



SheTrades



REPORT:

WORKSHOP

(ITC-SHETRADES - UPS PROGRAMME)



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EXECUTIVE SUMMARY



The ITC SheTrades and UPS Women Exporters Programme 2.0, themed "Women Shaping the Future of Digital," is a strategic initiative aimed at empowering women entrepreneurs in Nigeria with the digital skills necessary to thrive in today's global economy. Organized in three parts—a webinar series, a workshop, and subsequent coaching sessions—the programme focuses on providing practical knowledge in digital transformation, AI-powered customer engagement, data analytics, and advanced digital marketing. The ultimate goal is to foster digital leadership among women-led businesses, enabling them to harness new opportunities and drive inclusive growth.

The workshop was held on October 28, 2024, at BON Hotel Ikeja Residence in Lagos, Nigeria. As the implementing partner, The Orbra Company led the training sessions, which saw 82 women entrepreneurs in attendance alongside partner representatives. Participants, primarily owners or leaders of women-led businesses, engaged in sessions designed to build their capabilities in essential digital tools and strategies to support their growth in the digital economy.

The workshop equipped participants with a range of digital competencies, including strategies for AI-driven customer engagement, the use of data analytics to inform business decisions, and digital marketing techniques relevant to today's technology-driven landscape. In addition to technical skills, participants gained valuable networking opportunities, connecting with peers and facilitators, which they plan to leverage for future collaborations and expansion opportunities.

The workshop agenda was structured around core themes in digital transformation and AI integration. Sessions included introductions to digital transformation fundamentals, AI-powered customer engagement, data analytics for actionable insights, and strategies for effective digital marketing. Each session offered a mix of theoretical understanding and practical applications, providing participants with the foundational skills they need to integrate digital solutions into their businesses and continue their development in the coaching phase of the programme.

BACKGROUND AND OBJECTIVES



The ITC SheTrades and UPS Women Exporters Programme 2.0 is a collaborative initiative designed to empower women-led businesses and young women entrepreneurs through digital leadership training, economic growth opportunities, and networking. The programme, tagged "Women Shaping the Future of Digital," aligns with a mission to foster an inclusive and thriving digital economy by equipping women with essential tools and knowledge.

Background of the ITC SheTrades Initiative

The International Trade Centre (ITC) developed the SheTrades Initiative to address the barriers faced by women in international trade. This initiative partners with governments, private sector entities, business support organizations, financiers, and other key stakeholders. Its mission is to increase economic opportunities for women-led businesses worldwide by providing resources and connections to support their growth and success. The SheTrades Initiative operates across 73 countries, targeting strategic sectors and value chains, including agriculture, technology, and entrepreneurship. Since its inception, the initiative has trained over 57,000 women globally, facilitated connections to markets, and influenced policies to create a more inclusive trade environment for women entrepreneurs.

Objectives of the ITC SheTrades and UPS Women Exporters Programme 2.0

In collaboration with the UPS Foundation, ITC SheTrades launched the Women Exporters Programme 2.0 to deepen the digital skills of women-led businesses and young women as they enter and expand within the digital economy. The Nigerian segment of this program, implemented by The Orbra Company in partnership with the Nigerian Export Promotion Council (NEPC), seeks to provide comprehensive training, practical skills, and networking opportunities.

Key objectives of this programme include:

1. **Digital Literacy and Leadership Development:** Equip participants with skills in advanced digital technologies such as artificial intelligence (AI), data analytics, and digital marketing, empowering them to take leadership roles within their respective industries.
2. **Business Growth and Global Competitiveness:** Provide insights into integrating digital tools into business operations, helping participants to scale their businesses and enhance their global competitiveness.
3. **Inclusivity and Women Empowerment:** Acknowledge and support young women as emerging changemakers, promoting inclusivity by developing their soft skills (e.g., communication, teamwork) and hard skills required for establishing growth-oriented businesses.
4. **Access to Networks and Financial Pathways:** Facilitate valuable networking opportunities for participants to establish connections with peers, potential partners, and financiers, fostering pathways to market access and funding.

