, the course delves into e-trade logistics, emphasizing key components, technological innovations, and future trends. Finally, participants will learn about various cybersecurity threats, financial risks, and compliance issues that impact e-trade, equipping them with the knowledge to navigate and mitigate these risks effectively.

The course content is structured as follows:

Module 1: E-trade platforms

Types of E-Trade Platforms

- Core Features of E-Trade Platforms
- Benefits of E-Trade Platforms
- Challenges Facing E-Trade Platforms
- The Future of E-Trade Platforms

Module 2: E-trade payment systems and financial inclusion

- Types of E-Trade Payment Systems
- Link Between E-Trade Payment Systems and Financial Inclusion
- Challenges in E-Trade Payment Systems and Financial Inclusion
- Opportunities for Expanding Financial Inclusion through E-Trade Payment Systems
- The Future of E-Trade Payment Systems and Financial Inclusion

Module 3: E-trade logistics

- Key Components of E-Trade Logistics
- Challenges in E-Trade Logistics
- Technological Innovations in E-Trade Logistics
- Opportunities in E-Trade Logistics
- The Future of E-Trade Logistics

Module 4: E-trade associated risks

- Cybersecurity Threats
- Fraud and Financial Risks
- Regulatory and Compliance Risks
- Supply Chain and Logistics Risks
- Reputational and Legal Risks

SKILLS TO BE IMPARTED

Upon completion of this course, participants will acquire a range of skills essential for navigating the e-trade landscape. They will be able to identify and differentiate various types of e-trade platforms and their core features, understanding how these elements enhance user experience. Participants will learn to analyze the benefits and challenges of e-trade platforms and apply strategies to mitigate potential risks. They will gain insights into e-trade payment systems and their connection to financial inclusion, enabling them to identify opportunities for expanding access. Additionally, participants will develop skills in assessing logistics components and technological innovations that enhance efficiency. Finally, they will be equipped to recognize and address cybersecurity threats, regulatory compliance issues, and financial risks associated with e-trade, ensuring a holistic understanding of the sector.

PEDAGOGICAL APPROACH & MODE OF DELIVERY

This on-line training will be delivered asynchronously from IDEP Moodle platform.

The pedagogical approach of this online training course is designed to foster an engaging e learning environment, utilizing asynchronous elements. The course will incorporate multimedia resources, such as videos, infographics, and readings, to present key concepts and encourage independent exploration. PowerPoint presentations, additional readings and quizzes will help reinforce concepts and allow learners to practice decision-making in e-trade contexts. This approach will provide a deeper understanding of the subject matter by examining specific cases and illustrating how various factors can influence outcomes, offering insights into possible future trends and evolutions. Overall, this approach aims to create a comprehensive and supportive online learning experience that equips participants with the skills and knowledge needed to excel in the e-trade sector.

CERTIFICATE

A Certificate 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 the area of trade especially those that are involved and critical to making the AfCFTA promote sustainable development with special focus on these eight (8) countries: Algeria, Cameroon, DRC, Gabon, Malawi, Mauritania, Zambia, and Zimbabwe.

ACCEPTANCE TO THE COURSE

Until the registration deadline, participants are accepted to the course on a rolling basis and subject to availability of slots. Applications must be completed exclusively on IDEP online application platform <https://forms.gle/rBVFyoanzUePeTc96>

IMPORTANT DATES

- Deadline for Applications and Nominations: **6 December 2024**
- Course Period: **9 – 20 December 2024**

CONTACT

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