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**2ND ARSO PRESIDENT FORUM AND
MADE IN AFRICA CONFERENCE AND EXPO 2017
1- 4 MARCH 2017, VICTORIA FALLS, ZIMBABWE
CONCEPT NOTE**

**THEME:
MADE IN AFRICA AS A PILLAR FOR AFRICAN ECONOMIC
INTEGRATION, INDUSTRIALISATION AND TRANSFORMATION AGENDA.**

"Victoria" — is one of the most spectacular attractions of Africa and one of the most unusual waterfalls in the world. It is created by the Zambezi River that suddenly plunges into a narrow, 100-meters deep chasm. At the same time, Victoria — is the only waterfall in the world that is over one kilometer wide and over one hundred meters deep. Its roar can be heard from 40 kilometers away, while the spray and mist from the falling water rises up to 400 meters and is visible from the distance of 50 kilometers. Even the rainbows are incredible here — they are of the "moon" kind: produced by the light reflected off the surface of the Moon. The falls were discovered in 1855 by David Livingstone, the British doctor and a missionary, who named them in honor of Queen Victoria. Locals called this Nature's wonder "Mosi-oa-Tunya" ("The Smoke Which Thunders")--<https://www.airpano.com/360Degree-VirtualTour.php?3D=Victoria-Falls-Zambia-Zimbabwe>



1. Background Information

The question of Africa's regional integration has preoccupied many African leaders since the early years of independence. Many have viewed it as a tool for promoting economic growth and sustainable development and improving the living standards of the African people, and as in the case of early African leaders, today, the subject of the African Integration, Industrialisation and lately Transformation has been a

subject of African leaders and policy makers in equal measure, with a strong believe that Africa's development will be achieved only through the unity of its people.

Historically, Regional integration has been a core element of African countries' development strategies since their independence.

The Africa-wide development agenda, as championed by the African Union (AU), is based on regional integration and the formation of an African Economic Community (AEC). This was laid out in the 1980 Lagos Plan of Action for the Economic Development of Africa and the Abuja Treaty of 1991. The Africa regional integration roadmap considers the Regional Economic Communities (RECs) as the building blocks of the AEC. Ilmari Soininen (2014). Although regional agreements may vary, all have the objective of reducing trade barriers among member countries and achieving a more industrialised and prosperous continent. A number of studies ((Alemayehu and Haile, 2008; Longo and Sekkat, 2000; Yeats, 1999; Lyakurwa et al., 1993; OECD, 1993; Foroutan and Pritchett, 1993; Elbadawi 1997; Lyakurwa 1997; World Bank, 1989) have been carried out to assess the potential and performance of RECs in Africa using the popular gravity model. Although their results vary slightly, the findings and conclusions are similar. They all conclude that the experience of regional integration in Africa has been disappointing in achieving two of the main objectives of increasing intraregional trade and fostering policy coordination, hence the need for a deeper continental integration t push the Industrialization Agenda.

At its 18th Ordinary Session in January 2012 in Addis Ababa, on the theme "Boosting Intra-African Trade," the Assembly of Heads of State and Government of the AU adopted a decision and a declaration that reflected the strong political commitment of African leaders to accelerate and deepen the continent's integration. The Heads of State and Government agreed on a roadmap for establishing a Continental Free Trade Area (CFTA) by the indicative date of 2017.

The CFTA is a priority initiative and is one of the pillars for the implementation of the Agenda 2063 aspiration for a prosperous Africa based on inclusive growth and sustainable development and industrialization.