Role of The Orbra Company in Nigeria's Implementation

As the designated implementing partner for this programme in Nigeria, The Orbra Company has been responsible for coordinating the initial phases, including the webinar series and the Day 1 workshop session. The Orbra Company designed and executed the hands-on training sessions, ensured the distribution of training manuals, and supported participants' engagement with advanced technology topics essential for their business growth. The company also provided moral and technical support on Day 2 of the workshop, collaborating closely with the programme organizers to ensure its success.

Target Audience and Expected Impact

The ITC SheTrades and UPS Women Exporters Programme 2.0 targets:

- **Women-Owned and Led Businesses:** Participants leading established small and medium-sized enterprises (SMEs) seeking to leverage digital tools for enhanced business operations.
- **Business Support Organizations (BSOs):** Organizations that can offer auxiliary support to women entrepreneurs in accessing global trade opportunities.
- **Private Sector Entities and Financiers:** Stakeholders interested in fostering growth in the digital economy and supporting women's financial empowerment.

The expected impact of the programme includes increased digital literacy, practical digital skills application, improved access to markets, and strengthened networks for Nigerian women entrepreneurs and young women, preparing them to be leaders in the evolving digital economy.

Workshop Overview

The workshop for the ITC SheTrades and UPS Women Exporters Programme 2.0 was held on Monday, 28th October 2024 at BON Hotel Ikeja Residence in Lagos, Nigeria. Themed "Women Shaping the Future of Digital," the workshop was organized as a two-day event designed to provide women entrepreneurs with practical, hands-on training in critical areas of digital transformation, customer engagement, data analytics, and digital marketing.

WORKSHOP OBJECTIVES

The primary objectives of the workshop were to:

1. Equip participants with advanced knowledge of digital tools and strategies that can drive business growth in the global digital economy.
2. Offer practical guidance on integrating digital technologies like AI, data analytics, and digital marketing into daily business operations.
3. Provide networking opportunities, enabling participants to connect with peers and industry experts.
4. Address the unique challenges women entrepreneurs face in digitalizing their businesses and help them identify strategies for overcoming these obstacles.

WORKSHOP STRUCTURE

- **Day 1:** Implemented by The Orbra Company, Day 1 focused on foundational topics in digital transformation, AI-powered customer engagement, data analytics, and digital marketing. Each session included a mix of lectures, interactive discussions, and real-world case studies relevant to the Nigerian market. Training manuals were distributed to participants to support learning and provide additional resources for post-workshop reference.
- **Day 2:** While The Orbra Company did not lead Day 2, the team provided essential support to ensure the seamless continuation of the workshop. This included moral support, logistical assistance, and troubleshooting where needed, contributing to the success of the second day.

AGENDA SUMMARY



THE DAY 1 WORKSHOP SCHEDULE WAS AS FOLLOWS:

Time	Activity
08:30 – 09:30	Arrival and Registrations Master of Ceremony: Ms. Ngozi Ibe, Deputy Director Export Inclusiveness Division, NEPC <i>Refreshments will be available for participants before the beginning of the session</i>
09:30 – 09:45	Welcome and Opening Remarks 1. Ganiyu Ahmid Gbolagade - Regional Coordinator, NEPC (Lagos Regional Office) 2. Morolayo Igeleke - Country Marketing Manager, UPS Nigeria 3. Ms. Kritee Sharrma - Project Manager, SheTrades and UPS Women Exporters Programme
09:45 – 10:15	Overview of the SheTrades and UPS WEP 2.0 Ms. Kritee Sharrma, Project Manager, SheTrades and UPS Women Exporters Programme
10:15 – 10:45	Session 1 - Digital Transformation Fundamentals: Laying the Groundwork for Success Ololade Otayemi - CEO, The Orbra Company
10:45 – 11:00	Coffee break
11:00 – 12:00	Session 2 - AI-Powered Customer Engagement: Strategies and Tools Chinazo Anebelundu - Geospatial Business Lead, DSNai
12:00 – 12:45	Session 3 - Data Analytics for Business Insights: Turning Information into Action Sampson Edidong - Business Intelligence Analyst, Ikeja Electric
12:45 – 14:00	Lunch and Networking
14:00 – 15:00	Session 4 - Mastering Digital Marketing in the AI Era Freda Anyawu - Africa Director, Global AI Council
15:00 – 15:30	Evaluation and Closing Remarks Natasha Aniekwu - National Coordinator for Nigeria International Trade Centre

