



The American
University in Cairo

School of Business

AFRICAN REGIONAL TRADE PROFESSIONAL CERTIFICATE



Recognizing the Opportunities of Regional Trade in Africa

As the world progresses towards becoming a more connected place, the role of regional trade and its implications for global economies is growing radically. For trade practitioners, the evolving dynamics of African regional trade can entail unprecedented opportunities for economic growth and prosperity.

Armed with the right mindset, the interested practitioner will be able to recognize and make use of the vast prospects of African regional trade. This postgraduate certificate was designed to introduce you to the applied potential and actual challenges of trade activities among different regions in Africa. It explains the different stages of trade activities, starting with identifying the various trade opportunities in the continent and ultimately managing the logistics of export/import activities.

Learning Outcomes

Upon completing this certificate, participants will be able to:

- Identify the strategic importance of international trade
- Assess the feasibility of trade within the different regions in Africa
- Discuss different sales and marketing strategies, as well as how to adopt them in the different regional markets
- Conduct elements of trade transaction financial analysis, such as profit and loss and exchange rate risk management
- Integrate trade activities within an organization's value chain
- Manage the process of regulatory and legal compliance of an organization's products according to the requirements of the different regional markets in Africa

Certificate Courses

To receive the African Regional Trade Professional Certificate, you will need to complete five core courses and one online business acumen course for a total of 134 instruction hours. Each course is divided into a theoretical part that will introduce you to fundamental principles, and a practical part where you will put the knowledge learned to practice via case studies and/or projects.

Participant Profile

- Export and import managers
- Business development managers
- Professionals in chambers of commerce or industry unions
- Government employees in ministries of the trade and industry





- Introduction to African Regional Trade 21 hours
- Marketing and Sales Regional Strategies 24 hours
- Regional Trade Finance in Africa 24 hours
- Regional Value Chain Management 24 hours
- African Trade and the Regulatory Environment 21 hours
- Online Business Acumen Course 20 hours

Program Outline

1. Introduction to African Regional Trade (21 Hours)

This is the first introductory course in the study of African regional trade. The course aims at acquainting participants with the African economies, extra- and intra-African Trade, Africa regional trading blocks, and the African Free Trade Continental Area.

Learning Objectives

By the end of this course, participants will be able to:

- Compare the African Economies
- Learn about the extra- and intra-African trade by sector, region, etc.
- Examine the different regional trading groups in Africa and their coverage
- Discuss the African Free Trade Continental Area
- Recognize Export and Import Similarities

Course Modules

This course contains four related and equally weighted modules:

- African economies
- Trade in Africa
- Regional trade blocks in Africa
- Products and Markets of trade potentials

Assessment

For each of the above modules, trade professionals will be asked to conduct a complete exercise sheet and/or case study. Professionals are also be asked to conduct a full project covering the four modules. At the end of the course, professionals should take a course examination.

Course Fees: EGP 8,150

2. Marketing and Sales Regional Strategies (24 Hours)

This course exposes professionals to developing new marketing and sales strategies based on the different regional markets in Africa. It will provide tools and techniques to identify markets that match products their organization is offering. The course offers a wide scope of topics, such as market growth strategies, pricing strategies, product placement in African markets, sales channels and negotiations, and e-marketing and e-commerce.

Learning Objectives

By the end of this course, participants will be able to:

- Practice how to develop a marketing strategy and plan for export markets across the continent
- Conduct market research to identify key markets within the continent that match a product a company or an industry is offering
- Assess the impact of different cultures, within the continent's different regions, on marketing strategies and plans
- Develop sales plans and techniques specific to trade markets in Africa
- Use digital platforms to access African markets

Course Modules

This course contains five related and equally weighted modules:

- **Principles of marketing strategies and plans: Emphasis on African markets**
 - Direct versus indirect exporting
 - Licensing and franchising
 - E-commerce
- **Principles of marketing research for African markets**
 - Identification and selection of markets for exports or imports
 - Designing market research strategy
 - Conducting market research in African markets
- **Cultural aspects in marketing**
 - Understanding the cultural diversity among the continent's different regions
 - Adapting products to different cultures
 - Adapting marketing strategies to different cultures
- **Managing sales in African markets**
 - Identifying and selecting sales channels in African markets
 - Contract negotiations and conclusion
 - Developing after sales services for export markets
- **Digital platforms**
 - E-commerce and its different modes
 - Organization readiness for E-commerce
 - Digital marketing and use of social media

Assessment

For each of the above modules, participants will be asked to conduct a complete assessment through a case study. Participants will be assigned two projects: a marketing strategy project and a marketing research project. At the end of the course, participants should take a course examination.

