

# Journal

RWANDA

STANDARDS

ISSUE 16 MAY 2019 | NOT FOR SALE

## FOCUS ON PROMOTING MADE IN

RWANDA PRODUCTS  
AND SERVICES THROUGH  
STANDARDIZATION

## MADE IN RWANDA INITIATIVE

REDUCING RWANDA'S  
TRADE BALANCE DEFICIT

## INTRODUCING THE TRACK AND TRACE SYSTEM

TO EASE PRODUCT QUALITY  
ASSURANCE AND METROLOGY  
CHECKS









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## RSB CERTIFICATION MARKS



RSB STANDARDISATION MARK



Made in Rwanda logo



RSB ISO-9001 REGISTERED



BY RSB



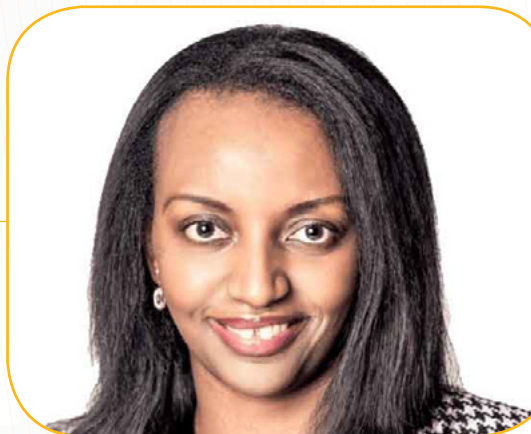
BY RSB



RSB ISO-14001 REGISTERED



# FOREWORD



Welcome to this special edition of the Standards Journal focusing on Made in Rwanda policy and the Made in Rwanda Logo in particular.

In 2015, after it was indicated that the trade deficit (the difference between exports and imports) was widening, Ministry of Trade and Industry (MINICOM) designed a strategy aimed at identifying priority areas where more effort is needed so that Rwanda can cut down the deficit.

One of the efforts the strategy identified was promoting locally made goods (Made in Rwanda) which aimed at increasing the quantity as well as the quality of locally made goods while also sensitizing Rwanda to give priority to goods Made in Rwanda. The strategy also highlighted three priority industrial sectors where efforts need to be increased; Construction materials, Light manufacturing, and Agro-processing.

Rwanda Standards Board together with MINICOM set standards to promote Made in Rwanda and enable them to compete on the local market as well as export markets. In this regard, more than 2,500 Rwanda standards have been published while access to 100,000 regional and international standards has been assured. The National Quality Testing Laboratories for RSB have been established and their capacity gradually increased.

Additionally, in a bid to support SMEs to strengthen their capacity in standards the Government is implementing different strategies; and among others the Zamukana Ubuziranenge program was launched to help SMEs in agro-processing so that they can meet the required standards while also promoting the culture of certification.

More still, in order to increase the volumes (quantity) of locally produced products, Government is attracting new investors both local and international so that they can increase the volumes of Made in Rwanda products or manufacture new products by providing land to investors who wanted to set up industries in Rwanda. (276 hectares in Kigali Special Economic Zone (KSEZ), 330ha in Bugesera Special Economic Zone, 339ha in districts (Musanze, Rwamagana, Huye, Rusizi).

Through easing doing business for investors, 54 industries have been set up in the KSEZ in Masoro, offering 7,000 permanent jobs, and 12000 temporary jobs mostly in construction. In 2017 industries in KSEZ exported products worth \$36 million from \$5.5 million in 2016.

Generally in the last three years, there was positive change in exports as result of efforts put in Made in Rwanda campaign where exports between 2015 and 2017 increased by 69% whereas imports reduced by 4%, hence reducing the overall trade deficit by 36 %.

In this edition, you will read in detail the achievements of Made in Rwanda policy, and the various efforts of MINICOM and other agencies like MINECOFIN, MINAGRI, MINISANTE, RSB, NIRDA, NAEB, RRA to mention but a few in improving and promoting Made in Rwanda products.

Thank you all our partners for the continued efforts in improving and deepening Made in Rwanda products and services. We believe you will find this edition informative and refreshing.

Enjoy Reading.....

**Soraya Hakuziyaremye**

**Minister of Trade and Industry**



# MADE IN RWANDA INITIATIVE

## REDUCING RWANDA'S TRADE BALANCE DEFICIT

*The Made in Rwanda campaign was launched in 2015 and in 2017 Cabinet approved it into a policy. Effective implementation of the Made in Rwanda policy through supporting local industries, enhancing quality and quantity of goods produced will help reduce Rwanda's trade deficit. Rwandans must consume more local products and services; produce more for the Made in Rwanda policy to succeed. We caught up with Honourable Minister of Trade and Industry to explain to us what Made in Rwanda policy means, what has been achieved so far, challenges and what Government is doing to promote the consumption and production of more Made in Rwanda goods and services. Below are the excerpts.*



**Q/ IN 2015, THE GOVERNMENT OF RWANDA STARTED A CAMPAIGN TO PROMOTE MADE IN RWANDA PRODUCTS AND SERVICES AND LATER ON THE MADE IN RWANDA POLICY WAS APPROVED BY CABINET. WHY WAS THIS NECESSARY?**

**A/** Over the past years, Rwanda experienced a negative balance of payments. Made in Rwanda initiative was therefore one gap through promoting production and consumption of locally made products. It is in this regard that Made in Rwanda initiative was introduced in 2015.

In 2017, the Made in Rwanda policy was passed by Cabinet as a guiding tool to implement the Made in Rwanda initiative. The Made in Rwanda Policy is a holistic roadmap to achieving competitiveness, building on recent positive momentum through two main channels.



Firstly, it brings together existing Government interventions under a clear policy framework, including ongoing amendments to the public procurement law to give 15% preference to local products, VAT exemption for raw materials and capital goods and the Made in Rwanda communications campaign.

Secondly, it addresses remaining supply side bottlenecks via targeted interventions aimed at improving quality, boosting cost of competitiveness and linking anchor firms within domestic value chains and developing action plans for specific value chains.

The Made in Rwanda Policy has five main pillars namely; Mind-set Change, Improving Quality, Reducing the Cost of Competitiveness, Promoting Backward Linkages, Sector Specific Action Plans.

**Q/ THE PROMOTION OF MADE IN RWANDA PRODUCTS AND SERVICES GOES HAND IN HAND WITH ELIMINATING CHALLENGES FACING RWANDA'S PRIVATE SECTOR. HOW IS MINICOM AND THE GOVERNMENT AT LARGE HELPING IN THIS REGARD?**

**A/** To promote Made in Rwanda, it is imperative to work hand in hand with the Private Sector to address underlying issues affecting the performance of the industrial sector.

Government of Rwanda is addressing key issues in trying to address the underlying challenges to increase production of local products, ensure competitiveness of locally made products and spur consumption of locally made products.

One of the challenges being faced is the issue of lack of understanding of sector – specific constraints. This is being addressed through developing specific sector strategies and action plans.





Secondly, manufacturers were being faced with the challenge of high costs of production. Government is addressing this challenge by facilitating access to raw materials, skilled labour, finance, and modern technology through institutions like National Industrial Research and Development Agency (NIRDA), utilities like electricity, serviced land and efficient use of the available resources.

Furthermore, there was an identified problem of poor quality goods. Through Rwanda Standards Board (RSB), we are helping put up the quality infrastructure to offer standardization services and increase support to local manufacturers through programs like Zamukana Ubuziranenge to offer support in as far as quality is concerned.

More still, the problem of poor linkages between anchor firm and local suppliers is being addressed through improving linkages between suppliers and consumers. The annual Made in Rwanda expo is one of the avenues to address this specific challenge.

Lastly, the issue of biased perception of locally made products is being addressed first by encouraging manufacturers to adhere to

standards in as far as production, branding and packaging is concerned and we are doing a deliberate communication campaign towards promoting locally made products.

**Q// WHAT ACHIEVEMENTS HAS THE MADE IN RWANDA POLICY REGISTERED SO FAR?**

**A//** Made in Rwanda policy is bearing fruits. For example between the calendar years 2015 and 2017, exports increased by 69% while imports decreased by 4%. In the same period Rwanda's trade deficit decreased by 36%.