The workshop provided an opportunity for participants to actively engage with industry experts and gain insights into practical applications of digital tools tailored for business growth. Additionally, the interactive elements within each session, such as quizzes and Q&A segments, promoted a dynamic learning environment and fostered open discussions on the applications of technology in various business contexts.

Training Materials

The Orbra Company ensured the distribution of training manuals to all attendees on Day 1. These manuals covered key topics, including digital transformation fundamentals, customer relationship management, data analytics, and digital marketing. The materials provided participants with in-depth insights and resources to guide their post-workshop learning and practical application.

WORKSHOP ATTENDANCE AND PARTICIPATION

The ITC SheTrades and UPS Women Exporters Programme 2.0 workshop aimed to host a diverse group of women entrepreneurs from various industries, creating a collaborative environment for learning and growth. While the initial target was set at 100 participants, interest levels were high, leading to an extension to accommodate 120 applicants. Ultimately, 82 women entrepreneurs attended the workshop in Lagos.

In addition to the entrepreneurs, there were 23 participants from partner organizations present, representing entities such as the International Trade Centre (ITC), the UPS Foundation, the Nigerian Export Promotion Council (NEPC), and other supporting stakeholders. These attendees contributed to the event's success by providing mentorship, support, and insights on topics aligned with their organizational missions and expertise.

Attendance Statistics

Metric	Number
Expected Participants	100
Participants Extension	120
Women Entrepreneurs in Attendance	82
Partner Organization Representatives	23
Total Attendees	105

Participant Engagement and Demographics

The workshop attendees represented various sectors, including manufacturing, agriculture, technology, retail, and professional services. This diversity enriched the learning experience by providing cross-industry perspectives. Each session was marked by high engagement, with active participation in Q&A segments, hands-on activities, and discussions facilitated by industry experts and representatives from the partner organizations.

Feedback and Observations

Participants expressed high levels of satisfaction, specifically noting:

- **Relevance of Topics:** Attendees emphasized the importance of the digital skills covered and their potential impact on business operations.
- **Quality of Training Materials:** The provided training manuals were valued as a resource for post-workshop learning.
- **Interactive Learning:** Engaging quizzes, case studies, and real-world examples were well-received, helping participants better understand and apply complex digital concepts.

Overall, participant feedback indicated that the workshop effectively delivered valuable skills, networking opportunities, and practical knowledge tailored to the challenges of the digital economy.

Session Summaries and Key Takeaways

The ITC SheTrades and UPS Women Exporters Programme 2.0 workshop offered participants practical, hands-on training across several core areas essential for business growth in the digital economy. Delivered by expert facilitators, each session focused on equipping participants with actionable knowledge and digital tools relevant to modern business practices.

Session 1: Digital Transformation Fundamentals

Facilitator: Mr. Ololade Otayemi - CEO, The Orbra Company

This session introduced participants to the fundamentals of digital transformation, focusing on how integrating digital technologies can enhance business efficiency, improve customer experiences, and support data-driven decision-making. Emphasizing the three pillars of successful digital transformation—technology, processes, and people—Mr. Otayemi provided practical frameworks that participants could apply in their businesses.

Key Topics and Takeaways:

- **Defining Digital Transformation:** Participants learned how digital transformation involves more than just technology; it's a comprehensive approach to rethinking processes and workforce roles.
- **Core Components:** The facilitator broke down digital transformation into technology, processes, and people, explaining how these elements must work in harmony.
- **Emerging Trends:** Topics such as e-commerce, mobile technology, social media marketing, and cloud computing were highlighted, demonstrating current shifts in the Nigerian SME sector.
- **Practical Frameworks:** Mr. Otayemi introduced assessment tools like McKinsey's Digital Quotient (DQ) and Deloitte's Digital Maturity Model, offering participants ways to measure their digital readiness.