The proposed CFTA would be a key component of the AU's strategy to boost trade within the region by at least 25-30 percent in the next decade (AU 2012). It is expected that the CFTA will encompass the 54 AU member states with a population of over a billion people and a combined GDP of over US\$3 trillion in 2014. According to research by the UN Economic Commission for Africa (UNECA), successful conclusion and implementation of a CFTA agreement could lead to a 52 per cent (\$35 billion) increase in intra-African trade by 2022, above a 2017 baseline scenario. The CFTA will contribute significantly to increased competitiveness of Africa's industrial products through harnessing the economies of scale of a large continental market of about one billion people; increased rate of diversification and transformation of Africa's economy and the continent's ability to supply its import needs from its own resources and better integration of the continent into the global economy so as to participate in and share the benefits of an increasingly connected global marketplace.

Despite such a road map, Experts warn that without proper strategies to improve the Industrialization, the manufacturing Capacity and the volume in Trade in Africa, Africa's Integration Agenda will remain but a dream.

In many African countries, a relatively small manufacturing sector reduces the potential for participation in global trade and regional value chains and provides additional incentives for specialization in primary sectors. While Africa contributed 8 percent to total world exports in 1948, this decreased to 6 percent in 1980 and 2.3 percent in 2000, before improving somewhat to 3.3 percent in 2010. The World Bank in its Africa's Competitive Report 2015, reiterates this situation." **As discussed in the 2013 Africa Competitiveness Report, Africa's share of global trade remains very small, at around 2 percent of world trade, and exports overall remain highly focused on commodities of which two-thirds is determined by forward integration related to the continent's rich endowments in natural resources and low levels of industrialization**". Global trade remains strongly clustered in and around the manufacturing hubs in Europe, North America, and East Asia.

Various reports by UNCTAD and UNECA show that African countries do not trade much with each other, meaning, they have been unable to fully harness the synergies and complementarities of their economies and take full advantage of the economies of scale and other benefits (such as income and employment generation) that greater market integration would have provided. In 2014, trade between regions accounted for approximately 16% of Africa's total. For Asia, Europe and the Americas, intra-regional trade represented, on average, about 61%, 69% and 56%, respectively, of their total trade in 2014 (**Africa Economic Outlook 2016**).

The production and export structures of most African economies are geared to primary commodities such as minerals, timber, coffee, cocoa, and other raw materials, for which demand is externally oriented. Most lack the industrial capacity for diversified manufactured goods to support trade within regional markets. Yeats (1999) points to the fact that the Sub-Saharan African countries appear to have relatively few goods to trade with each other. An analysis of historical changes in the other countries' exports indicates that the "non-complementarity" problem in African trade cannot be resolved quickly unless the continent transforms its production systems and improves its industrial and manufacturing capacity.

Virtually all cases of high, rapid and sustained economic growth in modern economic development have been associated with industrialization, particularly growth in manufacturing production (UNCTAD - Policy Brief, No. 27, August 2013). Industry was key to the explosive and continued growth in Asia and Europe, and without concentration on or support of the manufacturing sector, African economies are not likely to replicate those convergence dynamics (Rodrik, 2014).

The Africa Progress Panel, headed by Kofi Annan, former Secretary-General of the United Nations, in the African Progress Report 2014, highlights the fact that "Economies that have sustained high growth over the long term have typically gone through a process of economic diversification, the spread of new technologies, rising productivity in agriculture, the expansion of the manufacturing sector, and the development of a skilled workforce".

Many experts argue that Africa has the potential to become the world's low-cost manufacturing hub. A cheap workforce, allied with an abundance of raw materials and low-cost agricultural products, meaning many African countries are well placed to replace south-east Asia as the most attractive, and cost-effective, region in which to create goods. Manufacturing value chains in Africa are often depicted as the next logical place for foreign investment to flow, as the price of labour gets more expensive in China and the country is moving its focus away from exports to

domestic consumption. But Africa only commands meagre 1.5% share of the world's total manufacturing output with strong indication that the current trend is likely to continue through 2015 (UNIDO 2013). This is against 24.7% for Europe, 21.7% share for the Asia Pacific region, 17.2% for East Asia and North America's 22.4% share, 5.8% Latin America.

