

# INTRODUCTION TO THE AFCFTA PROTOCOL ON TRADE IN GOODS

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 **TRADEBYTE TUESDAY: LET'S MAKE TRADE SIMPLE!**

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# WHAT IS THIS ABOUT?

It's a **set of rules** under the **AfCFTA** that helps African countries **trade goods with each other more easily and cheaply**.

-  **Less taxes** (tariffs) on goods moving between African countries
-  **Faster and simpler** border processes
-  **More trade, more jobs, and more business growth!**


-  **Why does this matter?**

If you make or sell products, this Protocol can help you trade across Africa without high costs or long delays!





# HOW DOES IT WORK?

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-  **Key rules in the Protocol:**
    - **✓ Lower Taxes on Goods** – Most products made in Africa will have little or no import taxes when traded across borders.
    - **✓ Rules of Origin** – Only goods made in Africa can benefit from these lower taxes.
    - **✓ Easier Border Crossing** – Less paperwork and faster customs clearance.
    - **✓ Product Safety & Quality** – Ensures that goods traded meet health and safety standards.



**This means buying and selling products between African countries is now easier and cheaper!**



# HOW DOES THIS HELP YOU?

💡 If you are a business owner or entrepreneur, here's why this matters:

- ◆ **You save money** – Lower import taxes mean cheaper goods, cheaper goods mean more people can afford your products!!!
- ◆ **You reach more customers** – You can sell in more African countries.
- ◆ **Your business grows faster** – Fewer trade barriers mean fewer delays.