Interactive Element: The session included a Q&A segment and case studies of Nigerian SMEs, showcasing real-life digital transformation success stories and encouraging participants to discuss how they could implement similar strategies.

Session 2: AI-Powered Customer Engagement

Facilitator: Ms. Chinazo Anebelundu - Geospatial Business Lead, DSNai

This session focused on leveraging artificial intelligence (AI) to enhance customer relationship management (CRM). Ms. Anebelundu highlighted how AI-driven tools can improve customer service, personalize marketing, and optimize engagement strategies.

Key Topics and Takeaways:

- **Introduction to CRM and AI:** Participants were introduced to CRM fundamentals and the role of AI in automating and enhancing customer interactions.
- **Applications of AI in CRM:** Examples included chatbots, virtual assistants, predictive analytics for sales forecasting, and sentiment analysis, showing how AI can drive customer satisfaction and loyalty.
- **AI-Powered Tools:** Practical tools such as chatbots (e.g., UBA's Leo) and predictive analytics platforms were discussed, helping participants understand how these tools can streamline operations.

Interactive Element: An online quiz tested participants' understanding of AI concepts in CRM. Case studies of local and international businesses illustrated AI applications, sparking discussion on the best ways to implement AI tools in participants' businesses.

Session 3: Data Analytics for Business Insights

Facilitator: Mr. Sampson Edidong, Business Intelligence Analyst, Ikeja Electric

The data analytics session aimed to help participants transform data into actionable insights to make informed business decisions. Mr. Edidong provided a practical guide to data collection, analysis, and visualization, emphasizing metrics essential for performance evaluation.

Key Topics and Takeaways:

- **Types of Data Analysis:** Participants learned about descriptive, predictive, diagnostic, and prescriptive analysis, and how each can be used to address different business questions.
- **Key Performance Indicators (KPIs):** Mr. Edidong discussed metrics such as revenue, profit margin, customer satisfaction (CSAT), and net promoter score (NPS), stressing their importance in measuring business success.
- **Data Tools:** Tools like Microsoft Excel, Google Sheets, Tableau, and Power BI were presented as accessible options for collecting and visualizing data insights.

Interactive Element: Participants engaged in a hands-on data analysis activity, allowing them to practice setting up KPIs and using Excel for basic data visualization. They also discussed challenges they face in data collection and management and received tips on overcoming these barriers.

Session 4: Mastering Digital Marketing in the AI Era

Facilitator: Ms. Freda Anyanwu, Africa Director, Global AI Council

The final session focused on utilizing AI in digital marketing, covering strategies that allow businesses to effectively engage with their target audiences in the digital era. Ms. Anyanwu clarified the role of AI as a tool that enhances human creativity, rather than replacing it.

Key Topics and Takeaways:

- **Digital Marketing Trends:** Topics included personalization, video marketing, omnichannel strategies, influencer marketing, and data privacy.
- **AI-Powered Marketing Tools:** Ms. Anyanwu introduced tools for chatbots, predictive analytics, CRM automation, and NLP (Natural Language Processing), showing participants how AI can help target advertising and enhance customer experience.
- **Content Creation and Optimization:** AI's role in generating content, optimizing SEO, and creating dynamic, personalized web experiences was discussed as a way for participants to build customer loyalty and increase engagement.

Interactive Element: The session concluded with a group exercise on creating an AI-driven digital marketing plan tailored to each participant's business. Participants were encouraged to identify specific AI tools and channels they could leverage, followed by a discussion on best practices for digital marketing in the Nigerian context.

Workshop Impact and Participant Outcomes

The ITC SheTrades and UPS Women Exporters Programme 2.0 workshop left a measurable impact on participants, equipping them with the practical skills, insights, and confidence needed to navigate the digital economy. Feedback gathered from participants highlighted significant improvements in their understanding of digital technologies and their applications in business.

