



# How to Export with the AfCFTA

# What is the How to Export with the AfCFTA project ?

**Afreximbank-funded** project to promote intra-African trade for SME Exporters with the AfCFTA

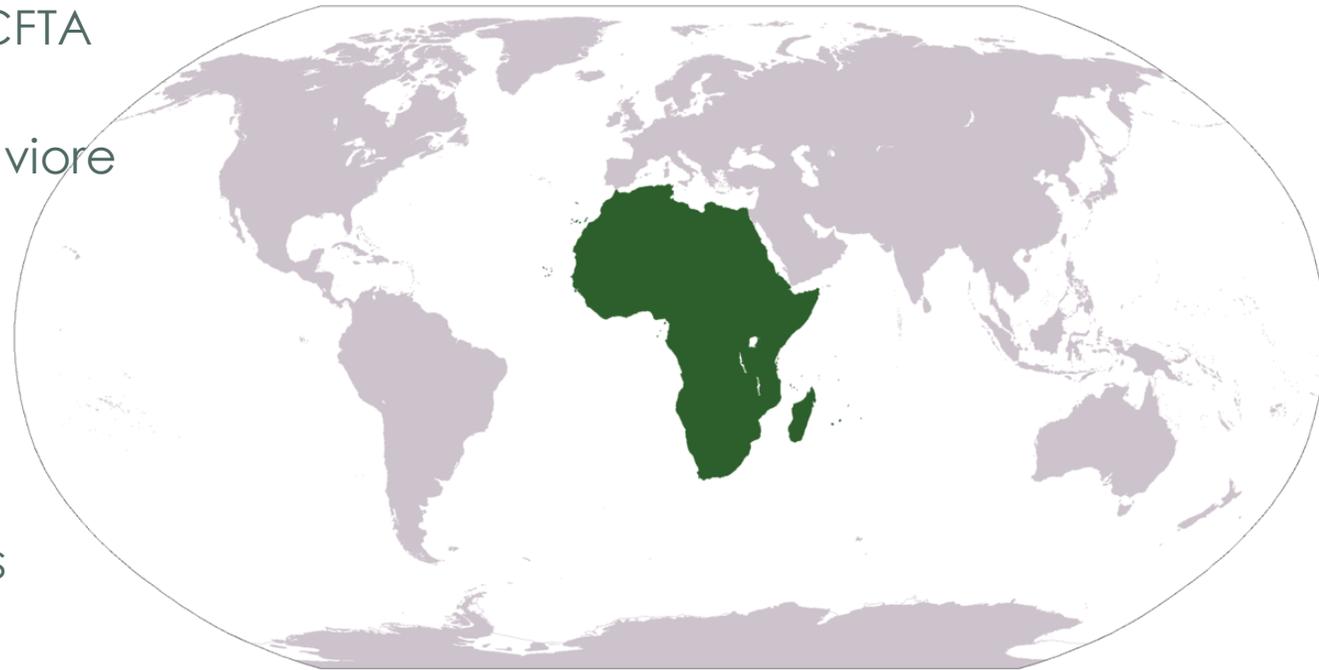
**3 pilot countries:** Nigeria, Rwanda, Cote d'Ivoire

## **Objectives:**

- Increase awareness of the opportunities brought by the AfCFTA
- Improve export skills of SME Exporters
- Promote the use of trade support services

## **Woman Participation so far:**

- 43% (676)



# How to Export with the AfCFTA curriculum

## 7 core modules

Applicable across Africa and the AfCFTA



### Modules

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The Opportunity of Intra-African Trade	Getting Your Business Ready for Export	Researching African Markets	Developing an African Market
African Market Access Conditions	Financing Intra-African Trade	Intra-African Logistics	

