

National Training Workshop on Webmarketing

(Libreville, Gabon 19 - 21 February 2018)

PRESS RELEASE

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Within the framework of its program of technical assistance to the OIC Member States, the Islamic Center for Development of Trade (ICDT) and the Ministry of Trade of the Republic of Gabon organize in Libreville the National Training Workshop on Webmarketing from 19 to 21 February 2018.

The Online marketing for businesses is considered one of the most affordable ways to promote products and services. In comparison to traditional marketing, online marketing can reach a large target audience in a matter of days or even hours. Online marketing has many benefits and has become one of the most popular workshops for women entrepreneurs around the world.

This workshop, which will be held in Libreville, will aim to assist women entrepreneurs to expand their entrepreneurial scope.

It will bring together around 40 women entrepreneurs who own micro, small and medium-sized enterprises in Gabon and neighboring countries.

During this training, participants will become familiar with the following four key areas of interest: Web Presence and Website Development; Internet marketing and search engine optimization techniques; Social media marketing tools and strategies; Online monitoring tools.

Nearly 300 women entrepreneurs from more than 20 different countries have already benefit from the Regional Online Marketing Workshop. ICDT has co-organized with WIEF similar Workshops in Morocco in February 2014, Senegal in February 2015, Jordan in April 2016 and Guinea in April 2017.