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.

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.

Win-win-situation

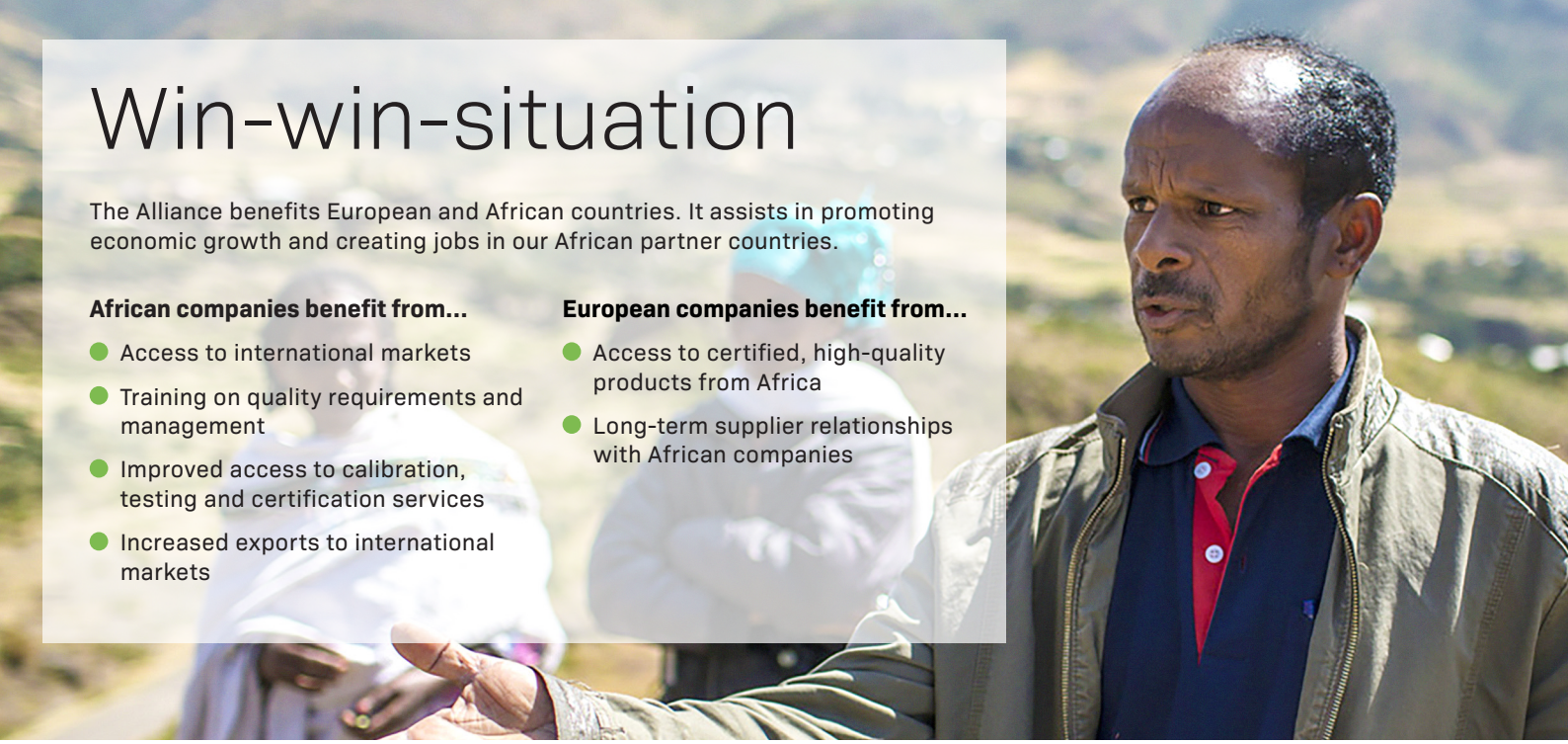
The Alliance benefits European and African countries. It assists in promoting economic growth and creating jobs in our African partner countries.

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



Cooperation project:

Organic cocoa from Côte d'Ivoire

The global demand for organic cocoa has increased significantly in recent years. Nevertheless, producers in Africa who cultivate according to ecological criteria are often unable to meet the growing demand. For these reasons, the Alliance for Product Quality in Africa, in partnership with the trading company **Dr. Bronner's** and the Green Innovation Centers in the agricultural and food industry, supports the Ivorian women's cooperative SCOOPS KANY in receiving its organic certification.

In order to meet the requirements of the international organic market, compliance with strict quality requirements must be ensured. In addition to legal requirements, private standards are a basic prerequisite for establishing reliable supply relationships, depending on the buyer and target market.

In the long term, the cooperation with SCOOPS KANY improves **Dr. Bronner's** access to high-quality organic cocoa and at the same time significantly strengthens the cooperative's capacity to establish itself as an exporter in the organic trade and to increase added value of its local production.

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

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Federal Ministry of Food and Agriculture

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