In Africa, manufacturing, which is the driver of growth in Asia, employs less than 8 percent of the workforce and makes up only 10 percent of GDP on the continent (Rodrik, 2014). In comparison to the 8 percent growth in the services sector from 2000-2010, manufacturing saw only 2 percent growth (McMillan and Harttgen, 2014). In addition, the region's manufacturing sector is dominated mostly by small and informal (and thus less productive) firms with weak technological capabilities and embedded in fragmented learning and innovation systems. The labour-intensive sectors (for example, textiles, apparel and leather products) play a rather limited role both in terms of domestic manufacturing production as well as exports.

Mr. Alexis Akwagyiram, in an article, **Made in Africa: Is manufacturing taking off on the continent?** BBC Africa (2014) points out that several African countries have enjoyed economic growth in recent years but there are fears that a failure to develop manufacturing could prove to be costly. He points out that "Made in China" is a stamp that is ubiquitous and can be found on a wide range of objects - anything from T-shirts and shoes, to watches and televisions - worldwide. The same is true of labels showing that an object originated in Taiwan or Vietnam. But it is rare to find an object which has a mark that points to origins in African country - "Made in Nigeria" or "Made in Chad", for example.

According to the UNECA Chief Executive Officer, Lopes Carlos, Africa's need to aggressively pursue the industrialization path has become more compelling in light of the need to sustain current growth standards.

The Permanent Mission of the Arab Republic of Egypt to the United Nations (OSSAA/UN 2016), observes rightly **"the necessity for Africa to industrialize is being stressed at various international forums, ranging from TICAD VI to the G20 Summit, which put industrialization in Africa and Least Developed Countries (LDCs) in its programme for the first time. The 2030 Agenda for Sustainable Development and its Sustainable Development Goals (SDGs), in particular Goal 9, the Addis Ababa Action Agenda and the Third Industrial Development Decade for Africa (IDDA III) resolution, also mark a transition to a new development paradigm with the recognition that Africa has to restructure and diversify its economies to be on a sustained growth path"**.

According to Her Excellency Nkosazana Dlamini-Zuma, the Chairperson of the African Union Commission, **"Industrialization cannot be considered a luxury, but a necessity for the continent's development,"**.

These observations reinforce the earlier resolve by the UN and the OAU (AU) to promote industrialization in Africa. Within the framework of the Second Industrial Development Decade for Africa (1991-2000), the UN General Assembly, in 1989, proclaimed 20 November Africa Industrialization Day (resolution 44/237). This is after the 25th Ordinary Session of the Assembly of Heads of State and Government of the Organization of African Unity (OAU) was held in Addis Ababa, Ethiopia, in July 1989 had declared November 20 to be Africa Industrialization Day and was first observed

in 1990. The Day is intended to mobilize the commitment of the international community to the industrialization of Africa.

The U.N.'s Economic Commission for Africa (UNECA) has published a major report (Economic Report on Africa 2016) on industrialization in Africa where it asserts that Structural transformation and integration in Africa's economies remains the highest priority, and industrialization is the top strategy for achieving it in practice.

The African Union has adopted an "Action Plan for the Accelerated Industrial Development of Africa." and the newly adopted United Nations Sustainable Development Goals (SDGs) highlights the need for job creation and industrialisation with two themes introduced largely at the request of African governments. This is with respect to Goal 8- "**Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**"; and Goal 9 "**Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation (UN, (A/70/L.1-2015))**".

The African Development Bank Group (AfDB) strategy (2013–2022) for Africa's Transformation roots for diversifying the sources of economic growth and opportunity in a way that promotes higher productivity, resulting in sustained and inclusive economic growth; supporting the development of industries that increase the impact of the existing sources of comparative advantage and enhance Africa's global competitive position, hence increased trade.

The African Union calls on the African institutions to give priority to structural transformation, an overarching objective of the African Union's Agenda 2063. The Agenda 2063 calls for the promotion of macro-economic policies that facilitate growth, employment creation, investments and industrialisation.

