



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Capacity Building in the emerging economies

Session 6 : Harmonization of Standards

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Date: 29 March 2018



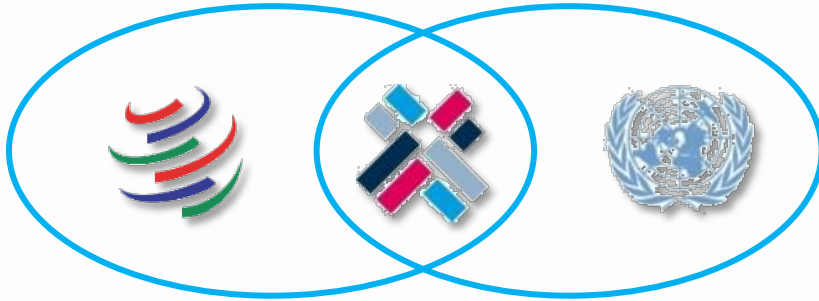
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The International Trade Centre

TRADE IMPACT FOR GOOD

About ITC



- Established in **1964** in Geneva, Switzerland
- Joint agency of the United Nations (**UN**) and the World Trade Organization (**WTO**)
- Universal membership



Arancha González, Executive Director, ITC



Helping small firms to trade internationally



ITC focuses on helping micro, small and medium-sized enterprises (MSMEs) of developing countries to compete in global markets.



Areas of work to help enterprises

Providing trade and market intelligence



Building a **business-friendly** environment



Strengthening trade and investment **support institutions**



Connecting to international value chains



Mainstreaming **inclusive** and green trade



Supporting **regional integration** and South-South links



Goal of ITC's Export Quality Management Programme

- **Improve competitiveness** of enterprises in developing countries/economies in transition by enhancing their capacity to
 - **meet technical requirements** in export markets and
 - **overcome technical barriers** to trade.



Standards

An imperative for international trade

Role of standards

- Enabling **compatibility**
- Increasing **reliability**
- Ensuring **safety**
- Improving **quality**
- Managing **risks**
- Improving business **performance** and competitiveness
- Enabling **innovation**
- Contributing to social and environmental **sustainability**



Economic benefits of using standards

Company case studies conducted by ISO from 2010 to 2014 covering small enterprises to big conglomerates identify three main types of benefits.

1. **Streamlining** internal operations
Contributing to the gross profit ranging from 0.15% to 5% of the annual sales revenues.
2. **Innovating** and scaling up operations
3. Creating or entering **new markets**



Growing number of voluntary sustainability standards

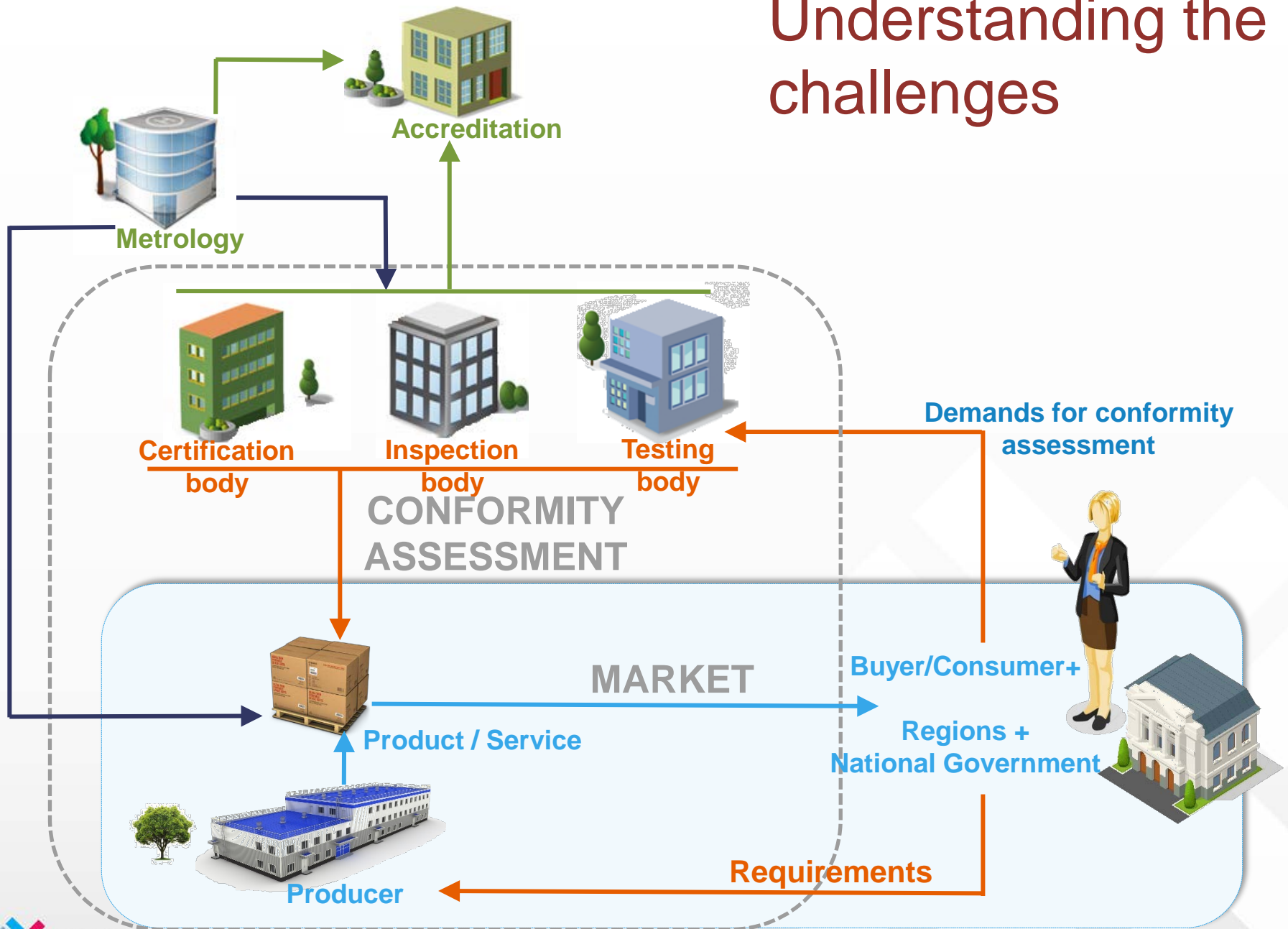
- About 75% of them originate from OECD countries
- Trend is shifting: more than one third of new VSS in 2010- 2015 from non OECD countries (Brazil, Colombia, India, South Africa)
- Emerging economies play a growing role in VSS
- Larger markets have more VSS implemented



