

If this message doesn't display correctly, [click here](#)



# WACOMP Programme Highlights

## Issue #3

---

### Regional Component

**The Federation of West African Business Women (FEBWE) and women entrepreneur members take part in cross-competency training**



Over 40 participants took part in a comprehensive five day training. The training has explored two focus areas: leadership and capacity building. The leadership seminar took FEBWE over two days through identifying key actions to implement

good governance practices for business support organisations (BSOs) and increase the organisation's credibility.

During the seminar, participants assembled a support programme to improve the federation's development. To reinforce their approaches, FEBWE's technical staff reviewed the importance for the federation to prioritise a strategic approach and value in the delivery of its services as well as to develop a sustainable and robust business model.

---

## ITC coordinates virtual consultations with Trade Promotion Organisations (TPOs) to establish a Regional TPO Network



ITC coordinated consultative exchanges to produce a joint set of recommendations for the network's terms of references as the region moves to form an ECOWAS TPO network. Representatives contributed on aspects such as the network's membership, structure, mandate, business model as well as the preliminary programme of activities.

These virtual engagements were held following a commitment from the

ECOWAS TPOs to engage in a process and form this regional network. The initial terms of reference document outlines the network's Memorandum of Understanding (MOU), its governing statutes as well as internal regulation approaches.

In preparation for the official launch of the ECOWAS TPO network, the Task Force revised and updated various preliminary documents set to be validated by national TPOs and other agencies for approval. Once all parties are agreed on the organisational aspects of the regional network, a Memorandum of Understanding will be signed.

With an established ECOWAS TPO Network, the Task Force anticipates enhanced cooperation among TPOs, deeper regional integration efforts, and increased harnessing of synergies through joint participation in activities such as the Intra-African Trade Fair.

During the meeting held on October 7, ECOWAS representative Mr Kolawole Sofola, Ag Director for Trade emphasised the importance of trade as a driver of economic development, and the essential role of TPOs particularly in the identification of new markets and the establishment of buyer-seller networks for regional and global value chains.

---

**Trade intelligence gets more accessible for West Africa through a new information portal**



TRADE IMPACT  
FOR GOOD

## ECOWAS TRADE INFORMATION SYSTEM (ECOTIS)

Trade Map

<https://ecotis.projects.ecowas.int/>



**WACOMP**  
West Africa Competitiveness Programme



Funded by the  
European Union

Frank Thomas, Antsa Rajaonarivelo  
International Trade Centre



ITC has successfully embedded its TradeMap software onto the ECOWAS Commission [website](#). Through the trade statistics portal dubbed ECOTIS, representatives from the public and private sector will gain access to export and import flows through a user-friendly tool. An online workshop on the ECOTIS portal will also be held for ECOWAS member countries to provide a detailed overview of the trade statistics available.

ITC aims also to engage a technical vendor to develop a turnkey market information system solution. Once finalised, the system will provide a database of information that can be tailored for users; as well as other market information such as trade regulations, logistics and consumer preferences. Members of the public and private sector will have free access to an automated solution that provides customised market information.

---

To learn more about the West Africa Competitiveness Programme visit:



**Contacts:** **Aissatou Diallo**, Regional Portfolio Manager,  
AFCTA Focal Point  
[diallo@intracen.org](mailto:diallo@intracen.org), +41-22 730 0284  
**Yared Befecadu**, Programme Management Officer  
[befecadu@intracen.org](mailto:befecadu@intracen.org), +41-22 730 0284

**Street address:** ITC, 54-56, rue de Montbrillant, 1202 Geneva, Switzerland

**Postal address:** ITC, Palais des Nations, 1211 Geneva 10, Switzerland

**Internet:** [www.intracen.org/WACOMP](http://www.intracen.org/WACOMP)

---

[Click this link to opt-out](#)