To further benefit from industrialization and increase the volume of INTRA-African trade, the African Union and UNECA have variously expressed the need to reduce the Technical Barriers to trade among the African Regions. With different Regional Economic Communities (RECS – EAC, SADC, COMESA, EAC) African countries face the challenge of variation in certification, testing, inspection practices, and standards used by different countries on the basis of the WTO obligation and rights. The divergence of standards and technical regulations make trade between African countries difficult, contentious, and expensive, hence low intra-African trade.

Current global trade is based mainly on technology-intensive manufactured goods, not raw materials. Industrialised Countries rely on many standards and technical regulations for their trade-related activities. Globalization impulses Free Trade Agreements (FTA) FTA's facilitate globalized Supply chains require harmonized Standards. Diekmann (2006).

If developing countries wish to enter the global market, they must be able to count on standards-related facilities including access to standards and technical regulations, metrology, testing, quality assessment, certification and accreditation.

UNECA and AU have undertaken to emphasise on the responsibilities of the African countries on the impact of standardisation in the expansion of global trade, regional integration, multilateral and bilateral free trade agreements and especially in establishing the CFTA and in declaring the 2017, the year of Quality fir Africa. The two bodies calls on the CFTA members to appreciate and recognise the importance of

standards, metrology, conformity assessment and accreditation and calls on them to harmonise their practices in this area to achieve mutual product recognition, as is emphasised under the **Lagos Plan of Action 1980, Chapter VII, Trade and finance, Trade, Intra- African trade expansion, paragraph 250 (k and l), and Abuja Treaty of 1991 Establishing the African Economic Community**, under Chapter XI on Standardization and Measurement Systems, Article 67 Chapter XI.

To reiterate the importance of the Quality Infrastructure to Africa's Industrialisation Agenda, the 9th Ordinary Session of African Union Conference of Ministers of Trade held in Addis Ababa, Ethiopia on 01– 05 December 2014 called upon the Pan African Quality Institutions (PAQI) to refer to the year 2017 as African year of Quality Infrastructure. This will provide platforms that bring together African leaders, policymakers and all quality infrastructure actors into a dialogue to chart a course regarding the implementation of a sound quality infrastructure in the continent. It will present a platform for supporting and coordinating the African initiatives for the implementation of harmonised standards and conformity assessment procedures in order to promote intra- Africa and global trade.

UNECA in its Economic Report of Africa 2015 highlights the importance of ARSO in addressing the TBT issues **“stringent standards and sanitary and phytosanitary measures, due to Africa's lack of quality-assurance and easily accessible standard setting and monitoring bodies, increase costs for African producers, particularly in developed country markets. Given these bodies' large fixed setting-up costs, the case for a coordinated regional action including strengthening the African Organization for Standardization (ARSO) is self-evident.”**

The principal mandate of ARSO is to harmonise African Standards and conformity assessment procedures in order to reduce Technical Barriers to Trade and therefore promote intra-African and international Trade as well as enhance the industrialization of Africa.

To further buttress the Africa's Trade Performance and reflections through the years of Africa's Regional Integration and standardisation Agenda, ARSO initiated, in 2013, the Africa Day of Standardisation celebrated annually among ARSO members and collectively during the ARSO General Assemblies every June. The aim of African day of Standardisation is to raise awareness among African Regulators, Industry, Academia, Consumers and the entire African Citizens on the benefits of standardisation to Africa's Industrialisation, Integration and Economic Transformation and Development.

It is believed that the Made in Africa Expo is an opportunity to exploit Africa's potential as an enlarged market to support manufacturing for domestic consumption, including producing those products that are peculiar to the Africa's consumption patterns and encourage Manufacturing and Industrialisation in Africa through promoting the locally manufactured goods within the regional value chains.

2. ARSO AND ITS MANDATE

ARSO is an intergovernmental body established by Organisation of African Unity (OAU, currently African Union (AU)) and United Nations Economic Commission for Africa (UNECA) in 1977 and mandated to promote standardization and related activities in Africa with the aim of facilitating intra-African trade and international trade of goods and services.