Between the years 2016 and 2018, a significant increase of export was observed for different products like Garments which increased from USD 3.3 million in 2016 to USD 6.28million in 2018, Construction materials increased from USD 2.2 million in 2016 to USD 9.3 million in 2018 and Flours like maize & wheat flour increased from USD 24.8Mi in 2016 to USD 52.9Mi in 2018.



**Q// WHAT STRATEGIES DO YOU HAVE IN PLACE TO FACILITATE AND PROMOTE THE MADE IN RWANDA EXPORTS?**

**A//** Since the launch of Made in Rwanda Initiative in 2015, the Government of Rwanda has put more efforts in attracting potential investors by availing serviced land and other supports such as VAT exemption, reduction of electricity tariff etc.

More so, Export Growth Fund (EGF) has been restructured to facilitate more exporters. Through institutions like NIRDA, industries are technically supported to acquire and use appropriate technology through open call program.

Furthermore, RSB is strengthening her capacity in order to offer more testing and calibration services to manufacturers and is also supporting industries to acquire quality marks to enable them to be competitive locally and access foreign markets.

**Q// ONE OF THE CHALLENGES IN PROMOTING THE MADE IN RWANDA POLICY IS QUALITY AND MIND-SET CHANGE. HOW ARE YOU ADDRESSING THESE CHALLENGES?**

**A//** As earlier mentioned, we are encouraging manufacturers to produce quality products, adhere to standards, do good branding and packaging and a communication campaign is being done geared towards promoting locally made products.

**Q// DO YOU HAVE ANY SPECIAL MESSAGE TO RWANDANS IN REGARD TO EMBRACING MADE IN RWANDA PRODUCTS AND SERVICES?**

**A//** I would like to call upon all Rwandans to give priority to locally made product. This will contribute much to our vision of self-reliance. I also request all manufacturers to improve the quality of what they are producing as well as increase the production to satisfy the local market and export the surplus. I further request all Government institutions and the Private Sector Federation to prioritise the implementation of Made in Rwanda Policy to ensure sustainability of the Made in Rwanda initiative.







# RWANDA STANDARDS BOARD PROMOTING MADE IN RWANDA

## PRODUCTS AND SERVICES THROUGH STANDARDIZATION



**T**he Made in Rwanda policy provides for granting of the Made in Rwanda logo to enhance products/services quality. It is a strong tool for products differentiation of locally made products/ services and systems and will play a role in fighting counterfeits and thus ensure products comply with quality standards. MINICOM mandated RSB to issue the protected Made in Rwanda logo. The Rwanda Standards Journal caught up with Director General of RSB to discuss the role of the institution in promoting the quality of Made in Rwanda goods and services and the journey undertaken so far in issuing the Made in Rwanda Logo. Below are the excerpts.

**Q/ IN SETTING OF STANDARDS, HOW HAS RSB PUT DUE CONSIDERATION TO SETTING STANDARDS RELEVANT TO PROMOTING MADE IN RWANDA PRODUCTS AND SERVICES?**

**A/** RSB sets priorities for standards development based on locally produced products and services; and the approved and gazetted standards are the criteria for assessment of Made in Rwanda products and services.

We put consideration in setting of Standards relevant to Made in Rwanda products and services when developing our bi-annual Standardization Work Programmes in order for them to be competitive on the export market and contribute to import substitution.

Standards are prioritised according to the potentiality of the product or service to be exported or to promote exports, potentiality of the product or service as import substitution, improve quality of products and services of locally produced products, most traded products and services, potentiality to respond to the regulatory needs. i.e. protection of health and safety, consumer or environmental protection, potentiality to support Rwandan policies and strategies, market relevancy, improve productivity, improve service delivery and response to the certification needs in line with the Made in Rwanda policy.

We have developed standards which respond purely to Rwandan products and services for example Isombe (cassava leaves), Garage standard, Salon standard, Urwagwa, Chilli oil, Banana Based Alcoholic Beverages, to mention but a few. We have also adopted other international or regional standards based on our Rwandan needs.

Out of more than 2,500 standards; 365 are standards of Rwanda origin which can support the objectives of Made in Rwanda Policy and they are mostly used by companies and public institutions seeking to improve their competitiveness on national, regional and or international markets.

For the coming fiscal year [2019-2020], for example, the National Standards Division will implement a project on promoting Made in Rwanda products and services through standardization where priority sectors of the Made in Rwanda policy will be focused on. These include wood and furniture, textiles, leather and garments, cosmetics, toiletries, packaging materials, tourism and hospitality which will be standardized; SMEs companies in those sectors will be identified, benchmarked, trained and coached to achieve standards compliance towards certification.

This will increase the rate of implementation of the above standards and improvement of quality of Made in Rwanda products and services.

**Q/ WHAT HAS RSB DONE IN TERMS OF GETTING READY TO CARRY OUT CONFORMITY ASSESSMENT OF MADE IN RWANDA PRODUCTS?**

**A/** RSB is guided by the Made in Rwanda policy to set up priorities. There are three major areas of focus; Construction materials, Light manufacturing and Agro processing. Under construction materials, we are looking at cement, steel products, paints, ceramics etc. Under light manufacturing we are looking at cosmetics, packaging materials, wood and wood products and essential oils; and for Agro processing we are looking at; Maize, Rice, Sugar and Edible oils.





We have further put in place criteria for granting Made in Rwanda logo, application form was documented and uploaded to RSB website for Made in Rwanda logo, procedure for granting Made in Rwanda logo is in place. We have conducted awareness for RSB personnel on Made in Rwanda policy and Made in Rwanda Logo to explain to them the content of Made in Rwanda Policy, the criteria and process of granting Made in Rwanda Logo.

In doing this, we are prioritising risky products to start with while issuing protected marks.

We have carried out awareness campaign on Made in Rwanda Policy and awareness of Protected Marks.

Also, National Quality Testing Laboratories' capacity is gradually developed taking into account prioritization of Made in Rwanda products and measuring instruments and equipment in SMEs and industries production process are being calibrated to ensure accurate measurement.

Lastly, we are carrying out pre-packages control and labelling to ensure fair trade of Made in Rwanda products

**Q// MINICOM MANDATED RSB TO ISSUE THE MADE IN RWANDA LOGO. HOW ARE YOU COPYING UP WITH THIS ASSIGNMENT?**

**A//** We have put in place tools and materials for issuing of the Made in Rwanda logo. To date, RSB has received forty six (46) applications for Made in Rwanda Logo and sensitization continues. Applications for Made in Rwanda Logo are already being processed and we expect many more to come.

**Q// WHAT ARE SOME OF THE EFFORTS AND STRATEGIES THAT YOU WILL BE USING TO MAKE SURE ALREADY CERTIFIED PRODUCTS AND SERVICES ACQUIRE MADE IN RWANDA LOGO?**

**A//** We have more than 500 products which are S- Mark certified and around 45 Systems which are certified. Awareness campaigns are ongoing to sensitize manufacturers and service



providers to apply for Made in Rwanda logo. We have also introduced Protected Marks and seals for prevention of counterfeiting of logos.

**Q// HOW WILL THE MADE IN RWANDA LOGO BE USED VIS-A-VIS OTHER EXISTING QUALITY MARKS?**

**A//** The Made in Rwanda logo is a branding and quality assurance tool, for those companies that are already certified. It should be noted that it does not replace other existing quality marks.

**Q// HOW DO YOU THINK THE MADE IN RWANDA LOGO OR BRAND WILL CONTRIBUTE TO PROMOTING RWANDA'S BRAND AND EXPORTS?**

**A//** Since Made in Rwanda logo will be granted based on Made in Rwanda Policy specifically quality, the visibility of Rwanda products will be strengthened and enhance product differentiation. It will be a strong branding tool for locally made products/ services and systems and the country.

It is a tool for customer trust and confidence in the quality and safety of the product, service or

system. It will play a role in fighting counterfeits and thus ensure the image of the products as well as complying with quality standards.

The mark stands for quality and this will enhance the already established good image of the country with quality.

**Q// BEYOND THE MADE IN RWANDA LOGO YOU ARE ALSO INTRODUCING THE TRACE AND TRACK SYSTEM. WHY DID YOU THINK OF THAT SYSTEM AND HOW WILL IT WORK?**

**A//** The Track and Trace System is a technology based system that will provide consumers with all information they need on specific products using their mobile phones or website tools. It is a quality assurance mechanism for domestic products, services and imports.

