

Established: Platform to ensure adherence to products quality

By Gadosa Lamtey
@gadosa2
glamtey@tz.nationmedia.com

Dar es Salaam. In ensuring quality and standards issues improve in the country, a free forum - Tanzania Quality Association (TQA) - has been established with the aim of bringing together stakeholders from the public and private sectors with a view of discussing quality to enable local products compete in foreign markets.

The platform, which will complement the authorities that measure

quality, is supported by the International Trade Centre (ITC); but, it will be more impartial and unbiased.

Speaking yesterday, the senior regional technical adviser for the European Union (EU) and East Africa Community (EAC) Market Access Upgrading Programme (Markup), Mr Safari Fungo, said during the National Stakeholders Consultative meeting on non-tariffs measures that 80 percent of all trade products in the world have been affected by standards or quality issues.

He, therefore, said the platform was timely intending to go beyond

the mandatory requirements.

Explaining further, another objective of the platform is to stimulate and promote quality awareness, knowledge and undertake benefits for quality and productivity in industry and commerce.

Percentage of all trade goods across the globe whose standards got affected

80

Beyond that, the new system will advocate quality in the services provided and should the agenda of everyone.

"At the moment there is no platform that deals with quality alone that brings both private and public together on such issues, that is why we have decided to establish this free platform and will not be interfered," he said.

The platform will allow members to discuss opportunities, challenges and networking. He said for starters the 30 members who are supported by ITC under Markup are already

the members of the platform.

"We want in the coming three years to build the culture of quality among children such that when they get products they will first check its quality, if we reach that point that means issues of industrialization and improving the life of Tanzanians will be well achieved," he added by way of clarification.

A participant, Mr Salum Ahmed, from Zanzibar said the platform was very important for improving the quality of the products especially for exporters as they are facing a number of challenges.

PANDEMIC The initiative is by EABC and TMEA

Study to list key trade items in EA

The focus of the exercise will be on the top 20 most traded goods in the six-nation East African Community (EAC)

By Zephania Ubwani
@TheCitizenTz
news@tz.nationmedia.com

Arusha. The East African Business Council (EABC) will undertake a market study on new export opportunities in the wake of Covid-19.

The focus of the exercise will be on the top 20 most traded goods in the six nation regional bloc, it was revealed yesterday.

The study follows a recent \$20 million Safe Travel Emergency Facility (Stef) created to cushion up businesses after the outbreak of the pandemic.

The facility was initiated by TradeMark East Africa (TMEA), an organization funded by a range of development agencies with intent of promoting intra-regional trade within EA.

EABC said the study has been prompted by lack of data on the existing export opportunities during this period of Covid-19 pandemic.

"We don't have enough data to ascertain the level of export opportunities that emerged in terms of value and volumes," EABC said in an official statement.

The study will also project the opportunities that the East African Community (EAC) bloc private sector can ven-

ture into during the post-Covid-19 period.

EABC will be undertaking this market intelligence study with support from TradeMark East Africa under the Safe Trade Programme.

"The main activity will be to identify the top most traded products in the EAC and explore their export potentials in the pre and Covid-19 period," the statement added.

Consultants in the study will be expected to develop policy recommendations to guide EABC policy work on export growth initiatives.

Due to the debilitating impact of Covid-19, TMEA recently created a \$20 million Stef to support governments undertake critical measures.

The support focused on transport and trade routes that can ensure trade continues safely but which are believed to be major infection conduits of the virus.

The apex body of private sector associations based in Arusha has cited the production of sanitizers, face masks and medical equipment as new products with export potential.

"Besides the trade in the essential items used in the fight against corona, the private sector also continued to trade in other commodities," it added.



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