ARSO is an intergovernmental body established by Organization of African Unity (OAU, currently African Union (AU)) and United Nations Economic Commission for Africa (UNECA) in 1977, with 21 African Governments as founding members, and mandated to promote standardization and conformity Assessment in Africa with the aim of facilitating intra-African trade and international trade of goods and services.

The principal mandate of ARSO is to harmonise African Standards and conformity assessment procedures in order to reduce Technical Barriers to Trade and therefore promote intra-African and international Trade as well as enhance the industrialization of Africa, thus ARSO:

- (a) *Harmonises national and/or sub-regional standards as African Standards and issues necessary recommendations to member bodies for this purpose;*
- (b) *Initiates and co-ordinates the development of African Standards (ARS) with reference to products which are of peculiar interest to Africa;*
- (c) *Encourages and facilitates adoption of international standards by member bodies;*
- (d) *Promotes and facilitate exchange of experts, information and co-operation in training of personnel in standardisation activities;*
- (e) *Co-ordinates the views of its members at the ISO, IEC, OIML, Codex and other international organisations concerned with standardisation activities;*
- (f) *Creates appropriate bodies in addition to the organs of the organisation for the purposes of fulfilling its objectives.*

ARSO membership is drawn from African countries through their National Bureaus of Standards and currently ARSO has 36 member States (**Benin, Botswana, Burkina Faso, Cameroon, Cote d'Ivoire, Congo Brazzaville, Democratic Republic of Congo, Egypt, Ethiopia, Gabon, Ghana, Guinea Bissau, Guinea, Kenya, Liberia, New State of Libya, Madagascar, Malawi, Mauritius, Namibia, Niger, Nigeria, Rwanda, Senegal, Seychelles, Sierra Leone, Sudan, South Sudan, South Africa, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia and Zimbabwe**).

2.1 ARSO Organs

2.1.1. General Assembly

The General Assembly composed of the ARSO members is the Supreme organ of ARSO. The General Assembly meets once a year.

2.1.2. The Council

The operations of ARSO is administered, in accordance with the policy laid down by ARSO, by the Council consisting of the President with a minimum of number of six or a maximum of twelve active Member Bodies.

1.2.3. ARSO Central Secretariat

The ARSO Central Secretariat led by the Secretary General is the implementing Organ of ARSO and implements the ARSO Programmes, activities and the decisions of the Council and the General Assembly.

1.2.4. Current ARSO Officials

- i) **President** : Dr. Eve Gadzikwa
- ii) **Vice-Président** : **Tunisia**, Mr. Nébil Ben Bechir
- iii) **Treasurer** : **Burkina Faso**, Mr. Oumarou KY
- iv) **Secretary General** : Dr. Hermogene Nsengimana.

2.2. ARSO President Forum

The 20th ARSO General Assembly took note and approved the 50th ARSO Council Resolution 7 on the Report of the ARSO Secretary General on the Current Status of ARSO Programmes and Activities, section on the engagement of the current members on membership mobilisation, in which the Council **ACKNOWLEDGED** the need for the proposed President's/NSBs CEOs' Forum for the engagement on ARSO Standardisation programmes, resource and membership mobilisation.

2.2.1 Highlights of the First President Forum

The 1st ARSO President Forum held on 22nd – 23rd June 2015 in Abuja, Nigeria, under the theme **“the role of Standards in promoting sustainable Agriculture and food Security in Africa”**.

The Federal Republic of Nigeria, like other African countries celebrated the African Day of Standardisation to sensitize the Nigerian citizens on the essence of standardisation and their various roles and responsibilities in promoting standardization as a way of facilitating Africa's Industrialisation, Manufacturing and Economic Transformation and Integration.

