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Small, medium women given training skills in export trade

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Over 27 small and medium entrepreneurs engaged in food processing, mining and textile sectors have received training on international trade to help them understand quality needed in export markets.

Happiness Mchomvu, Project Coordinator of Women Entrepreneurs Development Project (WED) told The Guardian yesterday that the training has been offered to them with the support from Small Industries Development Organization (SIDO).

She noted that small and medium entrepreneurs especially in rural areas were not aggressive enough in seeking knowledge in international trade due to lack of funds to pursue training on international trade he said.

"The training was to help them understand the quality requirements in export markets, management competence so as to facilitate the private sector within the country," she said.

They were also trained on risks, costs and responsibility for the seller and buyer in international trade.

She also trained them to understand the business logistics before getting involved in export trade because they could lose orders or customers due to a wrong first impression to the buyer or customer.

"Conduct research on what is required by the market you are looking for or targeting, learn from other businesswomen how they operate their businesses both in Tanzania and outside so that you can compete and understand what is required in international trade," she said.

The initiative is known as Access for African Businesswomen in International trade under the programme for building the African Capacity for trade (PACT) which is jointly executed by the International Trade Centre (ITC) and Trade Facilitation of Canada (TFOC).

The initiative also targets African Women entrepreneurs who have attained a fair level of management competence and are actual, emerging or potential exporters.

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