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AUC LAUNCHES AN EXECUTIVE EDUCATION PROGRAM ON AFRICAN REGIONAL TRADE

IN COLLABORATION WITH THE EGYPTIAN MINISTRY OF FOREIGN AFFAIRS

June 1, 2021, Cairo – The School of Business at The American University in Cairo (AUC) has launched The African Regional Trade Professional Certificate, a specialized executive education program, in collaboration with the Egyptian Ministry of Foreign Affairs (MoFA), represented by the Egyptian Agency for Partnership of Development (EAPD). The African Regional Trade Professional Certificate is a specialized executive education program that caters to the needs and requirements of business delegates involved in regional trade within the African continent. This collaboration aims to support Egypt's efforts in enabling the trade industry in Africa as the African Continental Free Trade Area agreement (AfCFTA) comes into effect.

This six-month professional certificate program is fully sponsored by the Ministry to support delegates from all over Africa to help unleash the potential of intra trade in boosting Africa's economic development.

"It is my honor and pleasure to launch this successful collaboration with EAPD and AUC and we look forward to the graduation of our candidates," said Ambassador Mohamed Khalil, secretary-general of EAPD. He added that the creation of the EAPD and the strong political backing it enjoys

reflect Egypt's [determination] to partner with Africa at a time when the continent is undergoing major positive developments.”

At the virtual launch event of the program, AUC School of Business Dean Sherif Kamel said: “Today, we welcome 29 participants from 13 African countries aiming to build the needed trade skills, enrich trade knowledge and explore trade opportunities among representatives of participating countries.”

The certification program will introduce the delegates to different levels of trade activities and enable them to properly identify commercial opportunities and build successful strategic partnerships, and upscale operational efficiencies, including management of logistics and various service levels.

The Egyptian government and AUC School of Business recognize the untapped opportunities and potential that the area of pan-African trade has to offer in accelerating the economic development of the African continent. This initiative aims to drive cross-country collaboration and enhance the capabilities of those involved in trade business to maximize the impact of trade on economic growth and sustainable development.

This first run of the African Regional Trade Professional Certificate, which started in May, will conclude in November 2021. The certificate will be also be offered to export and import managers, business development managers, professionals in chambers of commerce or industry unions and government employees in ministries of the trade and industry.

Learn more about the program [here](#).

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Founded in 1919, The American University in Cairo (AUC) is a leading English-language, American-accredited institution of higher education and center of the intellectual, social, and cultural life of the Arab world. It is a vital bridge between East and West, linking Egypt and the region to the world through scholarly research, partnerships with academic and research institutions and study abroad programs. The University offers 38 undergraduate, 45 master's and two PhD programs rooted in a liberal arts education that encourages students to think critically and find creative solutions to conflicts and challenges facing both the region and the world. An independent, nonprofit, politically non-partisan, non-sectarian and equal opportunity institution, AUC is fully accredited in Egypt and the United States.