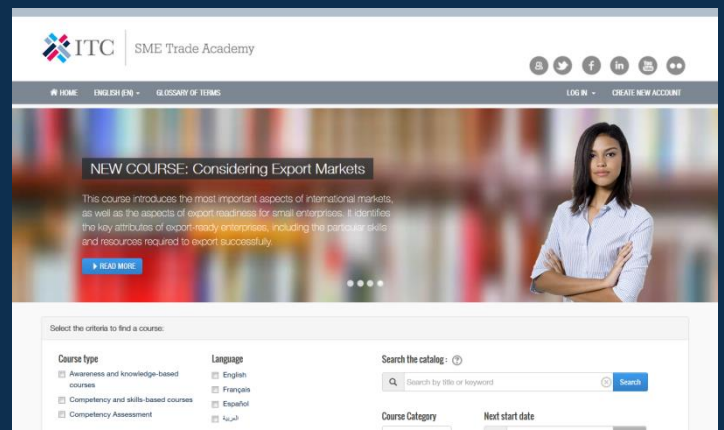


# PARTICIPANTS SPEAK

# 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 – Masresha Yimer

Masresha Yimer is a consultant in trade and economics from Addis Ababa, Ethiopia. With 26 years of experience in both the public and private sectors. Mr. Yimer is now providing consultancy and research services to the Ethiopian government and various business associations in fields including trade and market information research and analysis, socio-economic issues, business development support, as well as monitoring and evaluation.



"I became aware of ITC in 2001 when I joined the Ethiopian Ministry of Trade and Industry's Export Promotion Agency (EEPA). Since then, I have been regularly following the trade forum and using the market analysis tools on the ITC website. This is how I found out about the SME Trade Academy," stated Mr. Yimer, who has successfully completed 8 online courses with the Academy. He kindly shared his story with us.

**'The online courses offered by ITC's SME Trade Academy are highly relevant to and help me build my capacity for my work in trade and markets, value chains, SMEs and other private sector development consultancy services.'**

Masresha Yimer, Ethiopia

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

The online courses offered by the SME Trade Academy are highly relevant to me and help me build my capacity in terms of trade and markets, value chains, SME support and other private sector development consultancy and research support services.

Specifically, these courses help me keep up to date and remain exposed to current developments in the fields of international trade and market information, trade research as well as SMEs support services. In particular, the training provided by the SME Trade Academy equipped me with the latest SME and trade development resources, which will help me in my current and future work in capacity-building support services for SMEs.

## 25%

of SME Trade Academy participants are from LDCs