# How to Export with the AfCFTA Curriculum

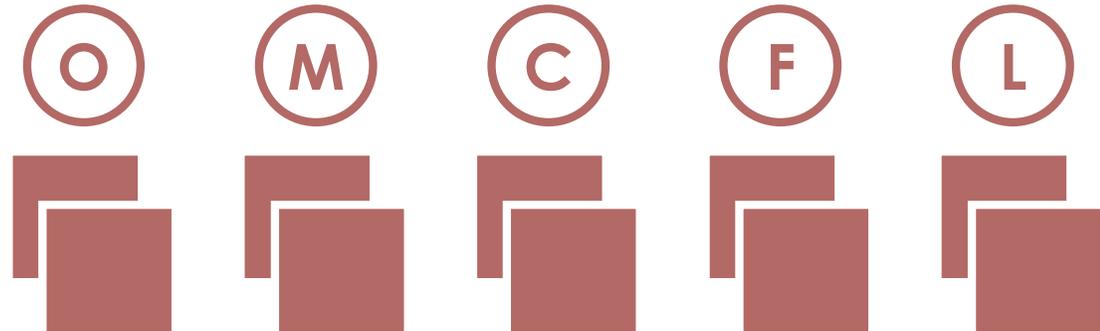
## 7 core modules

Applicable across Africa and the AfCFTA

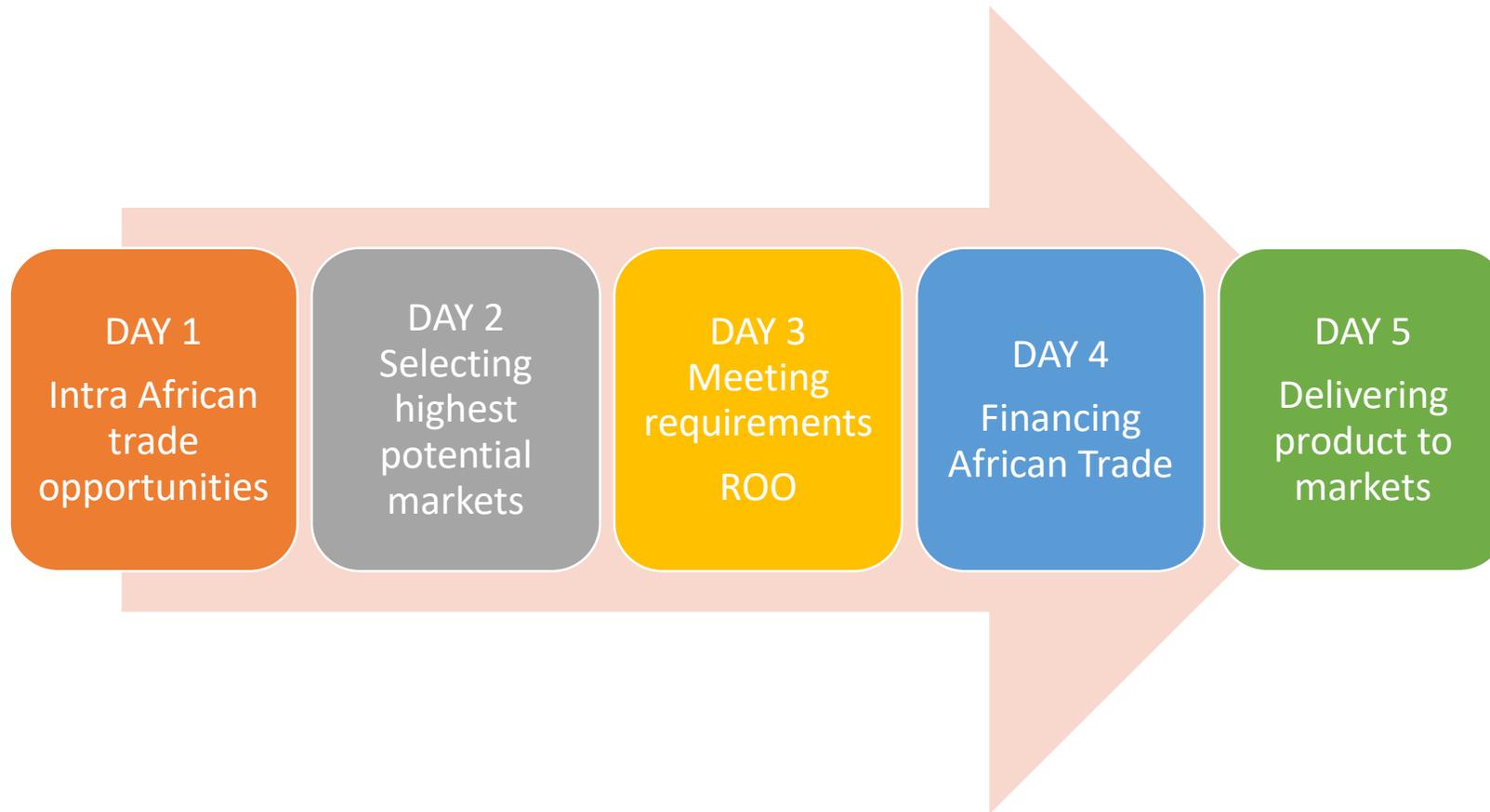


## National Workshops

Workshops designed to address national priorities in relation to the AfCFTA



# National Workshops



# National Workshops

## Online

Continental

Concepts

Case studies

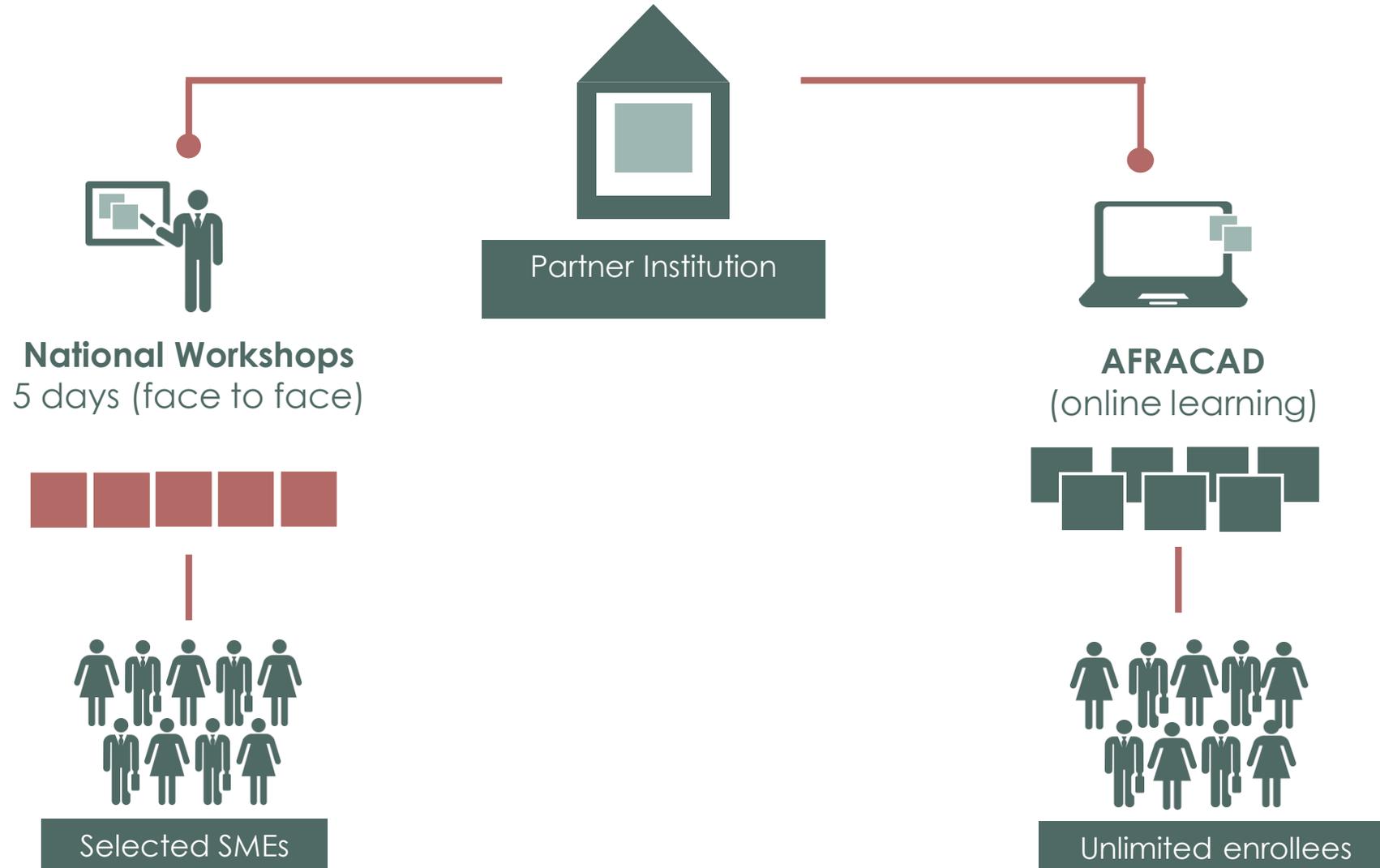
## Workshop

Local/sectors

Exercises

Service  
providers/Policy

# How will it be delivered?



# Roles and responsibilities

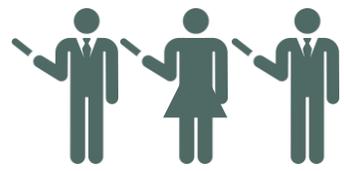


develop contents



Curriculum

design workshops  
train trainers



Partner's trainers

set up AFRACAD



AFRACAD

Promotional materials



Promotion to SMEs

localize contents



assign trainers,  
organize workshops



enroll learners



Promote



Partner Institutions

# Module 1: The Opportunity of Intra African Trade

Low intra African trade

- Why?
- AfCFTA initiatives

Non tariff barriers

- Why?
- AfCFTA initiatives

Infrastructure

- Why?
- AfCFTA initiatives

Information

- Why?
- AfCFTA initiatives

