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PROJECT FACTSHEET

Africa Trade Competitiveness and Market Access Programme (ATCMAP) - SADC Component

EU contribution: EUR 25 million

Period of implementation: 2025-2031 (indicative)

Location: SADC (Southern African Development Community) region

Implementing organisations: The United Nations Industrial Development Organization (UNIDO) and the International Trade Centre (ITC)

Project objectives and description:

The Africa Trade Competitiveness and Market Access Programme (ATCMAP) is a European Union (EU)-funded development cooperation initiative for Africa. In addition to a pan-African component, the programme includes five regional components including this one, which specifically supports the Southern African Development Community (SADC). The ATCMAP SADC Component's overall aim is to increase intra-African and EU-Africa trade by enhancing market access for businesses and export competitiveness for small and medium-sized enterprises (SMEs) from the SADC region operating in selected value chains.

Expected results:

The programme will help SADC Member States benefit from trade opportunities by improving their ability to conform with relevant standards and technical regulations. It will also strengthen SADC's regional quality infrastructure, which is a key trade enabler. Moreover, the programme will help SMEs in the SADC region to maximise their export potential and enter new markets. The areas in which the programme will provide assistance include marketing, labelling, branding strategies, technology transfer, sustainability, and export capacity. The programme will also provide capacity-building assistance to trade and investment support institutions. Overall, the programme is expected to boost trade and sustainable economic development in the SADC region.

For more information:

- ITC project website: <https://www.intracen.org/our-work/projects/sadc-africa-trade-competitiveness-and-market-access-atcma>
- UNIDO launch news: <https://www.unido.org/news/launch-eu25-million-eu-funded-atcma-sadc-programme-supporting-trade-competitiveness-and-market-access-sadc-region>