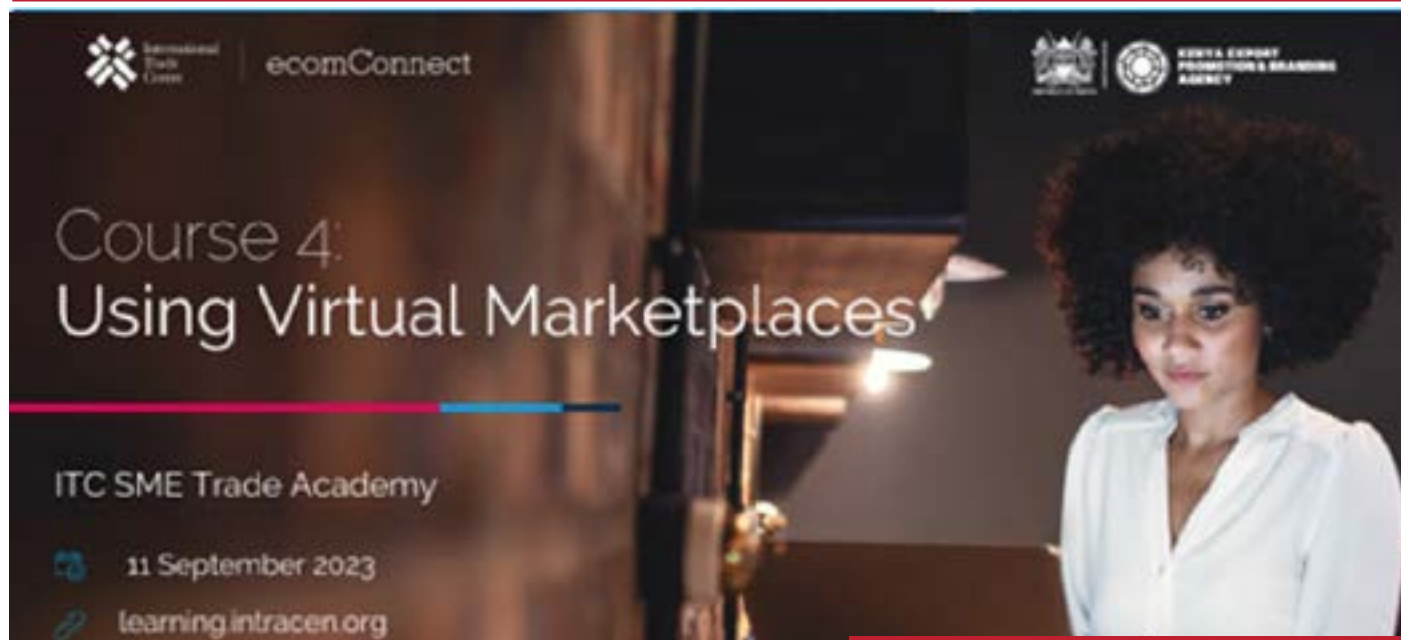


Tradealert

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SEPT 2023
#01



International Trade Centre | ecomConnect

Course 4: Using Virtual Marketplaces

ITC SME Trade Academy

11 September 2023

learning.intracen.org

The International Trade Centre (ITC) is offering a free course on "Introduction to Exporting Coffee", meticulously crafted to empower aspiring coffee exporters in developing countries, including Kenya, and the organizations that support them. This course offers a game-changing opportunity for exporters to move up the value chain and thrive in the international coffee business.

Here's why Kenyan coffee exporters should take advantage of this invaluable resource:

Enhanced knowledge

Kenyan coffee exporters will gain a deep understanding of the coffee trade, from contracts and shipping to meeting the stringent requirements of discerning buyers.

Best practices

The course has been developed in collaboration with coffee experts from around the world, ensuring you receive top-notch, up-to-date guidance and best practices. You'll be equipped with the knowledge to navigate the international coffee market with confidence.

Increased credibility

By completing this course, you'll not only expand your coffee export knowledge but also boost your credibility. Potential buyers will recognize your commitment to excellence and professionalism, making them more likely to engage with you.

Market access

Access to international markets is vital for growth. "Introduction to Exporting Coffee" opens doors to new opportunities, enabling you to explore diverse markets and connect with potential buyers worldwide.

Competitive edge

In a competitive industry, staying ahead is crucial. This course equips you with the tools and insights needed to outshine competitors and secure your place in the global coffee trade.

Enroll today: <https://learning.intracen.org/course/info.php?id=152>

Start date: 20th November 2023

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