



## TRAINING PROGRAMME ON ITC MARKET ANALYSIS TOOLS - TRADE MAP

TUESDAY 02 SEPTEMBER 2025

A. MORNING SESSION	
09:00 - 09:30	<p><b>WELCOME REMARKS AND INTRODUCTION TO THE WORKSHOP</b></p> <ul style="list-style-type: none"> <li>● <b>MS NIRMALA JEETAH</b>, DIRECTOR, BIO INDUSTRY &amp; PROJECT DEVELOPMENT &amp; ITC SHETRADES</li> <li>● <b>MS EUNICE G. KAMWENDO</b>, DIRECTOR, ECA SUBREGIONAL OFFICE FOR SOUTHERN AFRICA</li> <li>● <b>MS VANESSA EROGBOGBO</b>, DIRECTOR, DIVISION OF SUSTAINABLE AND INCLUSIVE TRADE, ITC</li> </ul>
09:30 - 10:30	<p><b>EXPLORING TRADE INFORMATION</b></p> <ul style="list-style-type: none"> <li>● DEFINING YOUR EXPORT PRODUCT, MATCHING WITH CUSTOMS NOMENCLATURES</li> <li>● TRADE MAP: TRADE STATISTICS AND INDICATORS</li> </ul>
TEA BREAK	
10:30 - 10:45	
10:45 - 12:45	<p><b>ANALYSING TRADE STATISTICS</b></p> <p>IDENTIFYING AN ATTRACTIVE MARKET FOR YOUR EXPORTED PRODUCT: ANALYSING THE WORLD MARKET AND SELECTING A TARGET MARKET WITH TRADE MAP</p> <p><b>PRACTICAL EXERCISES</b></p>
LUNCH BREAK	
12:45 - 13:45	
B. AFTERNOON SESSION	
13:45 - 15:45	<p><b>ACCESSING YOUR TARGET MARKET</b></p> <ul style="list-style-type: none"> <li>● IDENTIFY TARIFFS WITH MARKET ACCESS MAP</li> <li>● REVIEW NON-TARIFF MEASURES</li> </ul> <p><b>IDENTIFY ALTERNATIVE MARKETS</b></p> <ul style="list-style-type: none"> <li>● INTRODUCTION TO EXPORT POTENTIAL</li> <li>● IDENTIFY ALTERNATIVE MARKETS WITH EXPORT POTENTIAL MAP</li> </ul>
TEA BREAK	
15:45 - 16:00	
16:00 - 17:15	<p><b>OBSERVING TRADE EVOLUTION IN THE CONTEXT OF THE AFCFTA</b></p> <p>THE AFRICAN TRADE OBSERVATORY: REGIONAL INTEGRATION AND OTHER INDICATORS</p>
17:15 - 17:30	<b>WRAP UP</b>