The forum offered an opportunity for Africa to unite in the resolve to ensure standardisation delivers the benefits of globalization to the continent and stimulates growth and Africa's integration.

Within the Nigerian context, the Forum was organised as a three (3) day event by an inter-ministerial planning committee, with Standards Organisation of Nigeria (SON) as the secretariat, in conjunction with the ARSO Central Secretariat, in Nairobi. The events included:

1. the NSBs CEOs round table;
2. A three (3) days Expo which ran concurrently with the other activities/ and a day's Business Forum and the African Day of Standardisation.
3. The African Day of Standardisation

The Expo provided the SMEs in Nigeria the opportunity to show case products that have continued to remain shielded from markets because of fear of regulatory bureaucracies. With 17, 284, 671 MSMEs existing in Nigeria (SMEDAN/ NBS, 2012 report), the number of jobs created could better be appreciated, by harnessing and promoting the potentials of the MSMEs through certification, patronage of the sector by the populace and local industries for supply of components and consumables.

The event was attended by representatives of twenty two (22) African countries (Angola, Benin, Burkina Faso, Botswana, Cameroon, Cote d'Ivoire, DR Congo, Gabon, Ghana, Gambia, Nigeria, Kenya, Madagascar, Senegal, Sierra Leone, South Africa, South Sudan, Tanzania, Swaziland, Uganda, Zambia and Zimbabwe) and Observer Missions (EU, Intertek, UNIDO and Nigerian Industries and Companies, and the Officials of the Government of the Federal Republic of Nigeria).

Madagascar, Sierra Leone and Uganda re-activated their membership while South Sudan officially joined ARSO. Senegal has continued to actively involved in ARSO Programmes.

2.2. Objective of 2nd ARSO President Forum

The main objective of the ARSO President Forum is to create opportunity to review the ARSO Programmes and membership mobilisation to facilitate the main mandate of ARSO in facilitating Intra-African Trade and economic development and using standardisation a tool for facilitating Africa's Industrialisation, Transformation and Integration through increased Manufacturing, value addition and innovation.

2.2.1 Specific Objectives:

1. Rally African Stakeholders to appreciate the need for promoting the "Made in Africa" products as a foundation for greater Manufacturing and Industrialisation and as a basis for boosting intra-African trade.
2. Highlight the role of standardisation as a prerequisite for Quality and safe products and their acceptance in the local market.
3. Sensitise the local manufacturers, traders, producers and consumers in Zimbabwe on the importance of local products as a base for industrialisation.
4. Highlight the role of ARSO beyond 2017 (ARSO Strategic Forum 2017-2022)
5. Review the ARSO Membership and strategies for engaging members and non-members alike for membership mobilisation.
 - Non-Active members in terms of subscriptions - (Benin, Congo Brazzaville, Guinea Bissau, Guinea, Liberia, Niger, Seychelles, Swaziland, South Sudan and Togo).
 - Non-members - (Algeria, Angola, Burundi, Cape Verde, Chad, Central African Republic, Equatorial Guinea, Gambia, Lesotho, Mali, Mauritania, Gambia, Eritrea, Djibouti, Morocco, Mozambique, Somalia).
 - a. Collaboration with key partners in quality Infrastructure operating on African continent

2.3. Events

1. African NSBs CEOs Round Table – Sharing Experiences
2. National African Day of Standardisation - Speeches
3. Made in Africa Expo including exhibitions and awards to best exhibitors

3. Concept of African Day of Standardisation.

The 49th ARSO Council held on 14th – 15th November 2013 in Nairobi, Kenya, while making a recommendation on African day of standardisation **DECLARED** the date for the African Day Standardisation to be **17 January every year** to which the Central Secretariat will submit the Annual Theme and **APPROVED** the concept for the celebrations of the continental African Day of Standardisation during the ARSO GA Events in June every year. Since then ARSO and the member States have held four African Day of Standardisations with the fifth to be celebrated in Burkina Faso in June 2016:

- 1st.– **“Celebrating Standardisation as a Strategic Resource to Africa’s economic integration”**, 2013 – Yaoundé Cameroon
- 2nd. **“Standardisation as a driver for improving Africa’s Competitiveness”** - June 2014 – Kigali, Rwanda, Theme
- 3rd. - **“The role of Standards in promoting sustainable Agriculture and food security in Africa.”** - August 2015 – African Union Headquarters, Addis Ababa, Ethiopia

- **4th - "The role of standards in promoting Women Empowerment and Development towards Africa's Agenda 2063"**, Arusha, Tanzania, June 2016.
- **5th - "Role of Standardisation in Facilitating Human Rights with particular focus on the Rights of Women"** – Burkina Faso, June 2016;

Like the World Standards Day, the initiative for the African day of Standardization is for the commemoration of the birth and foundation of ARSO by the African Union (formerly OAU) and the United Nations Economic Commission for Africa (UNECA) and the commitment of Founding Fathers and the twenty one (21) African Governments presented at the Launching Conference at the Ghana International Conference Centre in Accra, Ghana on the 10th – 17th January 1977, to push for the Standardization and Conformity Assessment Agenda in Africa as a way of boosting intra African and global trade and Africa's Industrialisation.

The 20th ARSO General Assembly held in Kigali Rwanda in June 2014 **ENCOURAGED** African Governments through the Ministry of Industrialisation, Trade and Commerce to participate and support the National celebrations of the African Day of Standardisation as a strategy on the role of standardisation in achieving the Continental Free Trade Area (CFTA) by 2017. Many Countries have therefore initiated the national celebrations in their countries:

2015

- **Kenya – 17th March 2015,**
- **Nigeria – 22nd – 24th June 2015,**
- **South Africa - May 2015.**
- **Ghana - February 2015**
- **Ethiopia – 21st-24th August 2015**

2016

1. **Ghana – 19th February 2016**
2. **Zimbabwe – 24th February 2016**
3. **Kenya – 20th April 2016**
4. **Tanzania – 10th – 14th June 2016 - 22nd ARSO GA Events.**

4. The Concept of the Made In Africa Expo.

In Africa, plague of barriers continue to outweigh its potential for industrialization as the manufacturing sector in most countries remain quite small, contributing an average of only around 10% in GDP, even with the capacities of labour and raw materials.

To create awareness on these challenges of industrialization in Africa, **ARSO has initiated the Made in Africa Expo to be held alongside the celebrations of the African Day of Standardisation.**

The Made in Africa Expo is being held to raise the awareness on the importance of Local Industries and products in Africa's path to the Industrialisation and integration Agenda.

The Made in Africa Expo as an important platform which serves the following:

- (i) Bring to the fore the products and manufacturing capabilities of African companies and the potential for trade linkages within the continent. This can create help in ensuring alternative and potentially affordable sources of supply and trade instead of extra-African sources.
- (ii) An opportunity to explore the standards-related barriers that African companies face in specific contexts and how standards and conformity assessment can serve to eliminate the barriers.

- (iii) An opportunity for African consumers to assess the quality of African products and influence their preferences to buying Made in Africa products as a priority.
- (iv) A platform to assess the possibilities of joint manufacturing and production to foster the economies of scale and specialization among enterprises in Africa. This can be particularly useful for companies processing or manufacturing products at different levels or producing parts for integration.
- (v) Opportunity for market access due to creation of familiarity on standards and techniques used by manufacturers from other African countries.

5. Expected Output and Impact

- (i) ARSO Membership Mobilisation and better understanding of the role of ARSO
- (ii) Understanding of the role of standardisation and ARSO in facilitating Industrialisation
- (iii) Sensitisation of local Producers and Entrepreneurs in their role in Africa's Industrialisation and Integration Agenda and the importance of standardisation
- (iv) Promotion of locally made African Products into the global value chains
- (v) Increased intra-African Trade.

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