



# CERTIFICATE OF TRADE FINANCE IN AFRICA

*GROW YOUR BUSINESS; GO INTRACONTINENTAL.*

Registration Deadline  
April 2, 2023

APPLY NOW 





## **Recognizing the Opportunities of Regional Trade in Africa**

As the world progresses toward 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 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 exports/imports.

Within a global perspective, you will be introduced to the world of international trade, trade finance, supply chain finance and commercial finance (factoring, invoice discounting and asset-based lending).



## Key Benefits



## Program Highlights



- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions

## Admission Criteria

- Bachelor's degree
- Proficiency in written and spoken English
- A minimum of two years of work experience



# 1. Products and Practical Applications of Trade Finance (*\*Delivered by Quarterback*)

**(40 hours)** *Live Online Sessions*

May 15, 17, 22, 24, 29, 31, June 5, 7, 12, 14, 19 and 21

6–9 pm (Cairo local time)

This course provides the overview and insights of the available instruments and products in the trade finance spectrum.

Participants will learn important aspects on how to apply the trade finance solutions correctly.

The course addresses issues like compliance, risk management, financial crime and anti-money laundering as well as laws and regulations.

Participants will be updated on recent developments in trade finance and will study through real-life applications, including case studies and other examples.

## Learning Objectives

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

- Apply best practice in today's challenging environment for all trade finance products;
- Assess individual transactions and select the best trade finance solution based on product's applicability;
- Apply banking skills to deliver complex trade finance products;
- Develop the best strategy for the trade finance solution required for the specific needs of the clients;
- Use the correct applications for each trade finance problem and the ideal solution for the specific transactions of the clients.

## Course Modules

- **Introduction to Trade Finance**  
Trade Finance Market and Industry, Latest Developments  
Overview of the Products Available with their Benefits and Strengths
- **Trade Finance Spectrum**  
Letters of Credits, Forfaiting, Factoring, Asset Based Lending (ABL), Supply Chain Financing (SCF), Securitization, Commodity Finance, Structured Finance, Case Studies (Team Work)
- **Trade Finance Risks and Challenges**  
Skills in Risk Management, Credit Risks Analyses, Sovereign Risk, Risk Management in Financial Institutions, Q&A (team work)
- **Trade-Based Money Laundering and Financial Crime**  
KYC and Money Laundering Obligations, Responsibilities Challenges with Real-Life Examples and Sample Cases
- **Trade Finance Operations and Sales**  
Practical Interactive Business Game and Team Work

## Assessment

Participants will be asked to conduct a complete assessment through a case study analysis for each module.

*\*QUARTERBACK provides in-depth training and professional advice for companies that want to understand trade finance products and their applications better.*



## 2. Introduction to African Regional Trade

(21 Hours)

Live Online Sessions

July 10, 12, 17, 19, 24, 26, 31

6–9 pm (Cairo local time)

This is an 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

- African Economies
- Trade in Africa
- Regional Trade Blocks in Africa
- Products and Markets of Trade Potentials

### Assessment

Participants will be asked to complete an exercise sheet/case study for each module.





### 3. Marketing and Sales Regional Strategies

(24 Hours)

Live Online Sessions

September 4, 6, 11, 13, 18, 20, 25, 27

6-9 pm (Cairo local time)

This course exposes professionals to develop 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.

#### Assessment

- Participants will be asked to complete an exercise sheet/case study for each module.
- Participants will be assigned two projects: a marketing strategy project and a marketing research project.

#### 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

- **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



## 4. Regional Value Chain Management

October 9, 11, 16, 18, 23, 25, 30 and November 1

(24 Hours)

Live Online Sessions

6–9 pm (Cairo local time)

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

- **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**



## 5. African Trade and the Regulatory Environment

**(21 hours)***Live Online Sessions*

November 13, 15, 20, 22, 27, 29, and December 4

6–9 pm (Cairo local time)

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

- **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)**





## 6. Commercial Finance and Practical Applications

From December 10 to December 15, 2023

(40 hours)

On Campus - New Cairo

This course aims to introduce the participant to the world of international trade and commercial finance with a deep dive in factoring, reverse factoring, invoice discounting and asset-based lending. It will provide a sound framework for those wishing to pursue further study or seek a career in this field.

The course provides a detailed analysis of all commercial finance product in a combined structure, addressing all key areas in business development, risk management, operational framework, and related legal considerations with a local and international focus.

