



TRAINING PROGRAMME ON ITC MARKET ANALYSIS TOOLS - TRADE MAP

TUESDAY 02 SEPTEMBER 2025

A. MORNING SESSION	
09:00 - 09:30	WELCOME REMARKS AND INTRODUCTION TO THE WORKSHOP ● MS NIRMALA JEETAH, DIRECTOR, BIO INDUSTRY & PROJECT DEVELOPMENT & ITC SHETRADES ● MS EUNICE G. KAMWENDO, DIRECTOR, ECA SUBREGIONAL OFFICE FOR SOUTHERN AFRICA ● MS VANESSA EROGBOGBO, DIRECTOR, DIVISION OF SUSTAINABLE AND INCLUSIVE TRADE, ITC
09:30 - 10:30	EXPLORING TRADE INFORMATION ● DEFINING YOUR EXPORT PRODUCT, MATCHING WITH CUSTOMS NOMENCLATURES ● TRADE MAP: TRADE STATISTICS AND INDICATORS
10:30 - 10:45	TEA BREAK
10:45 - 12:45	ANALYSING TRADE STATISTICS IDENTIFYING AN ATTRACTIVE MARKET FOR YOUR EXPORTED PRODUCT: ANALYSING THE WORLD MARKET AND SELECTING A TARGET MARKET WITH TRADE MAP PRACTICAL EXERCISES
12:45 - 13:45	LUNCH BREAK
B. AFTERNOON SESSION	
13:45 - 15:45	ACCESSING YOUR TARGET MARKET ● IDENTIFY TARIFFS WITH MARKET ACCESS MAP ● REVIEW NON-TARIFF MEASURES IDENTIFY ALTERNATIVE MARKETS ● INTRODUCTION TO EXPORT POTENTIAL ● IDENTIFY ALTERNATIVE MARKETS WITH EXPORT POTENTIAL MAP
15:45 - 16:00	TEA BREAK
16:00 - 17:15	OBSERVING TRADE EVOLUTION IN THE CONTEXT OF THE AFCFTA THE AFRICAN TRADE OBSERVATORY: REGIONAL INTEGRATION AND OTHER INDICATORS
17:15 - 17:30	CONCLUDING REMARKS ● MS NIRMALA JEETAH, DIRECTOR, BIO INDUSTRY & PROJECT DEVELOPMENT & ITC SHETRADES ● MS ZODWA MABUZA, CHIEF, SUBREGIONAL INITIATIVES SECTION, ECA SUBREGIONAL OFFICE FOR SOUTHERN AFRICA