

# Tradealert

A BI-MONTHLY EXPORT TRADE BULLETIN

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ITC

SME Trade Academy

## FREE E-COMMERCE COURSES

Kenya Export Promotion and Branding Agency (KEPROBA) signed a partnership pact with International Trade Centre (ITC) to build the capacity of Kenyan exporters on e-commerce. ITC is a joint subsidiary organ of the World Trade Organization (WTO) and the United Nations with a mission to build trade-led growth and support micro, small and medium-sized businesses to compete globally.

The partnership will enhance market access for Kenyan exporters by training them on how they can use e-commerce tools to access markets globally. The exploitation of digital space will enable Kenya to penetrate untapped markets, link new buyers to Kenyan-made products while also giving ample space for research on Kenyan products, and online purchases from buyers in different countries.

Through the partnership, Kenyan exporters will have access to the ITC SME Academy, an online platform where free e-commerce courses are offered periodically. The SME Trade Academy boasts of over 100 online courses on trade and trade-related topics, specifically tailored for learners in developing countries.

Whether you work in a business, a business-support organization, a government agency, or are just looking for the next step in your professional career, you are sure to find a topic that matches your interests and needs. The courses are self-taught and a certificate is issued upon completion.

EXPLORE THE FREE E-COMMERCE COURSES HERE:

<https://learning.intracen.org/blocks/itcvlscatalog/index.php>

## UPCOMING EVENTS

[KENYA MEAT EXPO 2023](#)

[AUTO EXPO  
AFRICA](#)

[AGRISHOW BRAZIL - AGRICULTURAL  
TECHNOLOGY TRADE SHOW](#)

## EMERGING TRENDS



**WHY SHOULD YOU JOIN THE  
MADE IN KENYA FAMILY?**

Get your products noticed on Kenya's premier  
Ecommerce portal

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