



**AfCFTA/NTB/WEBINAR/ Draft**  
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**AfCFTA Training of Trainers Webinar on the  
AfCFTA Non-Tariff Barriers (NTBs) Online  
Mechanism**

**CONCEPT NOTE**

**23<sup>rd</sup> March 2025**

**Accra, Ghana  
(Virtual)**

## 1. Background

Intra-African trade remains a critical driver of economic integration and sustainable development across the continent. However, non-tariff barriers (NTBs) including complex customs procedures, import/export restrictions including those related to sanitary and phytosanitary measures and technical barriers to trade, continue to hinder smooth trade flows among African countries. To address these challenges, the AfCFTA NTB Online Mechanism ([www.tradebarriers.africa](http://www.tradebarriers.africa)) was established in 2019. This online mechanism enables businesses and governments to report, monitor, and resolve NTBs in real-time across participating AfCFTA State Parties. Despite its potential, many stakeholders, particularly traders, business associations, and trade officials still require technical capacity to use the platform effectively.

In 2025, the about twelve physical and virtual awareness raising and training initiatives on the AfCFTA NTB Online Mechanism were conducted in Burundi, Gabon, Cameroon, Rwanda, Malawi, Tanzania, Namibia, Ghana, Comoros, Mozambique, Zambia, and Algeria, where about 1000 private and public sector stakeholders were reached. The number of registered users on the AfCFTA NTB Online Mechanism increased from 1410 users at the end of 2024 to 1911 users at the end of January 2026, an increase of 501 users. In addition, there was an increase in the interaction with the Mechanism with site visits going from 10,039 to 15,476 hits in the last one year.

A total of 254 AfCFTA NTB Reporting Mobile Applications were downloaded. These include 130 downloads from the Apple App Store and 124 for android users from the Google Play Store. The constant and consistent growth is a result of heightened capacity building and awareness raising efforts for the private and public sector by State Parties and the Secretariat with support from various development partners. With the increased momentum for trading under the AfCFTA and for a continental platform, these numbers need to be improved, hence the initiative for a private sector training of trainers on the use of the platform.

This training of trainer webinar aims to raise awareness and enhance practical knowledge of the **AfCFTA NTB Online Mechanism** among the private sector, especially Small and Medium Enterprises (SMEs) and other stakeholders trading and facilitating trade under the AfCFTA. Participants will gain hands-on experience on how to **report, track, and resolve NTBs**, understand the institutional framework behind the mechanism, and explore how the platform supports trade facilitation under the AfCFTA.

## 2. Objectives

The webinar seeks to:

- Introduce participants to the purpose, structure, and functions of the AfCFTA NTB Online Mechanism and the AfCFTA NTB Mobile Reporting Application ([www.tradebarriers.africa](http://www.tradebarriers.africa)).

- Demonstrate step-by-step procedures for **registering, reporting, and following up on NTBs**.
- Strengthen the capacity of private sector actors, trade support institutions, and government agencies to address NTBs effectively.
- Promote cooperation among regional stakeholders in resolving trade barriers.

### 3. Target Audience

The target audience will include the following, among others:

- African Chambers of Commerce and Industry and Business Associations
- African Business Support Organisations
- Private sector representatives (exporters, importers, traders, logistics and freight forwarders, etc.),
- National NTB focal Points,
- REC NTB Focal Points,
- State Party Representatives from government Departments and Agencies responsible for trade and industry, Agriculture, Customs, Standards, Logistics, Finance, etc.
- Members of AfCFTA National Implementation Committees, NTB National Monitoring Committees, National Trade Facilitation Committees etc.

### 4. Proposed Agenda (3 hours total)

Time	Session	Presenter
10:00 - 10:10	Welcome remarks and objectives of the webinar	AfCFTA Secretariat UNCTAD
10:10 - 10:30	Achievements so far on the AfCFTA NTB Programme	Video/Infographics
10:30 - 11:00	Resolved NTBs: Testimonial from the Private Sector	Private Sector Representative
11:00 - 11:30	Demonstration: Using the <a href="http://www.tradebarriers.africa">www.tradebarriers.africa</a> platform (step-by-step)	AfCFTA Secretariat
11:30 - 12:00	Q&A Session	All
12:00 - 12:30	Quiz	Participants
12:30 - 12:50	Official Launch of the AfCFTA NTB Reporting Tool Kit	Video/Infographics
12:45 - 13:00	Closing Remarks	AfCFTA Secretariat UNCTAD

### 5. Methodology

The webinar will be conducted virtually using a platform such as **Zoom**. A **live demonstration** of the [www.tradebarriers.africa](http://www.tradebarriers.africa) site will be included, along with interactive sessions and real-time responses to participant questions. A quiz will be administered with a certificate issued for participants obtaining an 80% score.

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## 6. Expected Outcomes

By the end of the session, participants will:

- Understand the AfCFTA Framework for identification, reporting and elimination of non-tariff barriers.
- Understand the functionality and benefits of the **AfCFTA NTB Online Mechanism**.
- Be able to **report and follow up on NTBs** autonomously.
- Contribute to a more transparent and efficient trade environment under the AfCFTA.
- Certificate issued for participants.

## 7. Duration and Date

Proposed duration: **3 hours**

Proposed date: 23<sup>rd</sup> March 2025

## 8. Organizers

The webinar will be organized by the AfCFTA Secretariat through the Non-Tariff Measures Division in collaboration with the United Nations Trade and Development and African Business Chambers and Associations, Logistics companies, Freight Forwarders and Regional Economic Communities in trade facilitation and private sector development.