This system will enhance product and service traceability and increase consumer confidence in Made in Rwanda products and services.

It will facilitate regulators and other law enforcers to do their inspections. The system is consumer friendly as it opens up opportunity for them to play a role in checking on the safety of traded products on the market; so it is a benefit to both consumers and regulators.





# PROTECTED MADE IN RWANDA LOGO

## A CATALYST FOR MADE IN RWANDA PRODUCT QUALITY AND COMPETITIVENESS



Certification is a third party attestation following assessment that attributes, characteristics, quality, or status of Individuals or organizations, Goods Procedures or processes are in accordance with established standards.

### BENEFITS OF CERTIFICATION

- Certification helps build confidence and trust to interested parties
- It serves as a marketing tool
- It reduces losses hence increased profits
- Certification increases consumer safety and satisfaction
- It facilitates increase in Government revenue
- Leads to increased efficiency i.e. reduced production costs

### MADE IN RWANDA LOGO

- Made in Rwanda Logo is granted to products/ process/Services after obtaining objective evidence that they fulfil the following criteria;
- Application form filled by the applicant of the Made in Rwanda logo;
- Company registration certificate from RDB (Products registration is also recommended for brand protection purpose);
- Certificate of origin from RRA (Rules of Origin) where applicable;
- S-mark or system certificate/ license/ inspection report for those products not yet certified;
- Certificate and recommendation letter from regulatory authority for (e.g. IT products such as software recommendation is required and provided by RISA, SPS certificate from RALIS/ RICA for agriculture products).

### PROCESS OF GRANTING MADE IN RWANDA LOGO

- Filling in application form and submission of relevant documents to RSB
- Review of documents and process by RSB
- Upon fulfillment, granting the license by RSB
- Monitor the ongoing contracts by RSB

### BENEFITS OF ACQUIRING MADE IN RWANDA LOGO ON YOUR PRODUCT:

- The highly protected logo embodies technological patterns for product genuineness traceability, falsification, fight counterfeiting and serves as a powerful marketing tool
- The logo increases competitiveness in tenders as per the Rwanda Public Procurement law.
- For packed products, the issued Made in Rwanda sticker shall be applied on either the primary, secondary or tertiary packaging of the product.
- For unpackaged product, the Made in Rwanda sticker shall be used in a way which allows its appearance and electronic tracking.





# CRITERIA TO ACQUIRE MADE IN RWANDA LOGO



- ✓ Issued to the company registered and authorized to manufacture the product
- ✓ The product name and brand names are registered as the company's intellectual property
- ✓ The product shall be in compliance with the provisions of the rules of origin as applied in Rwanda.
- ✓ The product shall have a valid certification (S-Mark) to attest its quality and safety.





# VALUE ADDITION FOR MADE IN RWANDA PRODUCTS/ GOODS



**M**ade in Rwanda products apply to those products / goods that are 100% produced locally or those products / goods with added value of 30% as per the East African Community (EAC) rules of origin.

The principle of value addition for Made in Rwanda products is guided by set protocols as embedded in the East African Community (EAC) rules of origin. It mainly applies for exports in order to get the Certificate of Origin. Under the EAC rules of origin, products must fulfil the following:



- 1. Wholly Produced products** - This is where there are no raw materials imported. All raw materials used in the manufacturing value chain should come from East Africa.
- 2. Material Content rule** – This applies on materials imported from abroad. It differs from product to product.
- 3. Change in tariff heading** – It is determined by the change in heading as outlined in the EAC Common External tariff.
- 4. Specific processing rule** – This specifies the amount of value addition for someone to qualify for Made in Rwanda products (products / goods with added value of 30% as per the East African Community (EAC) rules of origin)



# INTRODUCING THE TRACK AND TRACE SYSTEM

## TO EASE PRODUCT QUALITY ASSURANCE AND METROLOGY CHECKS

In order to promote Made in Rwanda products, RSB introduced the track and trace system to among others curb dumping of goods into the local market, fight counterfeits and promote Made in Rwanda products and services on the local and international market.

Protected Marks are stamps that are manufactured using Security Papers and Printed with High Security Features. The Protected Marks are affixed on Rwanda Standards Board Certified products by the Manufacturers and on imported products. The Protected Mark that is affixed on the product ensures:

- The product is manufactured as per the Quality Standards specified by RSB
- The product is Certified or has been checked by RSB
- The product is manufactured by Genuine Manufacturer

The Protected Marks are printed with Overt, Covert and Forensic Security Features which are highly impossible to copy/duplicate/counterfeit. This will ensure the illicit traders do not print fake Marks and affix them on the non-certified products or duplicate products. The fake Marks can be easily identified.

Protected marks are beneficial to manufacturers, exporters and consumers as below:

### a) Manufacturers

- **Brand Protection** – Only genuine and certified products that are manufactured and affixed with Protected Marks will reach retail market.
- **Revenue Generation** – Illicit trade and duplicate products will be eliminated from the market leading to additional revenue generation.
- **Useful MIS Reports** – The Protected Marks Management System will have a provision for Manufacturers to generate reports on manufacturing, revenue generated, revenue projections, product wise report, market demand, etc.

### b) Importers

- **Protect legal Importers** – The Protected Marks Solution will stop illegal Imports as products affixed with Protected Marks will only be allowed in the country
- **Revenue Generation** – The demand for genuine imported products will rise and Illegal imports shall stop. This will result in revenue generation for legal Imports

- **Useful MIS Reports** – The Quality Marks Management System will have a provision for Imports to generate reports on revenue generated, revenue projections, product wise report, market demand, etc.

### c) Consumers

- **Genuine RSB Certified Products** – Consumers can be assured of getting genuine and quality products to consume and utilize
- **Track Products** – Consumer can digitally track the product by scanning the QR code printed on the Quality Mark and get information about the products and the manufacturer. The consumer can also track the products through SMS

- **Whistleblowing** – Consumers will be empowered to report fake products in the retail market Protected Marks Management System is a web portal for managing the Protected Marks. The software will allow the registered Manufacturer and Importers to do the following activities:

- Manufacturer and Importer Registration (one time process)
- Registration of Certified Products (one time process)
- Ordering Protected Marks
- Manage Inventory of Protected Marks
- Reporting utilization of Marks
- Generate MIS reports





## A) MADE IN RWANDA STICKER



- Certificate of origin from RRA (rules of origin) where applicable
- S-Mark or system certificate/ license/ inspection report for those products not yet certified
- Certificate and recommendation letter from regulatory authority for some specific products/ services (e.g. IT products such as software recommendation is required and provided by RISA, SPS certificate from RALIS/ RICA for agriculture products)

## Benefits of acquiring Made in Rwanda logo on your product;

- The protected logo embodies technological patterns for product genuineness traceability, falsification, fight counterfeiting and serves as a powerful marketing tool
- The logo increases competitiveness in tenders as per the Rwanda Public Procurement law.
- For packed products, the issued Made in Rwanda sticker shall be applied on either the primary, secondary or tertiary packaging of the product.
- For unpackaged product, the Made in Rwanda sticker shall be used in a way which allows its appearance and electronic tracking.

**M**ade in Rwanda sticker / logo is granted to products/ process/ services for locally made products/services/ process after obtaining objective evidence that they fulfil set criteria.

The criteria for obtaining Made in Rwanda logo are:

- Application form to be filled by the applicant of Made in Rwanda logo
- Company registration certificate from RDB ( Products registration is also recommended for brand protection purpose)

## B) CALIBRATION AND VERIFICATION STICKER



disseminate national measurement standards for following areas: Mass, Volume and flow, Pressure, temperature acoustic and Vibration Dimensions.

## ● Electrical Metrology Unit

Electrical metrology helps to realize, maintain and disseminate the national measurement standards for the following areas: AC/DC, low frequency, time & frequency and electrical energy.

## ● Chemical Metrology unit

Offers services under the three areas of Industrial metrology, i.e. calibration of pH meter, alcohol meter, density meter, refractometer, conductivity meter and TDS meter

## ● Legal Metrology Unit

Offers services of verification of trade masses, verification of non-automatic weighing instruments, including weighbridges, verification of fuel dispensers, verification of bulk meters, verification of energy meters, verification of water meters, verification of medical measuring equipment (including Dosimeters), prepacked products control, verification of Liquid Petroleum Gas (LPG) cylinders, verification of taximeters(soon), licensing maintenance/ repairs operators and licensing manufacturers of measuring instruments.

