



Theme: *Consumers Voice in Standardisation & Benefits from Trade under the AfCFTA Agreement*

Moderator

**Dr. Hermogene Nsengimana,
Secretary General, ARSO**



The AfCFTA Agreement benefits all Africa from Cairo to Cape town, from Dakar to Dar es Salaam: Buy Africa and Build Africa for sustainable African Industrialisation
Dr. Francis Mangeni, Head of Trade Promotion and Programs - AfCFTA Secretariat



Intra-African trade expansion - "Buy in Africa" and "Made in Africa"- Changing the African Consumers mind set towards the promotion of the production and trade in Made in African Products
Ron Omar (Mrs.), Senior Policy Officer in Charge of Industry Division, Trade and Industry Department - AUC



Producing locally and trading globally: Strengthening Policies and regulations that prioritise the production, competitiveness and trade in Made in Africa Products – Role of the Private Sector as a Key Stakeholder within the AfCFTA
Serge Kamuhinda, CEO of Volkswagen Mobility Solutions Rwanda, Rwanda



Consumers, the missing link in standardization and promotion of Quality Culture in Africa: Making the Consumers Count – The Role of the ARSO COCO
KIMERA Henry Richard, ARSO COCO Chairman



Consumers Voice matter in Standardisation and International Trade – International standardisation Best Practices for safeguarding Consumers Interests and rights – Lessons from ISO/COPOLCO
Ms. Sadie Dainton, BSI Consumer Policy Manager, BSI & the Vice-Chair of ISO/COPOLCO



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