Southern African Development Community (SADC)

Increase in trade and consumer protection
Objective
Further improvement of quality infrastructure to increase trade and safeguard consumer protection in the SADC Region.

Approach
The project’s central approach is to enable the SADC Secretariat to support and accelerate the regional integration process as well as regional trade within SADC through a functioning quality infrastructure. Therefore, the human and technical capacities of the SADC Secretariat and its Standardization, Quality Assurance, Accreditation and Metrology (SQAM) Unit are being strengthened. These structures are not only supported at a regional level but also at a national level in the respective Member States. Complementary trade agreements and trade protocols relevant to SADC are supported and the international acceptance of quality assurance services is enhanced.

Process-oriented consultancy is provided in the field of organizational development and technical support. The regionally available expertise is used and strengthened. Various approaches to human capacity development and awareness-raising measures are carried out addressing different target groups.

Southern African Development Community
SADC – Directorate of Trade, Industry, Finance and Investment

Impact
The project supports and develops the framework conditions for increased participation in regional and international trade as well as economic integration. It implements the political objectives of SADC, fosters economic competitiveness and promotes consumer protection in the region. Accordingly, the implementation of the project contributes to the achievement of several Sustainable Development Goals such as no poverty (Goal 1), good health (Goal 3), good jobs and economic growth (Goal 8) and innovation and infrastructure (Goal 9).

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 projects:
- GIZ: “Cooperation for the Enhancement of SADC Regional Economic Integration” (CESARE)
- European Union: “Regional Economic Integration Support Programme” (REIS).

Financing
Federal Ministry for Economic Cooperation and Development, Germany (BMZ)

Term
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