**C**alibration and verification of products is a function of the National Metrology Division, one of the five divisions that constitute Rwanda Standards Board. The National Metrology Division is composed of:

## ● Mechanical Metrology Unit

Calibration is critical in the manufacturing industry in order to maintain the equipment's performance and accuracy. It is also important for quality assurance. Products must be designed based on exact and right measurements — this is where calibration proves to be helpful. Mechanical metrology helps to maintain and



## C) IMPORT INSPECTION STICKER



Import inspection is a function of the Quality Assurance Unit, regulatory arm of Rwanda Standards Board. It was established after institutional restructuring that saw the former RBS turn into RSB, as a result of implementation of Rwanda Quality Policy approved in 2010 and reviewed in 2018.

QAU being aligned to RSB is supported by Ministerial Instruction No. 2242/19.23 of 19/09/2014 aligning Quality Assurance Unit staff management and their functions to RSB pending full establishment of Rwanda Inspection and Competition Authority (RICA).

Quality Assurance Unit (QAU) is the standards regulatory arm of RSB through inspection, advisory and decision activities. The Unit provides inspection services through; borders, inland ports (public and private), airports, industries and, organized markets places. Import Inspection is a function of the Quality Assurance Unit, regulatory arm of Rwanda Standards Board. It was established after institutional restructuring that saw the former RBS turn into RSB, as a result of implementation of Rwanda Quality Policy 2010 as reviewed in 2018.

QAU being aligned to RSB is supported by Ministerial Instruction No. 2242/19.23 of 19/09/2014 aligning Quality Assurance Unit staff management and their functions to RSB pending full establishment of Rwanda Inspection and Competition Authority (RICA).

Quality Assurance Unit is the standards regulatory arm of RSB through inspection, advisory and decision activities. The Unit provides inspection services through; borders, inland ports (public and private), airports, industries and, organized markets places.

#### Why introduce protected marks / stickers?

By introducing protected mark/ sticker, products traceability of imported products will be easier, consumer confidence in services rendered by RSB will improve, consumer safety for the marked products will be guaranteed hence reduce litigation cases with defaulters will reduce.





# INTERNATIONAL ACCREDITATION OF NATIONAL QUALITY TESTING LABORATORIES

## A TIP FOR CONFORMITY ASSESSMENT AND PROMOTING MADE IN RWANDA EXPORTS



Since December 2018, Rwanda Standards Board National Quality Testing Laboratories have been internationally accredited by the Dutch Accreditation Council (RvA), the National Accreditation Body for The Netherlands and one of global leading accreditation bodies. The accreditation covers the biochemical laboratories (namely Microbiology laboratory, Food, Agriculture and Mycotoxin Laboratory and Inorganic Chemistry

Laboratory); This accreditation is a confirmation that the mentioned laboratories have demonstrated trustworthy competence to generate valid technical results in a competent way, and work in accordance with the requirements of the management system based on EN ISO/IEC 17025:2005 standard on General Requirements for the Competence of Testing and Calibration Laboratories.



Talking about the outstanding achievement, Raymond Murenzi the Director General of Rwanda Standards Board noted that: "RSB is happy for that important achievement registered by the quality testing laboratories. Laboratory accreditation is the basis for attesting that our test results are internationally recognized and trusted, it is an assurance to our customers that our testing laboratories offer services in accordance with International Standards and that the results generated are accepted and trusted worldwide".

Accreditation of RSB quality testing laboratories will greatly contribute to the promotion and competitiveness of Made in Rwanda products, especially those exported to regional and international markets. Public safety has also been enhanced through offering conformity assessment services of products produced and traded locally.



# STANDARDIZATION EFFORTS TO SUPPORT MADE IN RWANDA PROGRAM



The Government of Rwanda initiated “Made in Rwanda Campaign” to promote local products. This saw a tremendous increase in private sector investment especially the manufacturing sector

For this campaign to succeed, Made in Rwanda products must fulfil the following:

- **Products must be safe and comply to national and International Standards**
- **Products must be competitive on international markets**
- RSB has henceforth taken steps to support the realisation of Made in Rwanda policy in a number of ways as below:
- RSB has published standards for the priority sector as embedded in the Domestic Market Recapturing Strategy i.e. food sector, agriculture, construction materials, textiles, hides and skins among others so that they can easily compete on the local and export markets.
- So far more than 2,500 standards have been published while 100,000 international reference standards have been adopted. In collaboration with MINICOM and other stakeholders, the National Quality Policy was revised in 2010 and passed by cabinet in November 2018 aimed at promoting standards for Made in Rwanda products.
- RSB National Quality Testing Laboratories have been set up and are being continuously empowered to meet the growing demand.
- These laboratories are well equipped to measure standards for construction materials,

pharmaceuticals, hides and skins products, essential oils, minerals, food and packaging materials among others.

- Quality marks on systems are being issued. These include; S-Mark products certification, Quality Management System (QMS-ISO 9001), Environmental Management Systems (EMS-ISO 14001), Food Safety Management Systems (FSMSISO 22000), Hazard Analysis and Critical Control Point (HACCP), Occupational Health and Safety Management (OHSAS), Good Agricultural Practices (GAP), Organic Farming, Rain forest and Fair Trade.
- In a bid to support manufacturers especially SMEs to strengthen their standardization capacity, the Zamukana Ubuziranenge program was launched to help SMEs in agro-processing to meet the required standards while also promoting the culture of Standardization.

## Summary of Quality marks that have so far been issued:

1. Products issued with the S-mark: 518
2. System certification:
  - Food Safety Management System (FSMS): 9
  - Hazards Analysis and Critical Control Point (HACCP): 23
  - Quality Management System: 12



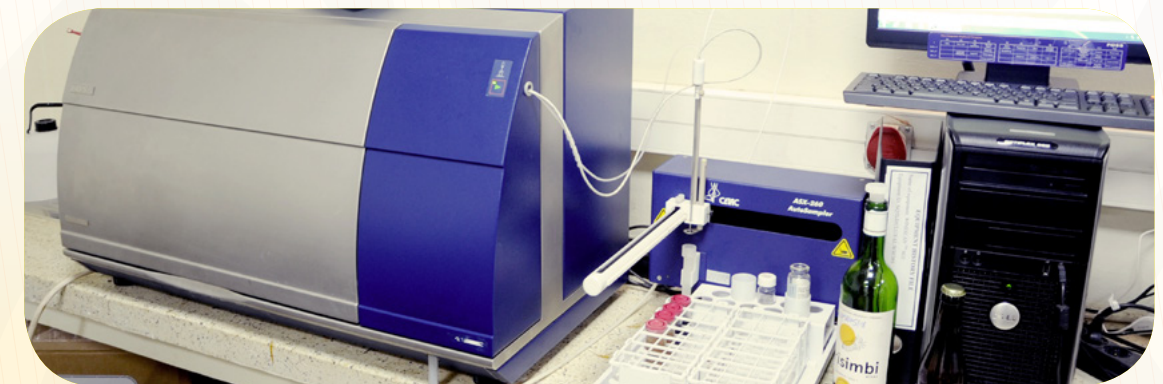
## RSB FOOD CERTIFICATION SCHEMES HAVE BEEN INTERNATIONALLY ACCREDITED

### WHAT DOES ACCREDITATION OF RSB FOOD CERTIFICATION SCHEMES MEAN TO MADE IN RWANDA PRODUCTS?



Made in Rwanda products can now easily enter and compete in the international market following the accreditation of Rwanda Standards Board (RSB) by Dutch Accreditation Council (RVA), an internationally recognised standards accreditation body thanks to a partnership between TradeMark East Africa [TMEA] and RSB.

The international accreditation of Hazard Analysis (HACCP, RS184) and Critical Control Points and ISO 22000 Food Safety Management Systems (FSMS) certification schemes means that the European and worldwide market can now trust the quality of Made in Rwanda products with the RSB mark of quality as the accreditation by RVA increases credibility of the services offered by RSB.



