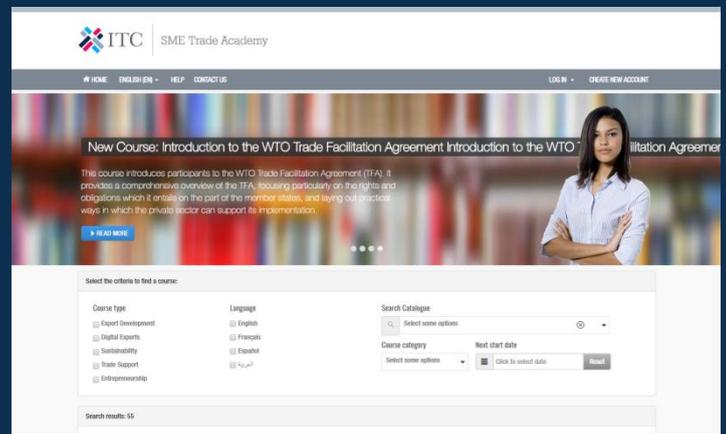


PARTICIPANTS SPEAK

Daniel Yeboah

SME Trade Academy Participant



The SME Trade Academy Participant Reviews

The ITC SME Trade Academy Participant Reviews are the result of a series of interviews conducted with course participants having successfully completed at least 5 online courses. They aim not only to highlight 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 – Daniel Yeboah

Daniel Yeboah is a maritime professional from Accra, Ghana with over five years of experience working in the shipping industry. He holds several qualifications in ports and shipping management, is a member of Ghana's Maritime Professionals Club (MPC) and works with Sunda International Group as a Port Officer. His role involves coordinating and monitoring the import consignments and logistics clearance at the Meridian Port Services, GMT shipping group, African Coastal Services Terminal, Golden Jubilee Terminal and the AP-Moller Maersk Terminal. We recently contacted Daniel to hear about his experiences with the SME Trade Academy.



‘The SME Trade Academy’s courses have taught me to look at issues from different perspectives.’

Daniel Yeboah, Ghana

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

YES! I must say that I have acquired a lot of knowledge after completing these courses delivered by ITC. My journey with the SME Trade Academy began while I was surfing the Internet and reading about trade and development on the UNCTAD website. I saw a link to ITC’s e-learning platform and immediately knew that I had to take this opportunity to learn! Growing up in Ghana, I had always had a passion for cross-border trading through multi-modal transport means. This is why I became a specialist in ports and shipping management.

The SME Trade Academy’s courses have taught me to look at issues from different perspectives. What’s more, the skills that they teach are increasingly valuable in modern organizations. The world economy is globalizing and demand continues to grow for individuals who can be effective in a wide range of areas, from trade and cross-border investment to cultural and ethical issues.

59%

of SME Trade Academy participants enrol in more than one course





Courses I've taken include "Export Sales and Negotiation," "Introduction to International Transport and Logistics." "The Role of Standards in Sustainable Supply Chains." "Advocacy and Trade Policy Reform." and "Introduction to Supply Chain Management." These courses have complemented my robust knowledge of modern trade policies.

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

My e-learning experience was fantastic. The platform is simple to operate and well integrated. The downloadable resources and links are a great way to support online studies and the "forum task" sessions allow participants to interact with candidates from various countries and diverse cultural backgrounds. I must say, this is the best form of networking.

I think that the SME Trade Academy is a great initiative to provide accessible training to professionals involved in international trade and logistics. I look forward to more courses, with crosscutting topics, to fulfill the objective of delivering quality education, for all.

Thank you, once again, for changing lives.

'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 Gonzalez,
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](https://learning.intracen.org)



FOR MORE INFORMATION CONTACT :

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

Shaun Lake,
Senior Adviser, E-Learning
E: lake@intracen.org
P: +41 22 730 0623