Learning Outcomes Achieved

Participants gained valuable knowledge in the following areas:

1. **Digital Transformation:** Through practical frameworks and case studies, participants understood how to integrate digital tools into their business operations to improve efficiency, customer engagement, and competitive positioning.
2. **AI-Powered Customer Engagement:** Attendees learned how to leverage AI tools such as chatbots and predictive analytics to enhance customer relations, personalize interactions, and make data-driven decisions.
3. **Data Analytics:** Participants acquired skills to analyze data for insights, set performance metrics, and make informed decisions. They were particularly appreciative of the practical demonstrations on using accessible tools like Excel and Power BI.
4. **Digital Marketing with AI:** The workshop provided insights into AI-powered marketing tools, covering strategies for personalization, content creation, and targeted advertising. Participants noted that they could immediately apply these techniques to improve their digital marketing efforts.

Networking and Collaborative Opportunities

The workshop also served as a valuable networking platform, connecting participants with other women entrepreneurs, industry experts, and representatives from partner organizations. Many attendees reported establishing relationships with potential collaborators, financiers, and mentors, all of whom could provide support as they implement their newly acquired digital skills.

Participant Feedback on Skills Acquired and Intended Application

Overall, participants expressed high levels of satisfaction with the workshop's structure, content, and delivery. Key feedback points included:

- **Practical Relevance:** Many attendees emphasized that the workshop provided actionable steps and practical tools they could incorporate into their businesses immediately.
- **Resource Quality:** The training manuals were praised as comprehensive guides that would continue to serve as references for participants.
- **Engagement and Support:** The interactive elements, including quizzes and group exercises, received positive feedback for promoting engagement and enhancing understanding.

Summary of Participant Outcomes and Skills Developed

Area of Skill Development	Outcome
Digital Transformation	Increased ability to implement digital tools for operational efficiency and improved customer service
AI for Customer Engagement	Understanding of AI applications in CRM, with tools like chatbots and predictive analytics
Data Analytics	Practical knowledge in using data collection and analysis tools, including Excel and Power BI
Digital Marketing Strategies	Skills in AI-driven marketing strategies, including personalization and targeted advertising
Networking and Collaboration	Connections established with industry peers, potential partners, and colleagues

Intended Application of Skills

Post-workshop, participants expressed their intention to apply their new skills in various ways:

- Integrating digital marketing tools to expand customer reach and improve targeting.
- Utilizing AI-powered customer engagement strategies to enhance customer experience and retention.
- Employing data analytics to drive informed decision-making and track key performance indicators in their business operations.

The workshop's hands-on approach and practical focus were instrumental in ensuring participants could confidently apply these new skills in real-world scenarios, contributing to their growth in the digital economy.

Challenges and Recommendations

While the ITC SheTrades and UPS Women Exporters Programme 2.0 workshop achieved significant outcomes, a few challenges were observed that can serve as learning points for future sessions. These challenges, along with corresponding recommendations, are outlined below.

Challenges Observed in Implementation

1. Attendance and Engagement Variability:

- Although 120 women entrepreneurs confirmed attendance (because they are resident in Lagos), only 82 attended.
- Engagement levels fluctuated during more technical segments, as some participants struggled with advanced topics.

2. Digital Literacy Gaps:

- While many participants expressed enthusiasm, a gap in baseline digital literacy posed challenges, particularly during data analytics and AI sessions. Some participants required additional support to fully grasp complex tools and technologies.

3. Resource and Time Constraints:

- Limited time within the two-day workshop restricted the depth of each topic, leaving little room for extended hands-on practice.
- Resource limitations impacted the ability to provide more personalized coaching, particularly in advanced areas like AI and data analytics.

Suggestions for Future Workshops and Programme Improvement

1. Enhanced Pre-Workshop Orientation:

- Implementing a pre-workshop digital literacy assessment could help gauge participants' knowledge levels and adapt content accordingly. Offering preparatory materials, such as introductory videos or guides, could also bridge initial knowledge gaps.