While commenting on this achievement the Permanent Secretary at the Ministry of Trade and Industry, Mr. Michel Sebera said, "We congratulate RSB upon this tremendous achievement as it unlocks Rwanda's opportunities to confidently trade on global markets. The accreditation, gives us a strong foundation to sustainably build industry's capacity in standards compliance."

Since its creation in 2002, RSB has provided quality services in standards development, quality assurance through industry inspection, market surveillance, import inspection and certification, testing, metrology services and raising awareness. Standards conformity assessment (testing and certification), calibration and verification (Metrology) services are key to enhancing the competitiveness of Rwandan products, fair trade and consumer protection that in the end leads to trade promotion and socio-economic growth of the country. They are also benchmarks for business growth as standards compliance promotes quality, opens door to broader market access and increases competitiveness leading to export opportunities, as echoed by Mr. Raymond Murenzi, Director General of RSB:

"Improving the quality of Made-in-Rwanda products and services for competitiveness establishing quality and safety culture in Small and Medium Enterprises

(SMEs) for increased productivity, supporting tourism and hospitality services initiative (MICE) and raising the national standardisation level remains a critical mandate of Rwanda Standards Board (RSB)."

RSB is committed to supporting Rwanda products to meet global standards. In collaboration with Trade Mark East Africa, RSB has acquired modern technology laboratory equipment as well as international recognition of its mark of quality hence the certification of RSB against ISO 9001 and accreditation of HACCP and FSMS certification schemes.

TMEA Country Director Patience Mutesi while commenting on the accreditation of RSB systems stated that, "Trade Mark East Africa commends RSB's commitment and effort to ensure that the standardization services delivered are internationally recognized and trusted. This is crucial for increased market access of locally manufactured products and offers an opportunity for cross-border trade growth and export promotion.

RSB Food Safety Certification Schemes accreditation is based on ISO/IEC 17021-1:2015 Conformity assessment - Requirements for bodies providing audits and certification of management systems.



# PROPER PACKAGING IS KEY FOR THE SUCCESS OF MADE IN RWANDA PRODUCTS

## BEST PRACTICE FOR PROPER PACKAGING, STANDARDS REQUIREMENT AND ENVIRONMENTAL PRESERVATION



Packaging plays a critical role in people's everyday life, in almost every industry, sector and every supply chain. Packaging practices that address consumer needs and environmental preservation is a must. To address this, RSB has started to test packaging materials. Appropriate packaging is essential in preserving the quality of products; prevent loss of goods and reducing the

environmental impact generated from use of big volumes of non-degradable packaging materials.

RSB is progressively establishing test benchmarks for assessing biodegradability of plastics to better implement current national regulation on use of plastics. Below are some of the guidelines for the human and environmental safety of packaging materials, key points to consider when selecting suitable packaging materials, and on manufacturing of packaging materials;

- Human and environmental safety of packaging material
- Suitability of Packaging material to intended purpose
- Conservation of resources and economy when planning manufacturing of packaging materials
- Packaging and environment

### AVAILABLE PACKAGING TESTING SERVICE IN RSB TESTING LABORATORIES

Testing Laboratories Division has acquired the following testing capacity in packaging:

- a. Grammage test of Paper packaging Products following (ISO 536:2012)
- b. Water absorptiveness for paper packaging bags (sacs) and cement packaging bag following (ISO 535:2014)
- c. Bursting pressure test of waxed paper for bread and paper packaging bags following
- d. Air permeability or porosity for packaging papers products including bags and sack kraft paper following (ISO 5636-5:2013: Gurley method)
- e. Elmendorf tear strength of papers packaging materials following (ISO 1974:2012)
- f. Tensile strength and tear resistance test for polymers following different ISO test in general.
- g. Static and dynamic friction coefficient of plastic film and sheeting (ISO 8295:1995)
- h. Resistance to water penetration of fabrics in accordance with ISO 811.

### REFER TO THE STANDARDS BELOW FOR MORE INFORMATION ON STANDARD REQUIREMENTS ON PACKAGING MATERIALS:

- a. ISO/IEC Guide 41: Packaging – Recommendations for addressing consumer needs
- b. ISO 18601:2013: Packaging and the environment – General requirements for the use of ISO standards in the field of packaging and the environment
- c. ISO 18602:2013: Packaging and the environment – Optimization of the packaging
- d. system
- e. ISO 18603:2013: Packaging and the environment – Reuse
- f. ISO 18604:2013: Packaging and the environment – Material recycling
- g. ISO 18605:2013: Packaging and the environment – Energy recovery
- h. ISO 18606:2013: Packaging and the environment – Organic recycling





# FOOD SAFETY MATURITY MODEL, 'ZAMUKANA UBUZIRANENGE PROGRAM'

A KEY STRATEGY TO SUPPORT FOOD SMES' GROWTH FOR SUSTAINABLE SAFE FOOD SUPPLY IN RWANDA.



On the ground of Made-In-Rwanda philosophy, Rwanda Standards Board (RSB) introduced a new food safety performance system, Food Safety (FS) maturity model referred to as 'Zamukana Ubuziranenge Program'. This program systematically develops and supports food processing SMEs to reach the desired quality and safety performance but also build a strong food safety culture in SMEs.

The Food Safety maturity model serves as a strategic tool that benchmarks a particular company's food safety management system but also serves as Performance Measurement Systems (PMS) implying that SMEs are evolving and transformed from lower food safety performance to the better level. In

addition, it gives food businesses a clear picture of both strengths and weaknesses within their food safety management system, giving insights on the potential needs for changes and adjustment.

The maturity model recognizes systems problems and factors which are involved in attaining food safety goals. The key characteristics of the model is that it reflects the company's status in terms of standards or procedures' compliance and robustness of food safety systems in comparison with where it is targeting to be. It also maps where food business think they are currently against where they actually are, which is eventually the



gap in the food safety systems helping in the development of improvement roadmap. From this background, it should be understood that every SME in the food industry is supposed to be in a particular food safety maturity level depending on the results of Performance Measurement Systems (PMS).

The 'Zamukana Ubuziranenge Program' is linked to the existing RSB certification systems. This is because it prepares food SME's to enter into products (S-Mark) and systems certification (HACCP & FSMS) schemes. The standards requirements are structured in a way that consider the context and nature of food SMEs and are associated with different Food Safety performance levels. For each maturity level, the model defines the key measurable factors and tools that a company needs to move from lower

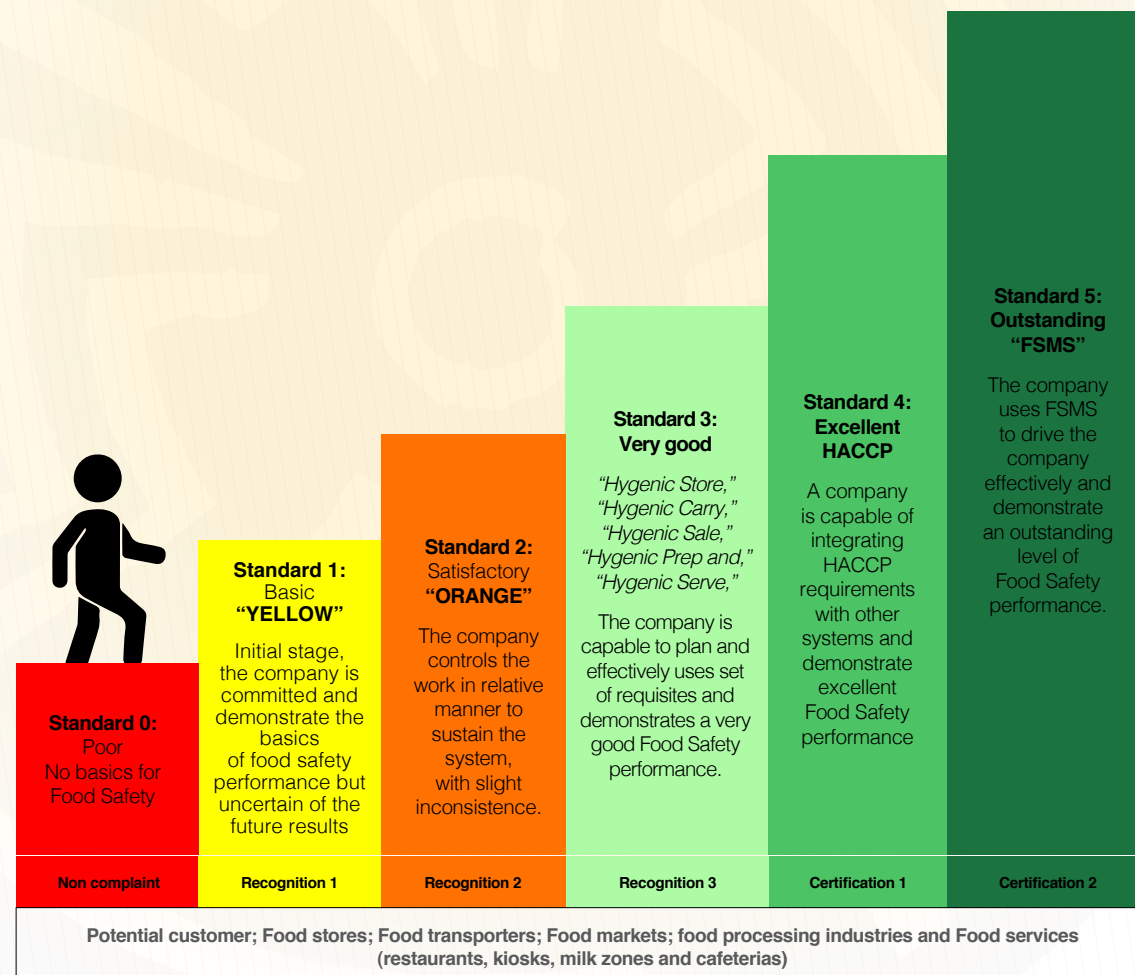
Food Safety performance to the higher. In the event that a company's Food Safety performance level has been established, there would be a time allowed to stay at this stage to build a strong foundation which will help food SME to move to the better Food Safety performance level.