# Module 2: Getting Your Business Ready for Export

## Export mindset

- Importance of management commitment
- Challenges

## Meeting the need

- Product readiness/comparative advantage
- Product adaptation

## Access to finance

- Where are resources needed
- Where to get finance

## Skills and knowledge

- Consequences of mistakes
- What skills are needed

# Module 3: Researching African Markets

## Short listing

- Secondary market research/scanning/compare
- Identify a shortlist using indicators

## Market selection

- Market access conditions
- Ease of exporting/highest export potential

## Market analysis

- Primary research
- Market report

# Module 4: Developing an African Market

## Market Entry Strategies

- Unique nature of African markets
- Identify channels of distribution
- Selecting a channel

## Contracting a Distributor

- Types of distributors
- Distributor contracting
- Model contract

# Module 5: African Market Access Conditions

## Standards

- Mandatory Standards
- Procedures and documentation

## Rules of Origin

- Requirements
- Procedures and documentation

## Customs

- Customs requirements
- Procedures and documentation

# Module 6: Financing African Trade

## Trade Finance

- Trade Finance options
- Procedures and documentation

## Payment and Risk

- Payment methods
- Managing payment risk
- Procedures and documentation

## Services

- Service providers (Afreximbank)
- Meeting requirements

# Module 7: Intra-African Logistics

## Transport Options

- Transport routes
- Types of transport
- Packing and labelling

## Planning

- Hiring a Freight Forwarder
- Procedures and documents
- Cargo insurance

## Costing

- Use of Incoterms
- Costing for different modes

# AFRACAD



## AFRACAD

*How To Export With the AfCFTA?*

Community

Catalogue

Profile

### Courses in English



Preparing for Intra-African Trade

☆☆☆☆☆ (0)



Developing your African Markets

☆☆☆☆☆ (0)



Export Operations

☆☆☆☆☆ (0)

# Demonstration of AFRACAD

How to Export with the AfCFTA

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# Expansion of Programme

## Online Course

All 55 countries

Local counterpart

## National Workshops

12 Selected countries

National Partner

Four languages

## AFRACAD

Expansion of curriculum

Community

Thank you

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