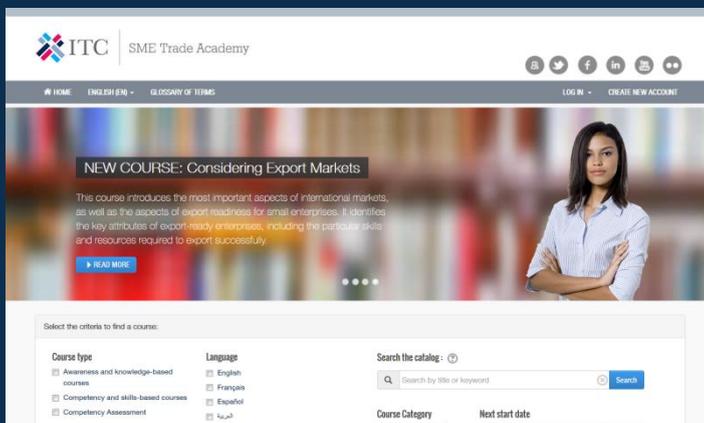


PARTICIPANTS SPEAK

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 – Florence Jelagat

Florence Jelagat is a Senior Marketing Officer in Kenya's Horticultural Crops Directorate, a TSI working with the Department of Marketing Research and Product Development. With more than 20 years of professional experience, Ms. Jelagat is currently working to regulate, develop and promote horticultural crops for socio-economic empowerment and development in Kenya.

"I became aware of the SME Trade Academy through the ITC website, which I frequently visit to get trade statistics and market analysis studies that help me provide advice to the horticulture sector value chain actors, especially SMEs," stated Ms. Jelagat, who has successfully taken a total of 8 courses on the SME Trade Academy. She kindly shared her story with us.



'I was able to use the skills which I acquired from the courses to build the competitive advantage of Kenyan exporters in international markets.'

Florence Jelagat, Kenya

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

The courses that I followed were very relevant and beneficial to my daily activities as an Officer in a Trade Support Institution working with SMEs in the horticultural sector. I was able to use the skills which I acquired from the courses to build the competitive advantage of Kenyan exporters in international markets.

Particularly useful for me were the courses dealing with branding, market segmentation, product positioning and negotiating skills. Armed with these tools, exporters are able to identify the competitive qualities of their products and improve them in order to gain a competitive advantage.

Thanks to the knowledge and skills that I learned on the course "Working with Foreign Trade Representatives," I was able to organize and prepare a delegation of exporters to participate in an international exhibition, and organized a series of very successful buyer/seller meetings.

I am currently working to implement a national market information system for the horticulture sector in Kenya, and the skills which I acquired in the "Building a Trade Information Service" course helped me and my team to come up with our own trade information collection, processing and dissemination systems.



Q2: Please tell us your thoughts about your E-Learning experience with the SME Trade Academy

The course outlines and their contents were easy to understand. The lectures, the videos and the exercises made it easy to grasp the lessons since they were very practical. 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 easily 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!

‘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



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