### Learning Objectives

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

- Apply different commercial finance tools in real life by gaining a detailed understanding of the mechanics and the benefits of each product
- Understand the major differences between the various Supply Chain Finance products.
- Efficiently assess the risks associated with Factoring & Receivables Finance, following the transactional risk management approach of the product
- Gain valuable knowledge via best practice sharing by industry professionals
- Develop its management skills via a simulation exercise that includes the setup and daily management of a Factoring Unit

### Course Modules

- The World of Factoring and Receivables Finance / Global Market Overview / Factoring in Africa.
- Receivables Finance products / International Factoring models.
- Supply Chain Finance and Reverse Factoring.
- Legal Aspects in Receivables Finance.
- Sales and Lead Generation.
- Risk Management in Factoring and Receivables Finance (seller and buyer risks, dispute and frauds, operational risks).
- Best practices in receivables Finance / Factoring and Credit Insurance.
- Digital trends in payables and receivables finance.
- Interactive Business Simulation and Team work.

### Assessment

For each module, participants will be asked to develop a project about establishing a factoring/receivables finance institution by applying the knowledge and skills acquired during the course duration.



## **7. Business Acumen Course**

**(20 hours)**

*Asynchronous Online*

Effectively operating within a business setting and having a positive contribution requires a certain set of skills and competencies.

Explore critical 21st century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

- \* Selecting the course will be implemented during the registration process.
- \* Participants are expected to finish the course while they are completing the certificate's core courses.
- \* For the most updated list of Business Acumen courses, [CLICK HERE](#)



## Schedule and Logistics

- The live online courses will run twice a week from 6 - 9 pm (Cairo local time).
- The full schedule will be shared upon registration.
- Dates for the courses are indicative and can be changed due to current circumstances.

## 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

## Program Fees and Registration

The tuition fee for the program is **\$6,200** per participant.

*“An non-refundable fee of USD 1,000 is paid by the registered participant to fully confirm their enrolment to the Programme”.*

[REGISTER HERE](#)

## Certificate





## ABOUT AFREXIMBANK



African Export-Import Bank (Afreximbank) is a Pan-African multilateral financial institution created by African governments and African and non-African private shareholders to finance and promote intra- and extra-African trade. Afreximbank deploys innovative structures to deliver financing solutions that support the transformation of the structure of Africa's trade, accelerating industrialization and intra-regional trade, thereby boosting economic expansion in Africa.

As part of its mandate to be a center of excellence in trade matters, the Bank established the Afreximbank Academy (AFRACAD) in 2022 to unlock trade opportunities by building capacity and advancing local talent through learning, knowledge sharing and networking that is centered around the needs of Africa. AFRACAD seeks to enhance existing trade-related skills and address capability gaps to facilitate a more conducive trade environment, allowing Africa to better compete on a global level.

At the end of 2021, the Bank's total assets and guarantees stood at about US\$25 billion, and its shareholder funds amounted to US\$4 billion. Afreximbank disbursed more than US\$51 billion between 2016 and 2021. The Bank has ratings assigned by GCR (international scale) (A), Moody's (Baa1), Japan Credit Rating Agency (JCR) (A-) and Fitch (BBB). The Bank is headquartered in Cairo, Egypt. For more information, *visit: [www.afreximbank.com](http://www.afreximbank.com)*

## ABOUT FCI



FCI is the Global Representative Body for Factoring and Financing of Open Account Domestic and International Trade Receivables. FCI was set up in 1968 as a non-profit global association. With today close to 400 member companies in more than 90 countries, FCI offers a unique network for cooperation in cross-border factoring. Member transactions represent almost 60% of the world's international correspondent factoring volume. FCI is a non-exclusive organization, open to any company which is providing Factoring Services or plans to set up Factoring Activities but also to service providers to the industry.

FCI offers three major areas of activities:

- **CONNECT:** the Business network supports cross-border factoring activities through which its members cooperate as export and import factors
  - **EDUCATE:** FCI promotes and develops best practices in both domestic and international factoring and related Open Account Finance products
  - **INFLUENCE:** FCI promotes and defends the Industry with stakeholders and policy makers worldwide
- [www.fci.nl](http://www.fci.nl)*



## **Our Commitment**

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

## **AUC School of Business**

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

## **AUC School of Business Executive Education**

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates. Constant evolution and reinvention is the hallmark of our mission, as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

Between the years 2013 and 2020, the School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs, ranking at 67 in 2020.

The AUC School of Business executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services. The unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.



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