



MARKET ANALYSIS TRAINING WORKSHOP

AGENDA

The Royal Villas Hotel - Ezulwini, Eswatini

Day 1 - 3rd May 2023

08:30 – 09:00	Registration
09:00 – 10:00	<ul style="list-style-type: none">▪ Opening remarks▪ Welcome and introduction to the workshop▪ Icebreaker activity: meeting the trainers and participants
10:00 – 10:15	<i>Refreshments</i>
10:15 – 10:45	Emerging opportunities for businesses
10:45 – 11:35	Getting to know African Trade Observatory: Background, scope, objectives
11:35 – 12:00	Key concepts on trade: Harmonized System nomenclature
12:00 – 13:00	<i>Lunch break</i>
13:00 – 15:00	Key concepts on trade: Tariffs, Non-tariff measures, Voluntary standards
15:00 – 15:15	<i>Refreshments</i>
15:15 – 16:30	Key concepts on trade: Taxes, Rules of Origin

Day 2 - 4th May 2023

08:30 – 08:45	Registration
08:45 – 09:00	Recap of day 1, questions & answers
09:00 – 09:30	Key concepts on trade: Export Potential
09:30 – 10:15	<ul style="list-style-type: none">▪ A quick glimpse of Eswatini trade▪ The ATO Compare and Explore Modules: example
10:15 – 10:30	<i>Refreshments</i>

10:30 – 11:50	The ATO Compare and Explore Modules: live demo
11:50 – 12:10	The Market Analysis Process
12:10 – 13:10	<i>Lunch break</i>
13:10 – 15:00	<ul style="list-style-type: none"> ▪ Exercise on the Compare and Explore Module (90 min) ▪ Exercise solution
15:00 – 15:15	<i>Refreshments</i>
15:15 – 16:00	Exercise solution (cont.)
16:00 – 16:30	Other resources: ITC Market Analysis Tools suite

Day 3 - 5th May 2023

08:30 – 08:45	Registration
08:45 – 09:00	Recap of day 2, questions & answers
09:00 – 10:00	Other resources: ITC Market Analysis Tools suite (cont.)
10:00 – 10:15	<i>Refreshments</i>
10:15 – 10:45	Other resources: ITC Market Analysis Tools suite (cont.)
10:45 – 12:20	<ul style="list-style-type: none"> ▪ Final Case study: guidelines and instructions ▪ Final Case study (Compare and Explore Module) (90 min)
12:20 – 13:20	<i>Lunch break</i>
13:20 – 13:50	Final Case study (Compare and Explore Module) (cont. 30 min)
13:50 – 15:30	Final Case study Groups presentations
15:30 – 15:45	<i>Refreshments</i>
15:45 – 16:30	<p>Wrap up session</p> <ul style="list-style-type: none"> ▪ Online workshop evaluation ▪ Overall feedback from the participants and ITC trainers ▪ Delivery of certificates of attendance