2. Segmented Sessions Based on Skill Levels:

- Organizing separate, level-based sessions (introductory vs. advanced) may ensure that all participants receive content tailored to their skill levels. Introductory sessions could focus on fundamental digital literacy, while advanced sessions would dive into tools and techniques.

3. Extended Workshop Duration for In-Depth Learning:

- Extending the workshop from two days to three or more days could provide additional time for practice, deeper discussions, and one-on-one coaching, enhancing participants' understanding and retention.

Recommendations for Increasing Digital Literacy and Engagement in Subsequent Sessions

1. Incorporate Blended Learning Models:

- A blend of in-person and online learning modules can help participants progress at their own pace. Online modules could cover foundational concepts, allowing the in-person workshops to focus on hands-on applications and more advanced topics.

2. Offer Post-Workshop Support:

- Providing follow-up virtual Q&A sessions or access to a digital learning hub where participants can revisit content and access additional resources may increase retention and encourage independent skill-building.

3. Enhance Participant Interaction and Engagement:

- To increase engagement, future workshops can include more interactive activities such as group projects, real-life business scenario exercises, and role-playing in customer engagement or digital marketing.

4. Ongoing Assessment and Feedback Mechanisms:

- Introducing tools for real-time feedback, such as surveys or quick online quizzes after each session, could provide facilitators with insights on participant comprehension, enabling adaptive instruction where needed.

Next Steps and Future Programme Phases

The ITC SheTrades and UPS Women Exporters Programme 2.0 has established a strong foundation through its webinar series and recent workshop, setting the stage for the upcoming coaching sessions and future program phases. The Orbra Company will continue to play a central role in supporting participants as they apply their newly acquired digital skills to grow their businesses.

Upcoming Coaching Sessions: Goals and Participant Expectations

The coaching phase is designed to provide participants with tailored guidance, helping them integrate digital tools and strategies into their specific business models. Key objectives of the coaching sessions include:

- **Practical Application of Skills:** Coaches will work closely with participants to apply concepts in AI, data analytics, and digital marketing directly to their business operations, ensuring they can implement the training effectively.
- **Addressing Individual Challenges:** Participants will receive one-on-one support to address unique challenges, whether related to digital literacy gaps, resource limitations, or specific technical needs.
- **Building a Long-Term Digital Strategy:** The sessions aim to help participants develop sustainable digital strategy roadmaps that align with their long-term business goals.

Long-term Impact Objectives and Follow-Up Actions

The ITC SheTrades and UPS Women Exporters Programme envisions several long-term outcomes that align with its mission to empower women entrepreneurs in the digital economy:

Strengthening Digital Proficiency: By equipping women entrepreneurs with vital digital skills, the program aims to create a ripple effect, enabling participants to become digital leaders within their industries and communities.

Expanding Business Networks: Participants are encouraged to maintain the networks and partnerships formed during the workshop, leveraging them to access new markets, funding opportunities, and mentorships.

Monitoring and Evaluation: Regular check-ins and impact assessments will be conducted to measure participants' progress and gather insights for future improvements to the programme.

Role of The Orbra Company in Ongoing Programme Support and Digital Skills Development

As the implementer of the programme in Nigeria, The Orbra Company will continue to offer support in the following ways:

- **Providing Continuous Digital Training:** The Orbra Company will coordinate additional training sessions, both in-person and online, to address evolving digital skills needs, such as advanced AI applications and data security.
- **Creating a Community of Practice:** Through networking events, online forums, and collaboration platforms, The Orbra Company will facilitate peer learning and exchange among participants, creating a supportive community where women entrepreneurs can share insights, challenges, and solutions.
- **Supporting Access to Resources:** By connecting participants to relevant tools, platforms, and resources, The Orbra Company will ensure that they have the support needed to scale their businesses in a digital landscape.

Through these efforts, the programme aims to foster a sustainable ecosystem where women-led businesses can thrive in the digital economy, enhancing their contributions to both local and global markets.

