



# Regional Economic Blocs in Zambia: A Mixed-Methods Comparative Study

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## Abstract

Regional economic blocs play a significant role in shaping economic policies and integration across Africa. Zambia, as a pivotal country, has seen varying levels of engagement with these blocs. A mixed-methods approach combining quantitative surveys with qualitative interviews was employed to gather comprehensive data from Zambian businesses and policymakers. Survey results show that SADC has a stronger positive impact on Zambia's export earnings compared to EAC, while qualitative insights highlight differing levels of policy alignment between the two blocs. The findings suggest that Zambia benefits more economically from SADC's trade facilitation agreements and economic integration efforts than from those of EAC. Zambia should prioritise strengthening ties with SADC to maximise its economic gains, while also exploring potential synergies between the two blocs for mutual benefit.

**Keywords:** *Sub-Saharan, Mercosur, Preferential Trading Areas, Qualitative Research, Quantitative Analysis*

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