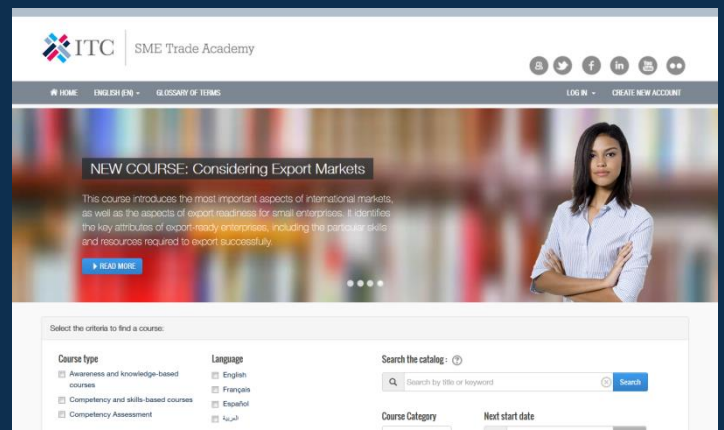


# PARTICIPANTS SPEAK

# SME TRADE ACADEMY



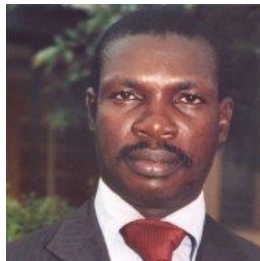
## The SME Trade Academy Participant Reviews

The ITC SME Trade Academy Participant Reviews are the result of a series of interviews conducted in the second half of 2016 among course participants having successfully completed at least 5 online courses. They aim not only to showcase the practical benefits of online learning for ITC beneficiaries, but also to illustrate the difference which ready access to online educational and training materials can have in the lives of individuals.

The following interview has been lightly edited for clarity and brevity.

### Testimonial – Raymond Olu Ikulajolu

Raymond Olu Ikulajolu is the Chief Trade Promotion Officer of the Nigerian Export Promotion Council. With over 15 years of experience in trade information and product and market development, Mr. Ikulajolu now devotes most of his time to the development and promotion of Nigeria's non-oil product exports. His duties at the council include attending to trade-related enquiries for product and market development, analyzing the trajectory of trade policies and practices, as well as interfacing with government institutions and trade associations.



"I heard about the SME Trade Academy through ITC's website and newsletters," stated Mr. Ikulajolu, who has successfully completed a total of 5 courses on the SME Trade Academy. He kindly shared his story with us.

**'For over fourteen years, I was just like every other staff member, but now, after less than a year with the SME Trade Academy, I am now much more advanced than my colleagues.'**

Raymond Olu Ikulajolu, Nigeria

### Q1: Did you find the course which you followed relevant to your professional activities?

I found all of the courses which I followed to be very relevant and useful to my professional activities. Through my participation in those courses, I managed to develop my capacity and skills to a tremendous degree in order to effectively respond to trade enquiries, as well as to analyze trade policies and trade flows.

In fact, these changes were reflected in my day-to-day job performances and in my ability to develop tailored capacity-building programmes for my organization's clients. Actually, my latest display of competency has caused my employer to regularly assign me to difficult tasks, which I handle well.

For over fourteen years, I was just like every other staff member, but now, after less than a year with the SME Trade Academy, I am now much more advanced than my colleagues.

## 24.5%

of SME Trade Academy participants enrol in more than one course





## Q2: Please tell us your thoughts about your E-Learning experience with the SME Trade Academy

The SME Trade Academy is an e-learning programme that I would recommend to any thoughtful trade professional, exporting SME and the organized private sector (OPS) in developing and least developed countries. The courses which I took are a compendium of those topics that any staff member working in Trade Support Institutions (TSIs)/Trade Promotion Organizations (TPOs) as well as Foreign Trade Representatives (FTR) should master.

I simply cannot thank the team enough for this wonderful initiative, and I am convinced that it will go a long way towards impacting the trade skills in developing and least developed countries. All of the course notes and case studies are very useful reference materials for research work.

**‘Investment is not just about physical infrastructure, or direct investment in factories. Investment is also about any country’s biggest asset – its people. Investing in human capital and building skilled work forces is key to success in the 21st century. This is why we will continue to focus on building skills for trade through the SME Trade Academy.’**

Arancha Gonzlez,  
Executive Director of the ITC

## Introducing the SME Trade Academy

ITC’s SME Trade Academy offers a series of online courses and access to educational materials on a range of trade-related topics. It aims to provide staff in trade and investment support institutions (TISIs), small and medium enterprises (SMEs) and policymakers with access to vocational training in order to assist them in their daily activities.



**Browse the SME Trade Academy course catalog and enroll to any course free of charge at:**

**LEARNING.INTRACEN.ORG**



## FOR MORE INFORMATION CONTACT :

Raphaël Dard,  
E-Learning Programme Coordinator  
E: dard@intracen.org  
P: +41 22 730 0587

Shaun Lake,  
SME Trade Academy Manager  
E: lake@intracen.org  
P: +41 22 730 0623