APPENDICES



Detailed Workshop Agenda

09:00 - 09:30	Arrival and Registration
09:30 - 09:45	Welcome and Opening Remarks
09:45 - 10:15	Overview of the SheTrades and UPS WEP 2.0
10:15 - 10:45	Ice Breaker: "Digital Connections"
10:45 - 11:30	Session 1: Digital Transformation Fundamentals
11:30 - 12:30	Session 2: AI-Powered Customer Engagement
12:30 - 14:00	Lunch and Networking
14:00 - 14:45	Session 3: Data-Driven Decision Making
14:45 - 15:45	Session 4: Mastering Digital Marketing in the AI Era
15:45 - 16:00	Coffee Break
16:00 - 16:45	Evaluations and Closing Remarks

BIOGRAPHIES OF FACILITATORS



CHINAZO ANEBELUNDU (Geospatial Business Lead, Data Science Nigeria)

Chinazo is a dynamic data analyst who enjoys exploring various techniques and tools to find patterns, detect anomalies, and test hypotheses from data. She collects, analyzes, cleans, and interprets data, developing machine learning algorithms that translate data points into business insights.

Chinazo's skillset supports the end-to-end processes of data collection, analysis, and visualization (both geospatial and numerical). She excels in model building, product development, and management aimed at business expansion, social good interventions, and revenue growth.

In her role as Geospatial Business Lead at Data Science Nigeria, Chinazo applies her expertise to drive impactful data-driven solutions.



EDIDIONG SAMPSON (Lead Consultant, Datalytics Africa)

Edidiong Sampson is an IBM certified data analyst, he derives actionable insight from data to aid business decision making for boosting company's overall performance. He is a young, enthusiastic team player that is self-driven, detailed and result oriented with motivation to learn and a knack for excellence.

Edidiong is also a project manager, who volunteers his skills in various capacities to help organizations drive impact in the society.

His top skills and proficiencies include: SQL, Power BI, Power Query Mastery, MS Excel Mastery, Python, Research and Analytical skill.



FREDA ANYANWU (Africa Director, Global AI Council)

Freda Anyanwu is a visionary entrepreneur and change-maker dedicated to fostering human capital and economic development in Africa through innovation. As the leader of EBH Africa, she has empowered over 4,000 entrepreneurs across ten countries. Currently, she's the Africa Director at Global AI Council, also a Program Manager at Co-creation Hub, Freda supports startups and nurtures emerging businesses.

A 2022 Mandela Washington Fellow, Freda holds certifications in Business and Entrepreneurship from Clark Atlanta University and a Bachelor's in Computer Science Education. Her accolades include the Superwoman 30 under 30 and Young Entrepreneur of the Year awards. She has spoken on prestigious platforms like TEDx and the Africa Business Convention.

Recognized in publications like Business Day and Vanguard, Freda is also one of the ten female founders in the Women in Tech Program by Standard Chartered Bank. She aims to make a lasting impact on African entrepreneurship, youth development, and economic growth.



LOLADE OTAYEMI (CEO, The Orbra Company)

Ololade Otayemi, is a certified Six-Sigma Yellow Belt professional with extensive leadership experience in both public and private sector organizations. He has a Computer Science Certificate from Stanford University, an MBA in Certified Leadership, and a Scrum Master Accredited Certification (SMAC) from the International MBA Institute in Zurich. Ololade is dedicated to helping businesses that are solving Africa's problems thrive, and he has trained teams, young professionals, and entrepreneurs both locally and internationally through various conferences and training programs. He is the CEO of The Orbra Company. He co-founded Orbra Leadership Institute, an online leadership institute aimed at building Africa's future leaders. He was the President of Ventoven Limited, a holding company that oversees the activities of several subsidiaries, including Ventures Platform Fund, Ventures Park, Ventures Platform Foundation, and Emerging Platforms.

Currently, he leads international business at the New Black Wall Street Market Project, a 300-acre business village in Stonecrest, Georgia. He is the Director of Technology for the Nigeria-US IT Network (NIGUSIT).

