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A person wearing a white lab coat and blue nitrile gloves is writing on a clipboard. The clipboard has a green cover and a silver clip at the top. The paper is titled 'QUALITY CONTROL' and has several sections: 'Location', 'Date of inspection', 'Time of inspection', 'Inspected by', and 'OBSERVATIONS'. The 'OBSERVATIONS' section has columns for 'Sample', 'Observations', and 'Accepted'. The background is a laboratory with various pieces of equipment, including a beaker with orange liquid and a microscope.

# Improving Fisheries Trade in Sub-Saharan Africa through QI Interventions

Alejandro Rivera Rojas  
World Seafood Congress, 24th September 2023



# African Blue Economy

- Generates nearly USD 300 billion,
- 49 million jobs associated,
- The continent has a vast coastline and abundant marine resources,
- Fisheries and aquaculture are vital sources of protein for millions of African people,
- Tapping into the potential of the AfCFTA for regional integration and cooperation.





## The case of the ProFishBlue regional project:

### *Improving Fisheries Governance and Blue Economy Trade Corridors in the Southern African Development Community*

- Total cost of the programme: USD 10.14 million with potential co-financing from GEF International Waters & Blue Economy financing window.
- Overall objective: Promote **sustainable management of fisheries resources** within the **blue economy context** to improve **food and nutritional security**, create **employment** through value chain activities, facilitate **intra-regional trade**, and build adaptive capacity against **climate change** and other external shocks.
- Project Validity: 48 months





# Project Context

- Officially launched on 31 March 2022, Gaborone, Botswana
- Seven countries: Malawi, Zambia, Mozambique, Comoros, Zimbabwe, Madagascar and the United Republic of Tanzania
- Main counterparts
  - Southern African Development Community (SADC) Secretariat SADC Technical Regulation Liaison Committee (SADC TRLC)
  - Regional and national counterparts, such as Regulatory Competent Authorities Quality Infrastructure Institutions, Conformity Assessment service providers and private sector associations, mainly for Small and Medium-Sized Enterprises (MSMEs)
  - Line Ministries in SADC Region (e.g. Trade, Industry, Agriculture, Fishery) and other actors, including women and youth organizations





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## Three main project components, responsibilities allocated to different partners

Improving collaborative  
governance of transboundary  
fisheries and genetic resources



Policy harmonization and trade  
facilitation towards  
intraregional trade

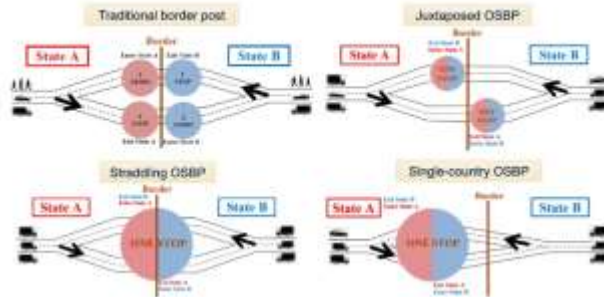


Building climate resilience and  
institutional adaptability to  
shocks



## UNIDO - Project Component "Policy harmonization and trade facilitation towards intra-regional trade":

- Component 2A "Replicate the Pilot 'One Stop Border Post' program across 7 bordering countries"

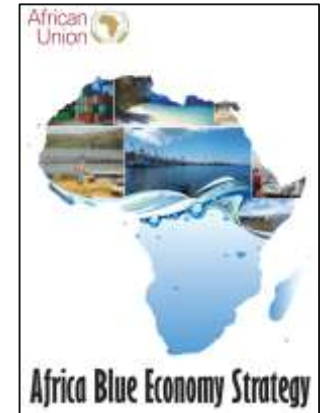
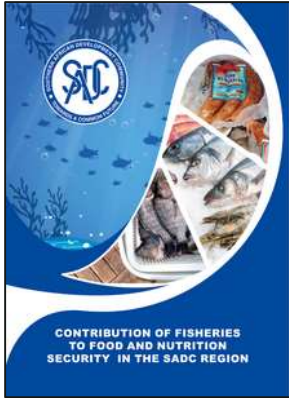


- Component 2C "Provide business development services, accelerator, and incubation/investment support for women and youth SMEs in fish trade".



## The action draws on continental strategies and acts specifically in the areas:

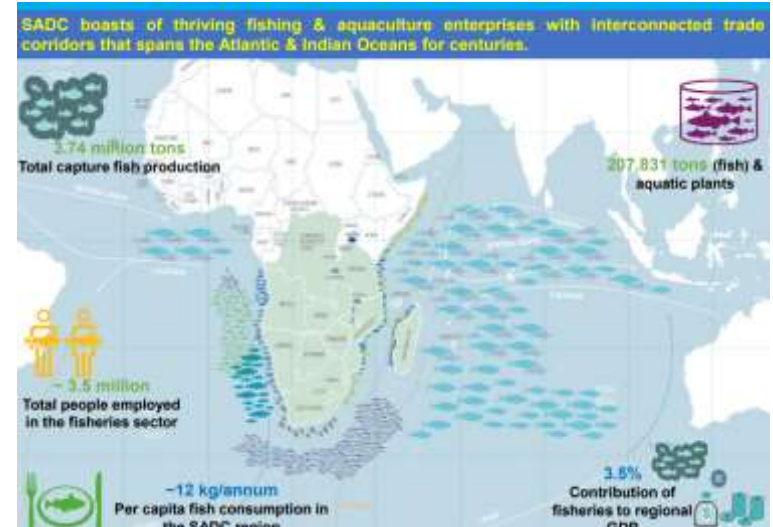
- Regional/international Economic integration
- Inclusive and sustainable blue economy supporting it as a significant contributor to continental transformation and growth
- Optimized conservation and sustainable fisheries
- Responsible and equitable fish intra regional trade
- Develop communication strategies about blue growth as well as create awareness and develop human capacity





## Expected Results

- a) Increased production and productivity of fish and fishery products
  - ✓ People benefiting from progress in fish value chains in the region (450,000 people increase)
- b) Increased share of market value for key processed fish and fishery commodities
  - ✓ Increased volume in cross border fish trade in the region (100,000 tons increase)
- c) Best management practices for transboundary resources governance (Blue economy strategies and investment plans developed)







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SUSTAINABLE  
DEVELOPMENT  
GOALS



**THANK YOU!**