



WORKSHOP ON THE TRADE AND INVESTMENT TOOLS PROVIDED BY ICDT FOR THE OIC START-UPS, MICRO-ENTERPRISES & TRADE RELATED INSTITUTIONS

Date : April 22nd, 2026

Registration link :

<https://us02web.zoom.us/meeting/register/-qM1jybrTTe68s6usqUDig>

1. BACKGROUND

In an economic environment marked by the rapid digitalization of trade and the expansion of market opportunities at both regional and international levels, start-ups and micro-enterprises play an increasingly strategic role in stimulating economic activity, generating employment, and fostering innovation.

However, these enterprises continue to face several constraints, particularly with regard to access to commercial information, market visibility, the identification of reliable partners and the effective use of digital tools dedicated to trade and the promotion of products and services.

In this context, the Islamic Centre for Development of Trade (ICDT) organizes, on April 22nd, 2026, an “Online Workshop on the Trade & Investment Tools provided by ICDT for the OIC Start-ups, Micro-Enterprises & Trade related institutions”. On this occasion, the Centre will present to the economic operators within the OIC region the various digital tools and platforms designed to facilitate access to trade information, to strengthen business networking and to promote intra-OIC trade and investments. This workshop, organized within the framework of ICDT’s Capacity building Program, will enable the participants to fully leverage the tools and the platforms provided by ICDT, to reinforce the competitiveness of OIC SMEs on foreign markets and to contribute to the sustainable development of Intra-OIC Trade and Investment.

The workshop will address the following key themes:

- Overview of the role of ICDT in facilitating trade and investment;
- Presentation of the ICDT’s platforms and tools;
- Practical exercises, including searching for business partners and publishing and consulting trade offers and requests;
- Other trade and investment promotion tools made available by the ICDT.



2. SPECIFIC OBJECTIVES

- To present ICDT's mandate and the services offered to economic operators;
- To familiarize participants with ICDT's digital tools, platforms, and databases dedicated to trade, investment, and business networking;
- To provide practical guidance on the procedures for accessing, registering for, and making optimal use of these tools;
- To raise awareness among start-ups, micro-enterprises and trade related institutions on the market, partnership, and networking opportunities within the OIC region;
- To encourage the integration of ICDT tools into the commercial and development strategies of the start-ups, micro-enterprises and trade related institutions.

3. TARGET AUDIENCE

Start-ups, micro-enterprises and trade related institutions including the chambers of commerce, the trade promotion organs and the investment promotion agencies of the OIC member countries.

4. EXPECTED OUTCOMES

- ✓ Enhanced understanding and effective use of the digital tools and platforms provided by the Centre
- ✓ Strategic use of trade-related data
- ✓ Enhanced international visibility of participating enterprises
- ✓ Increased networking, partnerships, and export opportunities in foreign markets
- ✓ Sustainable development of Intra-OIC trade and investments

5. LOGISTICAL DETAILS

- **Format:** The workshop will be held virtually via the Zoom platform on April 22nd, 2026, with a three-hour session including presentations and discussions.
- **Languages:** Simultaneous interpretation will be provided in English, French and Arabic.
- **Q&A Session:** Each presentation will be followed by an interactive question-and-answer session.

6. FOCAL POINT

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Draft Program (UTC Time)

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9h30 - 9h45	Opening remarks
9h45 - 10h15	<ul style="list-style-type: none">- Overview of ICDDT's role in trade facilitation- Overview of ICDDT's role in the promotion of trade and investment
10h15 - 10h30	Q&A Session
10h30 - 11h45	Presentation of ICDDT Platforms/Tools & Practical Exercises: <ul style="list-style-type: none">- Trade Map, Country Profiles and ICDDT Events- Women's Website and ICDDT Invest Days- HelpDesk, MacMap Halal Dashboard and ePublications
11h45 - 12h15	Q&A Session
12h15 - 12h30	Closing Remarks & Conclusion of the Workshop

7. Registration

To register for the workshop, please use the following link in your browser:

<https://us02web.zoom.us/meeting/register/-qM1jybrTTe68s6usqUDig>