This level can also be used to develop Food Safety improvement roadmap using key measurable factors and tools of the upper level. Each standard level has the minimum requirements which an SME needs to fulfil so as to be qualified to that particular level and encourage further growth. The rules and conditions for recognition and certification are based on the Food Safety maturity grid covered in the procedure.



# FOOD SAFETY MATURITY MODEL (FSMM)

“ZAMUKANA UBUZIRANENGE  
PROGRAM”



**STAKEHOLDERS’ CORNER:**  
Encouraging product  
diversification



## STEELRWA, CONTRIBUTING TOWARDS RWANDA'S SELF RELIANCE



Construction sub-sector is among the priority areas highlighted by Made in Rwanda policy launched in 2017. According to the Monetary Policy and Financial Stability Statement published in February 2019 by the National Bank of Rwanda, the country's iron and steel exports increased from \$5.13

million in 2017 to \$9.31 million in 2018 contributing 16 per cent to the country's GDP in 2018, as indicated by National Institute of Statistics of Rwanda.

Efforts therefore to boost the sub-sector have yielded success with stakeholders including SteelRwa, Imana Steel, Master Steel and many others. Their achievements paint a positive outlook for the

Government's initiatives of supporting local industry sector and consumption of locally made products.

SteelRwa one of Rwanda's steel manufacturing industries started in 2008 and is critical in anchoring the construction sector. SteelRwa produces quality and reliable steel products. All the company products are S – Mark certified and are periodically tested at the RSB laboratories for quality assurance.

The Made in Rwanda campaign has helped change the mind set of Rwandan as Mr. Muraldran explains,

"The Made in Rwanda initiative helped changing the attitude of our clients and they started believing the quality of our locally produced goods," said Muraldran Kakkopravan, General Manager at SteelRwa.

Previously, there was belief among them that the imported products were superior in quality, which is not true, he adds.

SteelRwa started with annual production capacity of 18,000 Tons per year, Since 2016, todate with the introduction of the Continuous Casting Machine (CCM) the cost of production has tremendously reduced and improved the quality of steel produced. Production has increased to 36,000 Tons per year.

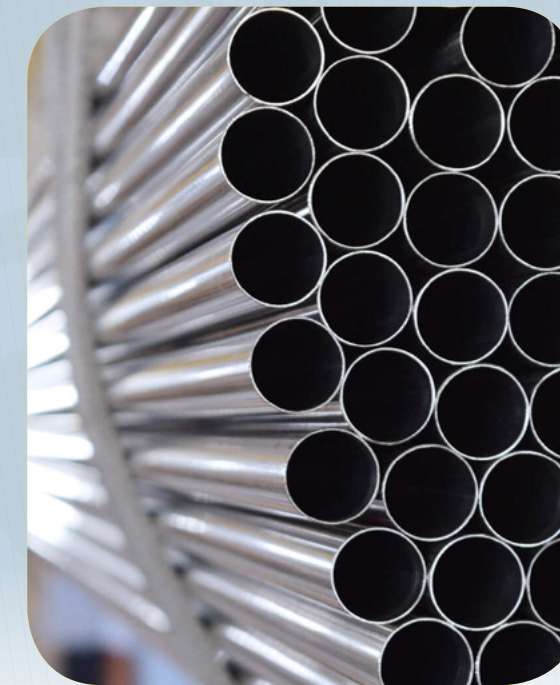
Due to the growing demand as a result of the Made in Rwanda Initiative and the well accepted quality SteelRwa is planning to increase the production capacity to 48,000 Tons per year within the next six months time. SteelRwa over the years supplied quality steel products to major infrastructure developments like the Kigali Convention Center, Kigali Heights, and Kivu watt power project to mention but a few.

"Since the very beginning we are focusing on the quality of our steel products, with the help of RSB and quality of the steel bars are at par with International Standard ( BS 4449 )," notes Mr Muraldran.

"We have a state of the art quality control department with qualified technician, Universal Testing Machine (UTM) to test physical quality and a spectrometer to test the chemical quality," Mr Muraldran added.

In a bid to curb environmental pollution and well safety of humans and animals, SteelRwa installed and commissioned a \$ 1million state of the art fume extracting system ( FES ) at the plant which condenses fumes from the furnace.

SteelRwa offers employments to over 450 persons as well as over 300 people are indirectly employed as scrap collectors and suppliers. The company exports to Eastern Democratic Republic of Congo (DRC) and there plans to increase steel iron bars exports to neighboring.





## EAST AFRICAN GRANITE INDUSTRIES

### OFFERING SUPERIOR, AFFORDABLE AND LOCALLY PRODUCED GRANITE PRODUCTS



The rocks of Rutaraka Village have been lying docile for many years. Residents of the small, predominantly cattle keeping population in Nyagatare Sector in the Eastern Province have always seen them as an unwelcome intrusion in their pasture land. Little did they know that a gem was

idling in their own backyard. But with the discovery of the natural granite and the subsequent construction of a granite factory, the narrative of this village has changed.



#### EAGI AT A GLANCE

The plant has an installed capacity of 200,000 square meters per year or 600 square meters per day assuming 300 production days.

It has a total of 20 major machines comprising of cutting machines at the quarry and in the plant, polishing machines and post-forming (finishing) machines.

At full capacity the facility will use 1.5 Megawatts of electricity and is equipped with equivalent standby power comprising of 2-750KVA generators, a transformer and a full utility switch board.

The granite rock commercial reserves are estimated to be 380,000 cubic meters (15million square meters) and considering full plant capacity, this will last for over 75 years.

There are five other granite sites that EAGI has explored around the country including Gatore (Kirehe), Munanira (Huye), Mugonero (Kamonyi), Nkuri (Musanze), Runda (Kamonyi) and one marble site on a Lake Kivu Island (Karongi).

Maximum resource utilization – water recycling and sludge products, cobblestones and potential to use solar panels to reduce electricity costs..

#### IMPACT ON THE ECONOMY, COMMUNITY

EAGI has played a role in import substitution and export promotion earning the country the much needed foreign exchange and reducing the trade balance deficit.

The factory offers employment to over 20 local skilled staff and over 130 semi-skilled staff. Vedaste Nsekanabo a machine operator at the factory noted that he has greatly benefited from the monthly income he earns, he can now look into the future with optimism.

EAGI has invested in the construction of a power line, road network and water line. EAGI intends to set up a water treatment plant at Umuvumba River so that the community can benefit from accessing clean piped water. The industry intends to produce Cobblestone from granite waste rocks and these will be made available to the local administration at affordable prices to use in road construction.





