



## AFRICAN BUSINESSWOMEN GO GLOBAL

### African businesswomen need ACCESS!

They need access to markets, access to training, and access to information and support. Their creative skills, innovative spirit and sheer determination are clearly evident in the enterprises they have created; enterprises which, for the most part, deal exclusively in local markets. The time has come for African businesswomen to take their place in the new global economy.

However, trade-related technical assistance experience has shown that dedicated efforts are required to address the specific needs of African businesswomen in a focused manner so as to level the playing field. For this reason, a specific initiative in support of women entrepreneurs was conceived, that would help address some of the typical constraints faced on the supply side of the export equation by women entrepreneurs along the path of exporting.

*ACCESS! for African Businesswomen in International Trade* targets African women entrepreneurs who have already attained a fair level of management competence and are actual, emerging or potential exporters. *"By building their international trade skills, helping them to explore new frontiers, and providing access to practical advice and guidance, their chances for success will be greatly enhanced"* said Silencer Mapuranga, PACT/ACCESS Programme Manager for the International Trade Centre.



*ACCESS! provides much-needed practical training on relevant exporting topics.*

ACCESS! is currently offered in five English-speaking and five French-speaking countries. An eleventh country, Mozambique is in the early stages of development.

Burkina Faso  
Cameroon  
Ethiopia  
Ghana  
Mali  
Sénégal  
South Africa  
Tanzania  
Tunisia  
Uganda

Although ACCESS! is only offered in 10 countries at this time, there is great demand for the programme, and plans are underway to expand it into other African nations. According to Brian Mitchell, Africa Director at the Trade Facilitation Office, *"The ACCESS! programme has been tested and refined through a number of pilot projects and is well positioned for expansion within the initial countries and to others."*

ACCESS! is implemented locally in partnership with trade promotion organisations and other support institutions that have been selected as "ACCESS! Focal Points". These organizations have been carefully selected and were chosen for their demonstrated commitment to the development and support of women in trade. Each Focal Point is guided by a National Steering Committee that provides assistance and support as required.

*ACCESS! for African Businesswomen in International Trade is a regional technical assistance programme, jointly executed by the International Trade Centre (ITC) and Trade Facilitation Office Canada (TFOC), as part of the Programme for building African Capacity for Trade (PACCIA/PACT), funded by the Canadian International Development Agency (CIDA).*



## The Three ACCESS! Components

The initiative is articulated around three components: Training, Mentoring and a Web Portal.



*Women entrepreneurs in Cameroon learn about setting up distribution channels.*

## Training

Participants are taken through a series of 22 modules, within an integrated training programme, representing the key aspects of international trade. Three trainers from each country participated in a multi-country Training of Trainers session and are now implementing the training sessions in their own country, having adapted the modules to suit local audiences and business environment.

### ACCESS! Training Modules

1. International Trade Environment
2. Global Value Chain
3. Is Exporting Right for You?
4. Strategy for Exports
5. Market Research
6. Information & Communication Technology
7. Building Production Capabilities
8. Communication Skills
9. Building an Export Plan
10. Setting up Distribution Channels
11. Incoterms
12. Costing and Pricing
13. Prompting Customers
14. Exporting your Services
15. Responding to Enquiries
16. Negotiations
17. Contracting and Legal Aspects
18. Export Financing and Getting Paid
19. Cash Flow Management
20. Packaging and Labelling
21. Export Documentation
22. Transportation

## Mentoring

Selected workshop participants have access to expert advice and guidance resulting in help with boosting production capabilities, developing export price lists, or whatever else will help them to develop and improve their export strategies. Mentoring is provided either by local successful exporters, or the ACCESS! trainers who use the up to 70 exercises and templates found in the ACCESS! Exercise Kit.

*Participants listen as the trainer explains how they can benefit from ACCESS! mentoring sessions.*



## Web Portal

The ACCESS! web portal is in the process of becoming the most comprehensive source of export information, tools and assistance for African businesswomen in trade. The site also provides an opportunity for companies to register their profiles, add their photos and promote their company's capabilities online. It is the ACCESS! Focal Points themselves who have control of their own country portal and can update it on a regular basis.



*The ACCESS! web portal presents a great opportunity for connecting businesswomen, their associations and other trade support institutions.*

Participants and trainers can network with each other, share best practices and perhaps even develop partnerships. Visit [womenexporters.com](http://womenexporters.com) often for information on local events, articles and success stories.

*For more information on ACCESS! contact Sébastien Turrel, [turrel@intracen.org](mailto:turrel@intracen.org), or Lalla Haidara, [lhaidara@tfoc.ca](mailto:lhaidara@tfoc.ca).*