

Sub-Saharan Africa

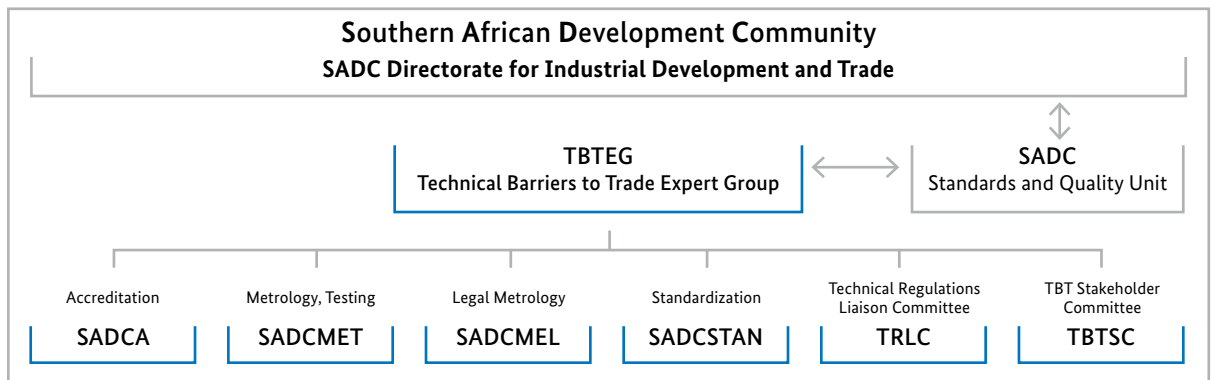


**Southern African Development Community – SADC**

## Strengthening Quality Infrastructure for Trade and Consumer Protection

**Objective** Strengthening the quality infrastructure institutions to support free, fair and safe trade in the SADC region.

**Approach** The project's central approach uses a two-level approach by developing capacities and capabilities both at regional and national level. Consultancy is provided to the SADC secretariat (Standards and Quality Unit) and the regional structures on technical barriers to trade (TBT) to enable them to initiate, facilitate and coordinate central processes for the promotion of regional trade. This also includes coordination processes with other regional organizations and pan-African stakeholders as well as the implementation of the SADC Industrial Development Policy Framework which is currently one of the topics in the focus of SADC's strategy. On national level, targeted capacity-building measures are supported. Various approaches to human capacity development and awareness-raising measures are carried out addressing different target groups.



**Impact** The project implements the political objectives of SADC, fosters economic competitiveness and promotes consumer protection in the region. By strengthening the quality infrastructure institutions in order to support free, fair and safe trade, the project directly contributes to implementing the Agenda 2030 Sustainable Development Goals. In this context, creating the prerequisites for employment and economic growth (goal 8) and encouraging regional and international trade as well as regional value creation (goals 17.6 and 17.10-12) plays a central role.

**Cooperation** This project is part of PTB's engagement in Africa entitled "Quality for Africa" and seeks synergy effects with other regional and bilateral PTB projects. Moreover, it cooperates closely with the following project: GIZ: "Cooperation for the Enhancement of SADC Regional Economic Integration" (CESARE).

**Financing** Federal Ministry for Economic Cooperation and Development (BMZ)

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