## BB AND DAUGHTERS LTD PROVIDING QUALITY NATURAL RWANDAN HONEY



What started like a search for an alternative from sugar consumption led Bright Batamuliza the Director of BB and Daughters Ltd to start a honey processing firm. BB and Daughters Ltd processes natural Rwandan Honey.



**Rwanda as a brand is known for quality and delivering on her promises. We believe the new Made in Rwanda Logo issued by RSB will be a strong branding tool for our products on the international market and it will also protect our products from being counterfeited**

Located in Nyarugunga sector, Kicukiro district, the company started operations in 2017, it is now a household name with her products distributed allover major super markets in Kigali and also consumed by leading hotels and Restaurants like Marriot Hotel, Serena Hotel, Ubumwe Hotel, Monor Hotel, Camellia Restaurant, Javas Restaurant to mention but a few and also exported to Kenya, Ethiopia and Eritrea.

Quality is at the Centre of all BB and Daughters Ltd operations as Ms Batamuliza notes

"Honey is a food, its quality and overall hygiene is very paramount to human health, at BB we take extra caution when handling our honey throughout the whole value chain. For starters we make sure we buy honey from only farmers and cooperatives that are certified by MINAGRI. We also take precaution on the hygiene from the farmer, to our receiving area at the factory, storage, to processing, packaging and dispatching to our clients."

BB and Daughters honey products have been granted the RSB quality

mark (S-Mark). The certification means a lot to Ms Batamuliza as this is attestation to their pursuit for quality and adherence to quality. The S-Mark certification opened doors for them, they are able to supply to leading hotels for example because they are trusted and proven.

"With the S-Mark now, our next step is getting the HACCP certificate and certificate of registration by the United States Food and Drug Administration (US FDA). We believe since our honey is natural it will enable us export to Europe and Asian markets. Our Government has created a conducive environment for us to thrive as the private sector, it has sought partnerships for us to seek better markets, what is now required of us as the private sector is to seize the opportunities. We are now focused on being HACCP certified and also getting the US FDA certificate." Ms Batamuliza emphasizes.

BB and Daughters is proud to contribute to national development. It offers employment to Rwandans both directly and indirectly.

However, Ms Batamuliza says overall they are still faced with a challenge of mindset change where some people still think imported products are better than local products. She is optimistic that with increased sensitization, this stereotype will go away and with the newly introduced protected Made in Rwanda Logo which is to be issued by RSB, this will be eventually overcome.

"Rwanda as a brand is known for quality and delivering on her promises. We believe the new Made in Rwanda Logo issued by RSB will be a strong branding tool for our products on the international market and it will also protect our products from being counterfeited." She adds.

Under the forth Strategic Plan for Agriculture Transformation (PSTA4), Rwanda targets to increase honey production to 8,000 tons per year by 2024.



## KINAZI CASSAVA PLANT CONTRIBUTING TO THE REALIZATION OF RWANDA'S

### DOMESTIC MARKET RECAPTURING STRATEGY AND OTHER DEVELOPMENT GOALS



Rwanda has over the years had a trade deficit, hence contributing to a negative balance of payment. In response, the Ministry of Trade and Industry (MINICOM) undertook a campaign to develop Rwanda's existing and potential production capacity. Hence the Domestic Market Recapturing Strategy (DMRS) was introduced to complement the National Industrial Policy and National Export Strategy, and aims at reducing Rwanda's trade deficit.

Kinazi Cassava Plant has played a big role towards achieving these goals. For many years the important cassava crop has been harvested, fermented and dried manually without proper hygienic procedures exposing consumers to risk and even lacking an avenue to fully exploit the crop's potential; thus causing food insecurity in the country.

Located in Kinazi-Ruhango Southern Province and 85 Km from Kigali City, the plant was commissioned on 16th April 2012. Kinazi Cassava Plant was



conceived by the Government of Rwanda as a way of adding value to the large and growing cassava production in the country.

The plant is a modern and an automated improvement of cassava processing and utilization technique specializing in: increasing value to Cassava crop, improving farmers' income and living standards, enhancing the shelf life of finished products, facilitating the marketing and distribution of cassava and improving livestock and human nutrition.

According to Mr. Emile Nsanzabaganwa the General Manager Kinazi Cassava plant, the plant is well designed and structured to meet the needs and demands of producing quality cassava and granting farmers' value for their produce and this is made possible by the plant's production capacity of 30 tonnes per day

#### KINAZI PLANT IMPROVING FARMERS' LIVES

Kinazi plant is awash with a state of art- high volume production facility, conducive soils for growing cassava, familiarity with Cassava cultivation in the region, largest cassava milling plant in the region. Government of Rwanda's commitment to ensure the sustainability of the plant, full compliance with food quality and safety standards, the plant encourages organization of farmers in cooperatives, improved

inputs and financing mechanisms, higher yields and value addition.

The plant encourages farmers to organize themselves into cooperatives, grow cassava and acquire loans from various financial institutions.

The plant buys all the cassava that is produced by farmers a thing that micro-millers could not manage, they harvest the entire plantation, and in essence there is guarantee for a stable market for their produce. The plant ensures that the needs of farmers are well taken care of and maintained, the farmers are assured of various services including medical cover, capacity building among others.

#### KINAZI CASSAVA FLOUR A QUALITY PRODUCT.

The Cassava flour, produced by the processing unit conforms to the World Health Organization CODEX standards of edible Cassava, has a certificate of registration by the United States Food and Drug Administration (US FDA), RSB Quality mark (S-Mark) and has acquired HACCP certification. The plant produces edible cassava flour which is safe and suitable for human consumption.

#### CONTRIBUTING TO NATIONAL DEVELOPMENT

Kinazi Cassava plant is committed at ensuring that a constant food security is realized in Rwanda and farmers have stable income, boosting their lives and welfare.

The plant exports flour to international markets and contributes to import substitution of imported products like wheat which cost the country a lot of money. The flour has already acquired a huge market in Southern America, Western Africa, the Great Lakes region, United State of America and Europe.

Kinazi cassava flour can be also be found in all the main markets all over Rwanda.



## KIGALI LEATHER COMPANY, PRODUCING QUALITY RELIABLE LEATHER PRODUCTS

TO RWANDANS AND THE EXPORT MARKET.



Efforts to bolster the leather sub sector as one of the priority areas in the Made in Rwanda campaign through attracting investment have yielded positive outcomes and one of these is the Kigali Leather Limited.

Registered in 2013, Kigali Leather Limited is a domestic company with investors from China

manufacturing wet blue leather from cow hides, and sheep skin and other leather products.

The company is located in Bugesera Industrial zone, one of the industrial zones, the Government set up to boost the industry sector. It employs more than 20 foreign technicians and over 180 local staff.



"The company is in line with Rwanda's vision of Made in Rwanda products," said Wang Yuan, General Manager, Kigali Leather Limited.

In line with contributing towards increasing foreign exchange receipts, the company has supplied manufacturers like Dong Guan Lang hao footwear ltd, XinXin shoes trading, Risheng leather shoes trading, Jiang lang footwear material trading.

Exports from Hides and skins amounted to \$ 7.9 million between 2016 and 2017 with hopes that adding value to the hides and skins will further boost the country's exports and close the trade deficit.

According to Central Bank trade deficit narrowed by 2 per cent in the first half of 2018 to \$664.21 million compared to the same period in 2017.

"We have invested extensively in research and development, various alternative soling technologies and computerized stitching to enable us to stay at the leading edge of technical superiority," Wang Yuan added.

On the local market, the company has already got contract to provide footwear to AGESPRO security company as well as final discussion to manufacture footwear for a number of public institutions.

"We are growing day by day and so is our product offering," he said adding that their products are already on the Rwanda market and has seen a reduction in the use of second hand shoes.

The company manufactures products ranging from belts, military boots, hiking boots, office wear, women and children shoes and gun holsters.

Kigali Leather Limited's intention, Wang explains is to maintain the highest quality and performance standards in our products supported by a significant extension to the in house laboratory testing facility, enabling its materials and processes to conform to Rwanda's quality standards.



## MINICOM IN COLLABORATION WITH RWANDA STANDARDS BOARD

### CARRY OUT NATION WIDE MADE IN RWANDA AWARENESS CAMPAIGN



In 2015, the Government of Rwanda embarked at a Made In Rwanda campaign and later on in 2017 the Made In Rwanda policy was approved by the Government of Rwanda, with an aim of improving the balance of trade as well as promoting the industrial sector to propel the economy to middle income.

