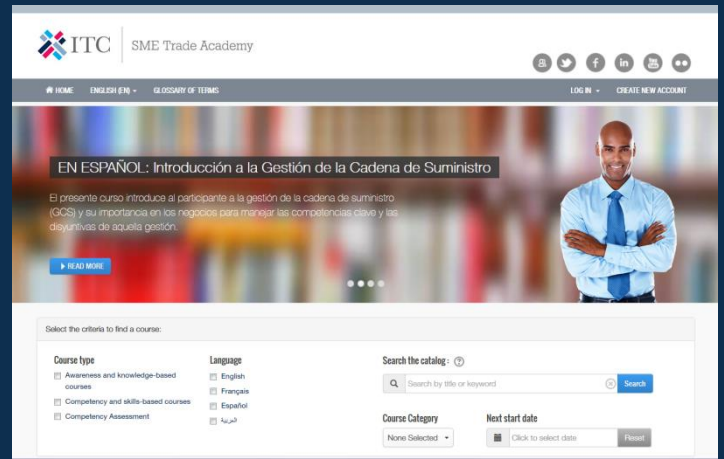


# PARTICIPANTS SPEAK

# SME TRADE ACADEMY



## The SME Trade Academy Participant Reviews

The ITC SME Trade Academy Participant Reviews are the result of a series of interviews conducted in the second half of 2016 among course participants having successfully completed at least 5 online courses. They aim not only to showcase the practical benefits of online learning for ITC beneficiaries, but also to illustrate the difference which ready access to online educational and training materials can have in the lives of individuals.

The following interview has been lightly edited for clarity and brevity.

### Testimonial – Andiswa Ndlovu

Andiswa Ndlovu is a funding partner and the Managing Director of a marketing consultancy company in Zimbabwe. With 10 years of experience in the marketing consulting field, Mr. Ndlovu currently works to provide solutions in trade and export development to Zimbabwean companies through his new project, Venecom Marketing.

“I learned about the SME Trade Academy through ITC’s website,” stated Mr. Ndlovu, who has successfully completed 6 courses with the Academy. He kindly shared his story with us.



**‘These courses have been instrumental in equipping me with the relevant tools and skills to develop my company into a regional hub for customized marketing solutions.’**

Andiswa Ndlovu, Zimbabwe

### Q1: Did you find the course which you followed relevant to your professional activities?

The courses were very relevant for my professional activities. I always had a desire to contribute to the success of any institution that I worked for. It was my desire to develop an institution that would assist Zimbabwean SMEs to be successful players in the local, regional and global markets, as well as to contribute to the economic development of the nation. This has been made possible for me through the innovative courses offered by the SME Trade Academy.

Thanks to my experience with the “Working with Foreign Trade Representatives” course, I successfully engaged with Trade Attachés in Namibia and developed a comprehensive market feasibility study, which resulted in the opening of a Namibia office for the First Computers company.

## 24.5%

of SME Trade  
Academy participants  
enrol in more than one  
course





With the knowledge that I obtained from the “Helping SMEs Generate Export Business” course, I successfully introduced several school outreach programmes in Zimbabwe, which contributed to a 5% increase in sales contribution for the 3 months ending in September 2014.

Furthermore, the “Engaging with the Diaspora for Trade” course motivated me to pursue a market assessment of the Zimbabwean diaspora through the Venecom Marketing trade and export portfolio. Once it is completed, this assessment will identify market opportunities for Zimbabwean SMEs to diversify internationally, with the aim of increasing export opportunities for these companies.

All of these courses have been instrumental in equipping me with the relevant tools and skills to develop Venecom Marketing Pvt. Ltd., a company which is going to be a regional hub for the provision of exceptional customized marketing solutions.

**Q2: Please tell us your thoughts about your e-learning experience with the SME Trade Academy**

The SME Trade Academy’s online learning initiative is a highly cost-effective learning platform. It has equipped me with the capacity development skills which I continue to use in developing Venecom Marketing. The case studies are practical, and the group tasks allow participants to share their experiences, showcasing a blend of challenges and solutions from different perspectives from people living around the world.

In my opinion, these e-learning courses play a great role in helping institutions develop into successful players in all of their target markets. I have encouraged all Venecom Marketing staff members to use the SME Trade Academy e-learning platform for their personal development.

**‘Investment is not just about physical infrastructure, or direct investment in factories. Investment is also about any country’s biggest asset – its people. Investing in human capital and building skilled work forces is key to success in the 21st century. This is why we will continue to focus on building skills for trade through the SME Trade Academy.’**

Arancha Gonzlez,  
Executive Director of the ITC

**Introducing the SME Trade Academy**

ITC’s SME Trade Academy offers a series of online courses and access to educational materials on a range of trade-related topics. It aims to provide staff in trade and investment support institutions (TISIs), small and medium enterprises (SMEs) and policymakers with access to vocational training in order to assist them in their daily activities.

**Browse the SME Trade Academy course catalog and enroll to any course free of charge at**

**LEARNING.INTRACEN.ORG**



© Shutterstock



**FOR MORE INFORMATION CONTACT :**

Raphaël Dard,  
E-Learning Programme Coordinator  
E: dard@intracen.org  
P: +41 22 730 0587

Shaun Lake,  
SME Trade Academy Manager  
E: lake@intracen.org  
P: +41 22 730 0623