

THE GHANA STANDARDS AUTHORITY (GSA) LAUNCHES A GROUNDBREAKING DIGITAL CONFORMITY ASSESSMENT SYSTEM TO COMBAT FAKE GOODS FROM MARCH 2026

NOTICE NO. GSA/DGS/PN/25/04

#ScanBeforeYouBuy

The Ghana Standards Authority (GSA), the national body mandated to ensure the quality and safety of goods and services, today announces a major strategic initiative to safeguard Ghanaian consumers and legitimate businesses from the scourge of sub-standard and counterfeit products.

The proliferation of fake goods in our markets poses a significant threat to public health, safety, and the economic well-being of our nation. It undermines consumer confidence and unfairly disadvantages manufacturers and importers who adhere to GSA's rigorous certification standards.

To tackle this challenge head-on, the GSA will be rolling out a state-of-the-art **Digital Conformity Assessment and Product Authentication System in March 2026**. This innovative, nationwide solution will empower every Ghanaian with the ability to instantly verify the authenticity of GSA-certified products directly from their smartphones.

How the New System Will Work:

1. Unique QR Codes

All GSA-certified products will feature a unique, secure QR code.

2. Instant Verification

Consumers can simply scan this QR code using a dedicated, free mobile application.

3. Real-time Authentication

The app will provide immediate confirmation of the product's authenticity, displaying key information such as the product name, manufacturer, and GSA certificate details.

4. Report on Suspected Fakes

The system includes a feature for consumers to report suspected counterfeit products directly to the GSA, providing valuable data for our market surveillance and enforcement operations.

A CALL TO ACTION FOR ALL STAKEHOLDERS

The success of this transformative project depends on the collaboration of all stakeholders.

To All GSA License Holders (Manufacturers, Importers, and Distributors)

You are our primary partners in this endeavour. We entreat you to fully embrace this system and begin preparations for its integration into your product packaging and labelling. Widespread adoption of the QR codes is crucial for creating a unified front against counterfeiters. The GSA will provide comprehensive guidelines and onboarding support in the coming months.

To the Retail Community

You are the vital link between products and consumers. We urge you to support this initiative by stocking and promoting products bearing the official GSA QR code. This will not only protect your customers but also enhance the credibility and trust in your establishments.

To the General Public

Your role is paramount. We call upon all Ghanaian consumers to actively participate in this national effort. When the system goes live, we encourage you to download the official GSA authentication app and #ScanBeforeYouBuy. Your vigilance is the most powerful weapon we have in the fight against fake goods.

To Other Regulatory Bodies and Industry Associations

The GSA seeks your collaboration to ensure a cohesive and widespread implementation of this system across all sectors. Together, we can create a safer and more transparent market for all.

This Digital Conformity Assessment System represents a significant leap forward in our mission to protect consumers and promote fair trade. It leverages technology to put power directly into the hands of the people, making it increasingly difficult for illicit goods to survive in the Ghanaian market.

The GSA is committed to a smooth rollout and will conduct extensive stakeholder sensitization and public education campaigns in the lead-up to the MARCH 2026 LAUNCH.

Let us work together to restore integrity to our markets and protect the health and safety of every Ghanaian.

Signed,

Prof. George Agyei
Director-General
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