Four years later, the Made In Rwanda policy has gained momentum with people's mindset about locally produced goods and services gradually changing, quality and standards of Rwandan products improving, more exports and a reduction in imports. In order to consolidate and sustain



"We promise you that we will continue to support manufacturers and service providers technically in as far as understanding standards and certification of your products is concerned so that they can be further trusted on the local and international markets," he said.

The awareness campaign brought together service providers, manufacturers, processors, and other micro enterprises from different sectors of the economy. It highlighted the available opportunities in the Made in Rwanda campaign, sensitized participants about the available RSB quality marks, the protected Made in Rwanda mark as well as the protected calibration/verification stickers and the protected imports inspection stickers.

While officiating at the awareness campaign in Rwamagana District, the Rwamagana mayor Radjab Mbonyumuvunyi emphasized the need for manufacturers and service providers to appreciate the value of adhering to standards and certification.

efforts to promote Made in Rwanda goods and services, RSB in partnership with MINICOM and the Rwanda Private Sector Federation –PSF embarked on a nationwide campaign to promote the Made in Rwanda Initiative as well as launch of the Protected Made in Rwanda Logo.

The awareness campaign that kicked off on 18 March 2019 in Musanze district and ended on 27 March, 2019 in Nyagatare covering the districts in Kigali City, Northern, Western, Southern and Eastern Provinces.

Raymond Murenzi, Director General, RSB while opening the awareness campaign in Huye district pledged to continue working closely with manufacturers and service providers in promoting standardization and hailed the Private sector and other stakeholders for the efforts to promote the Made in Rwanda campaign.

"We will not promote made in Rwanda products unless you manufacturers and service providers understand the value of certification and having standard mark on your products," Radjab Mbonyumuvunyi, mayor of Rwamagana district.

Radjab noted that the mindset of consumers has changed and are aware of the importance of product certification. This therefore requires manufacturers and service providers to put emphasis on standard marks in order for them to remain relevant and competitive in the market.

He further noted that the Government together with local authorities have put in place a conducive environment across the country for all manufacturers and service providers to thrive.



## PRODUCERS OF MADE IN RWANDA PRODUCTS TESTIFY

### THAT MADE IN RWANDA CAMPAIGN IS A BLESSING

The Standards Journal editorial team sought the views of producers of Made in Rwanda products, on their view as far as the Made in Rwanda campaign and the protected Made in Rwanda mark as well as the protected calibration and verification mark. Below are their views.

#### VALENS BAZIRE PRODUCTION MANAGER UMURAGE ENTERPRISE - MUSANZE DISTRICT

The campaign has helped us understand the new Made in Rwanda mark. The mark has security features that will add confidence and value to our locally manufactured good since they can not be counterfeited. We now need to put efforts in acquiring the Made in Rwanda mark and other quality marks like the calibration marks to increase our local market share and be trusted internationally.

Getting the S - mark required us to put alot of effort in improving our whole value chain. We have since acquired up to date machines, set up a factory premises, get qualified competent staff in order for us to meet the required standards.

However, there is still a challenge of getting recommended packaging materials to pack our products after the Govenmennt abolished plastic bottles. We believe through the Made in Rwanda campaign this challenge of bottles will be addressed by relevant authorities.



#### NSANZABAGANWA EMILE, CEO KINAZI CASSAVA PLANT - RUHANGO DISTRICT

We appreciate the Made in Rwanda Campaign. The campaign will help change the mindset of Rwanda towards consuming products locally Made in Rwanda. People have been having a negative mindset that imported products are of a better quality compare to Made in Rwanda products. With the introduction of the protected Made in Rwanda mark and the protected calibration and verification stickers, we believe this is bound to change. We are hopeful that protected Made in Rwanda mark is going to address the problem of substandard and counterfeit products on the market hence increase consumer confidence in locally manufactured products.



#### ERNESTE HABYARIMANA, PRESIDENT OF TURWANYE KWENGA NABI GROUP IN MUGANZA SECTOR - RUSIZI DISTRICT

The campaign has helped us to further undertand the quality marks mainly the S - Mark and the new protected Made in Rwanda Mark. We have appreciated the importance of having these marks on our product. Before the campaign we thought conforming to standards could only be afforded by big manufacturers and those interested in exporting, we have known that there are actually good program within the Made in Rwanda program like Zamukana Ubuziranenge program and other many incentives offered by MINICOM and RDB for us to take advantage of.

The campaign has awakened us, we now know what is required of us for our products to be competitive on the market.

Turwanye Kwenga Nabi Group is composed of different banana wine processors in Rusizi District who were initially illegally brewing banana wine and were later organised in groups. They are working towards acquiring the S-Mark.





**CONSOLEE NTAHONDI, VICE PRESIDENT OF  
IWACU HEZA BUGARAMA - RUSIZI DISTRICT**

We have not yet received the S-Mark. Before this campaign, we were not aware that textile products also need to be certified and conform to sector standards. We are now aware of the need to have Standardisation Mark especially the Made in Rwanda mark. This, we believe, will make our textile products more trusted and competitive; this is going to help us even export to international markets.

However, the certification process is costly to us given our current capacity. I welcome the initiative to make certification more accessible through the Made in Rwanda campaign where Rwanda Development

Board has offered to pay half of the charges for certification costs. Iwacu Heza deals in textiles and fabric designs mainly bed sheets and curtains. Her clientele are mainly from DRC and Burundi considering their strategic closeness to Burundi and Democratic Republic of Congo.



**PASTEUR MBABONIYIKI FELICIEN, NYAGATARE  
FRUIT PROCESSING COMPANY  
- NYAGATARE DISTRICT**

The Made in Rwanda campaign has transformed our operations. We are S-Mark certified, we are now looking forward to acquiring the protected Made in Rwanda Mark.

The S - Mark has helped us expand our market and people now have confidence in our products. We are confident this Made in Rwanda mark will help us to effectively compete with big companies in the market. We appreciate that the process for getting standardisation mark has now become easier.



## CONSUMER'S CORNER

### WE ARE NOW SAFE CONSUMING MADE IN RWANDA PRODUCTS

We sought the views of consumers to understand their feeling on consuming Made in Rwanda products and seek their views on the Made in Rwanda Campaign. Below is what they had to say:

**MARIYA MUKARUGINA - HUYE DISTRICT**

Made in Rwanda campaign has helped us to know that there are good and quality locally made products. Before it was hard to get quality local products in supermarkets, even the marketing of the products was lower and they could not reach to everyone. But now the Made in Rwanda campaign has opened their eyes and I always see more products on the market with RSB quality mark. With now the new protected Made in Rwanda mark, we are assured of good local products. Again, what this campaign has helped us as consumers is encouraging producers to make sure they get their products so that we are assured that the products have quality.

Through encouraging use of local products, I am happy that I have a choice of products that I can relate with, and written in a language (Kinyarwanda) I understand very well and it gives me confidence of the product I am consuming.





**MARGUERITTE KANYANA - MUSANZE DISTRICT**

We love consuming products that are produced locally but the problem is that some of these products are expensive for us. Local producers must make sure that they reduce the price of their products if they want us to consume the products. Some of the local products have not yet reached standard of foreign products such as the design, packaging and even labelling (product specifications) but we are happy that now our local products are improving. The Made in Rwanda campaign has helped me to know the importance of always checking for quality marks. At first I used not care much about the quality, as long as I see the name of the product. I can now know whether a product is substandard or has even expired. I, from now on will always take a critical look at the production date and expiry date and composition of the product before paying for it.

**ISAIE GAHARAGIZA - NYAGATARE DISTRICT**

I have been hearing of Made in Rwanda campaign and I appreciate its efforts but it should also look at advocacy especially for the micro enterprises mainly in tailoring who may need access to market in anyway so that their products maybe known. There are tailors who have expertise in making good designs but you cannot know them. So, we end up going to those that are known even when they cannot do exactly what we want.

However, the challenge I share with most of my friends is that Made in Rwanda products are still expensive compared to those that are imported. I hope that through this campaign, producers will put into consideration the price issue and devise means of reducing on the prices.







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## CONTACT US

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