



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:

Improving cocoa quality in West Africa

The German food industry imports cocoa from West Africa. Demand is high, but product quality remains a major challenge. Many West African cocoa producers were applying outdated farming techniques and had inadequate storage facilities for their products.

To improve the quality of cocoa provided by the suppliers, a German food company and German Development Cooperation joined forces. Together, they trained experts who were then able to advise cocoa producers on sustainable farming techniques. They also supported the

farmers in having their products certified in accordance with international standards.

The support has enabled cocoa producers in West Africa to significantly improve the quality of their products and increase their production compared to previous years. It is now much easier for them to sell their products to international customers. Companies in Germany and other countries now have reliable suppliers who can meet their quality requirements.



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

Federal Ministry
of Food
and Agriculture

Implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

PTB Physikalisch-Technische Bundesanstalt
Braunschweig und Berlin
National Metrology Institute



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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

Contact:

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

