



Africa Trade Competitiveness and Market Access (ATCMA) Programme

SADC Component

Launch event

Monday, 28 July 2025 | 11:30 – 12:30 (EAT)
Novotel Antananarivo, Madagascar



**SADC
INDUSTRIALIZATION
WEEK 2025**
8th edition

Time	
11:00-11:30	Arrival & Registration
	Welcoming of Participants
11:30-11:55	Opening Remarks
11:55-12:15	Project Presentation: EUR 25 million EU-funded ATCMA Programme – SADC Component
12:15-12:30	Official Programme Launch
12:30	End of the Ceremony

Implemented by:



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



International
Trade
Centre



Programme pour la compétitivité commerciale et l'accès au marché en Afrique (ATCMA)

Composante SADC

Évènement de lancement

Lundi, 28 juillet 2025 | 11:30 – 12:30 (EAT)

Novotel Antananarivo, Madagascar



**SEMAINE DE
L'INDUSTRIALISATION
DE LA SADC 2025**
8^{ème} édition

Heure	
11:00-11:30	Arrivée et inscription
	Accueil des participants
11:30-11:55	Notes d'ouverture
11:55-12:15	Présentation du projet : Programme ATCMA financé par l'UE à hauteur de 25 millions d'euros – Composante SADC
12:15-12:30	Lancement officiel du programme
12:30	Fin de la cérémonie

Mis en œuvre par:



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



International
Trade
Centre



Programa Africano de Competitividade Comercial e Acesso ao Mercado (ATCMA)

Componente SADC

Evento de lançamento

Segunda-feira, 28 julho 2025 | 11:30 – 12:30 (EAT)

Novotel Antananarivo, Madagascar



SEMANA DA INDUSTRIALIZAÇÃO DA SADC 2025
8ª edição

Hora

11:00-11:30	Chegada e Registo
	Acolhimento dos Participantes
11:30-11:55	Observações introdutórias
11:55-12:15	Apresentação do Projeto: Programa ATCMA financiado pela UE no valor de 25 milhões de euros – Componente SADC
12:15-12:30	Lançamento Oficial do Programa
12:30	Fim da Cerimónia

Executado por:



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