Course Fees: EGP 8,900

3. Regional Trade Finance in Africa (24 Hours)

This course covers the international financial system and the financing tools for conducting trade transactions within a multitude of regions across the continent, such as: Letter of credit, discounting, forfaiting, guarantees, etc., as well as identifying the different types of risks, including financial, credit, regulatory risks and their mitigants. It also assists in developing trade feasibility.

Learning Objectives

By the end of this course, participants will be able to:

- Examine the international financial system and how it impacts international transactions
- Identify different types of financial risks associated with regional trade
- Develop profit and loss analysis for export and import activities – Trade viability/feasibility
- Identify regional financial tools and their different usages and applications across the continent's different regions

Course Modules

This course contains four related and equally weighted modules:

- **International financial system**
 - Exchange rate regimes
 - Balance of payments
 - Trade patterns among different regions in Africa
 - International and local banking system in Africa
- **Trade Finance Risks and Mitigants**
 - A) Financial risk in African markets
 - Exchange rate risks
 - Liquidity Risk
 - Cash flows risk
 - Credit risk
 - B) Environmental Risks
 - C) Country Risk
 - D) Regulatory Risk
 - E) Social Risk

- Trade Feasibility: Profit and loss analysis
- Financial tools
 - Letter of credits, discounting, forfaiting, factoring, etc
 - Bonds as a guarantee for trade
 - Trade and transportation insurance

Assessment

For each of the above modules, participants will be asked to conduct a complete written assignment. Participants will be assigned two projects: a project on profit and loss analysis and another on the usage of financial tools. At the end of the course, participants should take a course examination.

Course Fees: EGP 8,900

4. Regional Value Chain Management (24 Hours)

The course covers the essentials of cross-border procurement and management, inventory management, outsourcing and use of software for resource planning with applications on the diverse regions in Africa.

Learning Objectives

By the end of this course, participants will be able to:

- Discuss value chain principles and concepts to African regional trade
- Grasp all the important information related to the documentation requirements and cycles of African regional trade
- Identify some of the inventory management techniques
- Understand the different modules of enterprise resource planning software

Course Modules

This course contains four related and equally weighted modules:

- Documentation for trade in Africa (by region)
 - Overview of essential documents for trade
 - Commercial Terms
- Procurement and outsourcing strategy
 - Procurement identification and selection
 - Outsourcing identification and selection
- Inventory Management
 - Exchange rate risks
 - Managing international cash flows
 - Credit risk and credit agencies
- Digital platforms for value chain management

Assessment

For each of the above modules, trade professionals will be asked to conduct a complete written assignment. Participants will be assigned a complete case study that covers all the logistics of a regional transaction. At the end of the course, participants should take a course examination.

Course Fees: EGP 8,900

5. African Trade and the Regulatory Environment (21 Hours)

The course introduces management of regulatory and legal compliance for African markets such as documentation, African trade agreements, property rights, and legal settlement of trade disputes.

Learning Objectives

By the end of this course, participants will be able to:

- Identify the different regional trading groups in Africa and their scope and coverage
- Examine the new continental trading group: African Continental Free Trade Area (AfCFTA)
- Discuss the regulatory environment and legal implications of disputes and the different mechanisms of their resolutions

Course Modules

This course contains four related and equally weighted modules:

- **Africa Regional Trading Group**
 - ECOWAS
 - ECCAS
 - COMESA
 - SADC
 - MRU
- **African Continental Free Trade Area**
 - Definition
 - Challenges and Opportunities
 - Achievements
- **Regulatory Environment**
 - Dispute resolution for international trade: Regional arbitration, economic courts and legal settlements
 - Tariffs and regulations for trade
 - Property rights rules and regulations
- **Compliance – Know Your Customer (KYC)**

Assessment

For each of the above modules, trade professionals will be asked to conduct a complete written assignment. At the end of the course, participants should take a course examination.

Course Fees: EGP 8,150

6. Online Business Acumen Course (20 hours)

Participants are expected to finish the course while they are completing the certificate's core courses. Selecting the course will be implemented during the registration process.

Course Fees: EGP 2000

Total Fees:

EGP 45,000

Who Should Attend?

- Export and import managers
- Business development managers
- Professionals in chambers of commerce or industry unions
- Government employees in ministries of the trade and industry

Date and Venue

The certificate will be conducted in the form of online facilitated live sessions. Each course will be implemented twice per week, evening sessions from 6-9pm (GMT +2). Full schedule will be shared upon registration.





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