



Training workshop on Access to markets and Management of value chains for the benefit of Women owned Enterprises and Cooperatives in OIC English Speaking Countries

**Banjul, Republic of The Gambia
18-20 December 2023**

Concept Note

CONTEXT

Within the framework of the implementation the Program of Women Empowerment in the field on international markets access of OIC Member Countries, the Islamic Centre for Development of Trade (ICDT) developed with the Trade Facilitation Office of Canada (TFO Canada) to work together in the implementation of a 3-day training session for Women Entrepreneurs in Banjul, Republic of The Gambia on 18-20 December 2023. This training will be organised in cooperation with the Ministry of Trade, Industry, Regional Integration and Employment of The Gambia.

This training is designed to help Women-owned Small and Medium Enterprises (SMEs) and Cooperatives to increase their access to international markets and better manage their value chains. The workshop will increase the overall trade and investment flows for the benefit of the public and private sectors in OIC English Speaking Countries.

TRAINING DESCRIPTION

TFO Canada will train 40 Women Entrepreneurs from OIC English Speaking Countries among which 20 Businesswomen to be selected by the Gambian Authorities and 20 foreign participants from other OIC English Speaking Countries in Africa and Asia.

The training duration will be 3 days and will be delivered in English from December 18th to 20th, 2023. ICDT will provide to TFO Canada the list of selected Women Entrepreneurs (local and foreign) sent by participating Countries in the training and will coordinate logistics relating to invitation letters and training arrangements.



TFO Canada will adapt the training modules and deliver a tailored training session based on the assessment of the selected profiles and the results of the “assessment needs” survey completed by selected participants.

The training will cover two components:

Component I: Train women-led entrepreneurs to better manage their value chains and develop their technical skills in international trade, including marketing, e-commerce, and digital trade.

Component II: Support women-led entrepreneurs benefiting from the training provided under this project to register in the TFO Canada database so that they can have an account and free access to the trade information, tools and resources offered by TFO Canada.

A final report will be prepared upon completion of the training workshop.

IMPACT AND EXPECTED RESULTS:

1. Increased capacity of women-led entrepreneurs to export to OIC countries and better establishment in the national market: Forty women-led entrepreneurs (local and foreign) will be prepared and able to develop an export plan and digital marketing strategy.
2. Better visibility and increased online presence of forty women-led entrepreneurs (local and foreign) that will be able to register on the TFO Canada website, use the online trade information services and present their export offers on the suppliers’ database.
3. Increased export opportunities to OIC markets: women-led entrepreneurs register their export offers that will be presented to the Member Countries Buyers database through the online Import/Info bulletin such OIC Trade Map and ICDT Business Opportunities and also to follow ICDT events in the field of trade promotion.

ORGANISERS: ICDT, TFO CANADA

PARTNERS: Ministry of Trade, Industry, Regional Integration and Employment of The Gambia, GIEPA, Gambia Chamber of Commerce.

DATE AND VENUE: 18-20 December 2023, Banjul - Republic of The Gambia.

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