

Expression of Interest (EOI)

Training Institutions for Graphic Design Training

The International Trade Centre (ITC) is seeking partnerships with training institutions to deliver specialized training on graphic design for packaging for professionals in Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda.

This initiative aims to enhance the skills of graphic designers, equipping them to provide high-quality design services for Micro, Small, and Medium Enterprises (MSMEs). By specifically strengthening graphic design capabilities in packaging, the program will contribute to improved market access and export competitiveness for MSMEs in the region.

Background

The International Trade Centre (ITC) is a United Nations agency with a mandate to support the growth and competitiveness of MSMEs in developing, transition, and least developed countries. ITC facilitates trade-driven development by improving business environments, enhancing trade facilitation, and increasing export competitiveness.

The Market Access Upgrade Programme (MARKUP II), funded by the European Union (EU) and running from 2023 to 2027, aims to foster economic development in the East African Community (EAC) by promoting sustainable trade within Africa and between Africa and the EU. The programme focuses on improving livelihoods, employment, and MSME export competitiveness through the development of high-potential, export-oriented value chains. The programme is rolled out in Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda.

Key Sectors Covered by MARKUP II

●Coffee ●Tea ●Cocoa ●Oilseeds ●Avocado ●Horticulture (Fresh and Processed) ●Packaging

Program Overview

Under MARKUP II, ITC seeks to strengthen the capacity of graphic designers to support MSMEs in designing professional packaging labels and pre-printed packaging materials. By equipping graphic designers with advanced skills specifically in packaging, the program will enhance MSMEs' ability to compete in national, regional, and international markets.

Training Program Objectives

The certifying training program aims to provide graphic designers with a structured methodology for designing packaging labels and pre-printed packaging materials.

Course Structure

- Duration: One semester
- Class Schedule: One course per week (1 hour per session)
- Assignments: Weekly readings and exercises
- Delivery Mode: online, training material hosted on the ITC training platform
- Standardized Curriculum: The same course will be implemented across all six participating countries
- Only one training institution will be selected per country
- Certification: The selected training institution will issue certificates to students who successfully complete the course and pass the final exam
- Instructor Requirements: The institution will identify, select, and hire a qualified instructor with expertise in graphic design

Eligibility Criteria

Training institutions must meet the following requirements to be considered:

1. Geographical Location: The institution must be based in Burundi, Kenya, Rwanda, South Sudan, Tanzania, or Uganda. One institution will be selected per country.
2. Relevant Expertise: The institution must have experience/programmes with a link to graphic design, branding, packaging, communications, or computer sciences.
3. Track Record in Training: The institution must have a proven history of delivering certification programs for professionals, OR demonstrate that this is a strategic priority for growth over the next 10 years.
4. Technical Capacity: The institution must have adequate infrastructure and resources to provide practical, hands-on training using industry-standard graphic design tools and software.

Support Provided by ITC

Selected institutions will receive the following support:

- Training-of-Trainers: The designated instructor will participate in an orientation session on course content and delivery methods.
- Technical Assistance: ITC will guide best practices in graphic design training.
- Comprehensive Training Materials: Institutions will receive curriculum guides, instructional materials, and access to the ITC training platform, so training material.
- Industry Connections: ITC will facilitate linkages between trained and certified professionals and MSMEs in need of graphic design services (support available until 2028).
- Expert Guidance: Continuous support from industry experts to ensure high-quality training delivery.

- Others to be discussed.

Application Process

Interested institutions to become the training organization on Graphic Design for Packaging are invited to submit an Expression of Interest (EOI) by **Friday, 31st October 2025**, through the following link:

https://surveys.intracen.org/response/G2tlYndaQAsHZ1p_VVV8S0d1cHs

When registering, applicants will be required to provide concise responses addressing the following key areas:

1. Institution Overview: Provide a brief description of your institution, including its history, mission, and areas of expertise. (maximum 300 words)
2. Strategic Fit: Explain how this training initiative aligns with your institution's long-term strategy for the next 10 years. (maximum 300 words)
3. Justification for Selection: Highlight why your institution is best suited to deliver this training in your country. (maximum 300 words)
4. Past Experience: Detail any previous experience in delivering graphic design, branding, packaging, communication, or computer sciences (graphic design software) training. (maximum 300 words)
5. Institutional Commitment: Confirm the support and approval of the Dean or Director of Programs or any person in a position to make decisions for your institution's participation in this initiative.

Selection Process

1. Shortlisting: Selected institutions will be contacted and provided with additional details about the training program.
2. Survey & Evaluation: Shortlisted institutions will be required to complete a detailed assessment based on objective evaluation criteria.
3. Final Interview: Shortlisted institutions will undergo a final interview to assess their capacity to deliver the training.
4. Agreement Signing: A **Memorandum of Understanding (MOU)** will be signed between ITC and the selected institution.

Note: Only **one institution per country** will be selected to deliver the training.

Deadline: Friday, 31st October 2025

For further inquiries, please contact:

1/ Ms. Aurore Umubyeyi, National Coordinator, Markup2 Rwanda, at aumubyeyi@intracen.org

Subject: "Training Programme on Graphic Design for Packaging"

2/ Or M. Frederic Couty, ITC, Senior Officer - Packaging

Email: fcouty@intracen.org

Subject: "Training Programme on Graphic Design for Packaging"