

African Union



Ministry of
Trade & Industry
of Ethiopia



International
Trade
Centre

18-22 November 2019, Addis Ababa

World Export Development Forum 2019

Trade and Invest in One Africa

SME Trade Academy

Online learning available to all

Meet us at the World Export Development Forum to learn about the International Trade Centre's free online vocational courses lasting from 2 to 8 weeks. These courses, which are **free of charge and open to all**, cover a variety of topics of interest for MSMEs in developing countries, from entrepreneurship, to trade support and export development.

The SME Trade Academy's courses are available all over the world, and specifically target people in developing and least-developed countries. In order to be easily accessible by the largest number of people possible, the Academy's courses are all **mobile-friendly** and light on bandwidth requirements. This means that the only things needed to start learning now are a smartphone and an Internet connection!



For more information, please visit: <http://learning.intracen.org>

For questions, please contact: e-learning@intracen.org

Over **80,000** enrollments since April 2014.

49% of which are women,

53% of which are under 34 years of age,

Participants come from over **180** countries,

20% of which are least developed countries (LDCs),

60% of which are developing countries (not including LDCs),

24.5% of SME Trade Academy participants enrol in more than one course.

Testimonials

‘The courses were easy to understand. The lectures, videos and exercises were very practical and made it easy to grasp the lessons. I loved the fact that it was possible to download the lecture contents in a simple and safe manner, as it means that I will be able to refer to them in the future. I would highly recommend the SME Trade Academy to anyone working with SMEs, as well as to SMEs themselves!’

Florence Jelagat, Kenya

‘The learning experience was very enjoyable, especially with the nice mix of different media: the visuals, and the real stories and testimonials. I benefited immensely from course contents, which allowed me to better define my capabilities to deliver value to my clients. All in all, I had a beautiful experience’

Jamal Mohammed, Libya

Register on the SME Trade Academy and start learning at:
<http://learning.intracen.org>