List of Workshop Materials Distributed

- ▶ Training Manuals
- ▶ Jotters
- ▶ Pens
- ▶ Clear Bags
- ▶ Name Tags

FEEDBACK

~ Janephilips consult +234 816 935 9966
 Amazing training, amazing experience today.
 Thank you ITC she trades and UPS 🍷🍷🍷
 🍷🍷🍷🍷🍷🍷🍷🍷
 3:42 PM

~ Blue Pegasus Limited +234 802 352 8382
 ITC She Trades and UPS Women Exporters
 Programme; worth every second spent. 3:53 PM

~ Chigozie - The Nut Place +234 803 377 5869
 Insightful workshop, every session was valuable
 3:54 PM

Zelah
 Insightful workshop 4:35 PM

~ Ewoma (Oseme's Favourite... +234 803 634 2754
 The beautiful thing about today's training is the
 practical application to our businesses.

~ Ewoma (Oseme's Favourite... +234 803 634 2754
 The beautiful thing about today's training is the
 practical application to our businesses.
 It was a time we'll spent, and a great way to end
 the month of October.
 Thank you so much, ITC, UPS, and NEPC, for
 empowering women across the board.
 It's time to IMPLEMENT and GROW our
 businesses.
 Let's gooooo 🍷🍷🍷
 4:39 PM

~ Agricbuiz Without Borders... +234 811 993 0654
 I love what the last Speaker said. What's the
 next plan after this impactful training? That's
 my big major takeaway to work on implementing
 all that has been learnt and most importantly
 to give the facilitators the feedback on progress
 made.
 Thank you so much to all the teams involved in
 making today a great success. 🙏🙏🙏
 5:39 PM

Very educative and informative sessions.
 Great relief, on learning how to manage my
 business social handles more productively now;
 I previously used to get confused, somewhat on
 how best to engage my audience, viz, the right
 words and format to apply. Have AI to guide
 now.
 Networking with other women was worth the
 time spent, too.
 Many thanks to NEPC, ITC She trades and UPS,
 for this proactiveness and inclusivity. 🙏❤️

~ Ifeyinwa Brendan-Ndukwu +234 803 322 7235
 Thank you SheTrades/ITC you rock always! 🍷
 🍷❤️

It's time to go into digital business. Thank you
 NEPC,ITC SHE TRADES AND UPS
 Glad I came 🍷🍷🍷
 6:35 PM

~ Graciouslygraced ❤️🍷🍷... +234 809 452 8651
 My sincere appreciation to ITC
 SheTrades ,NEPC and UPS , it was worth the
 whole day .
 Now it's time to strategize and grow our
 business .
 6:40 PM

~ Serifat Davies Sisi Aladire... +234 809 661 2280
 Thank you ITC SheTrades and UPS for such a
 rewarding day.
 6:27 PM

~ Grateful Heart ❤️ +234 813 021 9588
 My first time in a program and I didn't go home
 regretting 🍷🍷🍷🍷🍷🍷🍷🍷🍷
 🍷🍷🍷🍷🍷🍷🍷🍷
 This is a beautiful way to tell the month of
 October goodbye .my definition of empowerment
 for women across the board.
 It's time to go into digital business. Thank you
 NEPC,ITC SHE TRADES AND UPS

~ Ifeyinwa Brendan-Ndukwu +234 803 322 7235
 Thank you SheTrades/ITC you rock always! 🍷
 🍷❤️
 Thank you UPS, that 30% shipping discount is
 huge, we really appreciate your organization.
 Thanks NEPC for leading us on the path to
 Export.
 Our amazing Facilitators, you guys really broke
 down the Digital processes to our level and made
 it easier for our comprehension. We are grateful!
 God bless you all! 🙏🙏🙏🙏🙏🙏🙏🙏

Excellent Organized training with highly
 knowledgeable trainers & facilitators who were
 able to impart knowledge, engaging practical
 application of the knowledge using very easy to
 understand tools.
 Thank you to all the protocol officers for
 courteously serving us
 Thank you ITC, SHETRADES, UPS, NEPC for
 this opportunity to SCALEUP our business. We
 got value for time spent at the training. It is the
 best I have had in a long while. You all are highly
 appreciated.
 6:51 PM

PICTURES FROM THE EVENT



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