



Alliance for Product Quality in Africa



Our goal

We support African companies in improving their product quality, enabling them to enhance their competitiveness on the international market.

The Alliance for Product Quality is a multi-stakeholder partnership between companies, business associations and German Development Cooperation. It is supported by the German Federal Government.

Our goal is to improve product quality in Africa so that African companies can access global value and supply chains. We work hand-in-hand with local companies and institutes to improve the quality infrastructure and quality management skills.

© GIZ / Thomas Imc/photothek.net

What we offer

We support local institutes, organisations and companies in improving the quality of products and meeting the demands of international customers.



Customised solutions

The challenges regarding product quality vary greatly in different countries and across sectors. Therefore, we analyse the potentials and challenges our partners face on a case-by-case basis and develop tailor-made solutions to address their concerns.

Network and cooperation

The Alliance bundles the lessons learned and expertise of a wide range of public and private stakeholders, such as European and African companies, associations, institutes and development organisations. We use our network to bring actors together, enhance cooperation and optimise results.

Capacity development

We invest in strengthening the capacities of local quality infrastructure actors and experts in companies and associations in order to ensure that our work's impact is sustainable. In cooperation with the private sector, we improve access to information, train experts and support local calibration, testing and certification services.

© GIZ / Dirk Ostermeier

Win-win-situation

The Alliance benefits European and African countries. It assists in promoting economic growth and creating jobs in our African partner countries.

African companies benefit from...

- Access to international markets
- Training on quality requirements and management
- Improved access to calibration, testing and certification services
- Increased exports to international markets

European companies benefit from...

- Access to certified, high-quality products from Africa
- Long-term supplier relationships with African companies



© GIZ / Dirk Gebhardt

Cooperation project:

Coffee and tea from Rwanda on the international market

Rwanda's ideal climate and extensive landscapes offer ideal conditions for cultivating tea and coffee. These products, which are in high demand internationally, have to meet high quality standards in order to be exported.

To facilitate access to the international market for Rwandan tea and coffee producers, the Alliance for Product Quality in Africa is supporting Rwandan inspection bodies and laboratories, as well as farmers and agricultural businesses, in preparing external audits for certification in accordance with internationally recognised quality and sustainability standards. This gives more than 500 farmers the opportunity

to sell their products on the international market and thus generate higher prices. The Alliance is also supporting a laboratory for pesticide residues in expanding its testing capacities and the establishment of a regional organic certification scheme in order to strengthen sustainable agriculture.

Hence, the Alliance promotes a social and ecological economy in export-relevant sectors. Companies from Germany and other countries that import coffee and tea now have additional reliable suppliers in Rwanda to provide them with high-quality coffee and tea.



© GIZ

Join us

Would your company or project like to benefit from the Alliance for Product Quality in Africa? Send us an email or call us. We will advise you on the course of action most suited to your needs. We look forward to hearing from you.

On behalf of



Federal Ministry
for Economic Cooperation
and Development

Durchgeführt von:

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

PTB Physikalisch-Technische Bundesanstalt
Braunschweig und Berlin
National Metrology Institute



**Alliance for
Product Quality
in Africa**

Publishing details

Alliance for Product Quality in Africa

**Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH**
Koethener Strasse 2-3
10963 Berlin
Germany
www.allianceforproductquality.de/en/

Contact:

E info@afpq.de
T +49 228 4460-4084