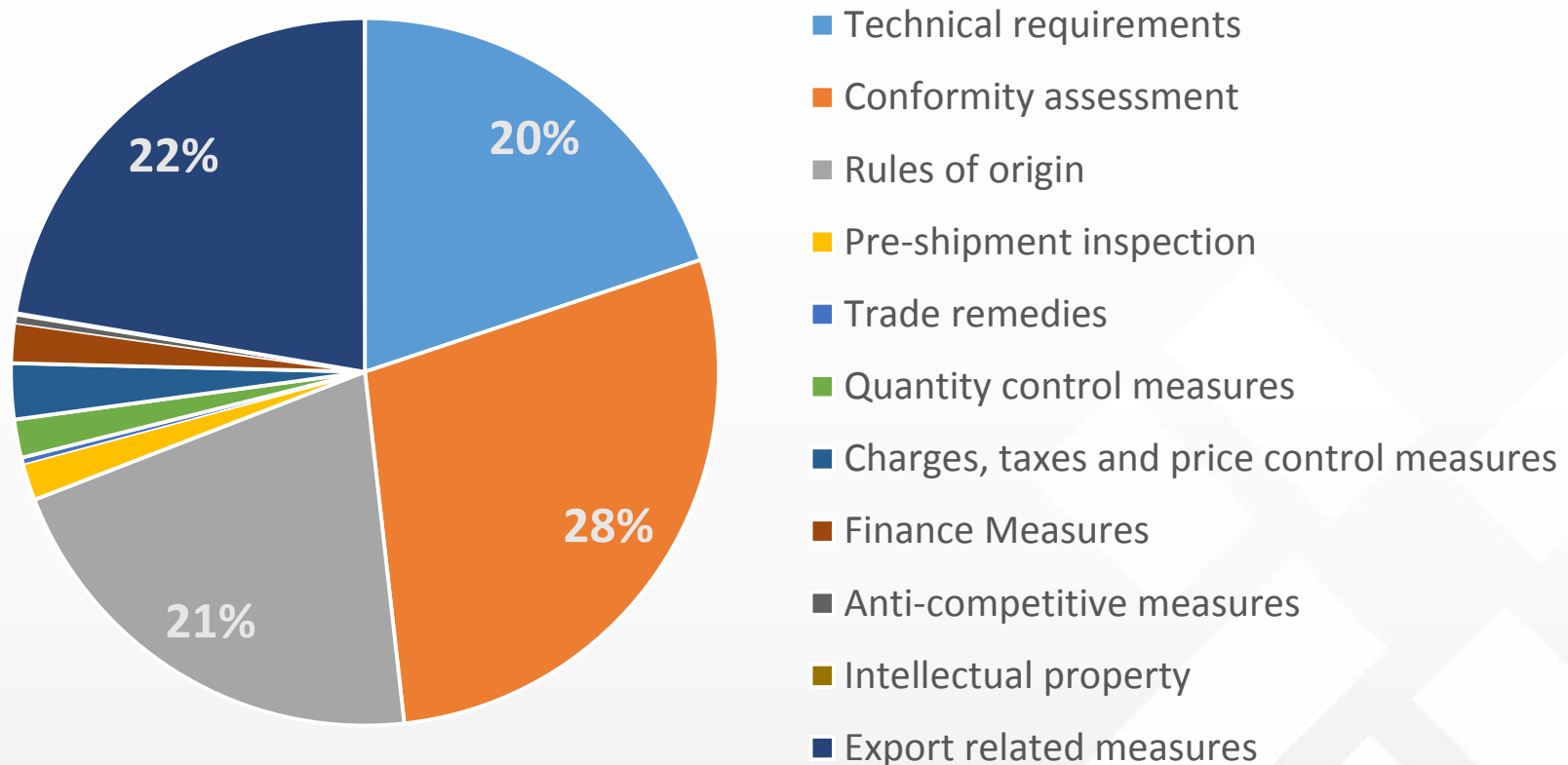
The challenges

of enterprises in emerging countries

Understanding the challenges



Technical requirements and conformity assessment constitute half of companies' complaints



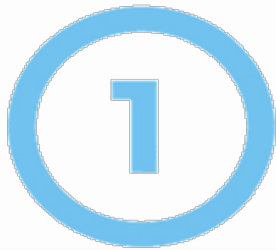
Source: ITC Businesses Survey on NTMs in PECC (Colombia, Ecuador, Peru, Philippines and Thailand), www.ntmsurvey.org

Common technical issues

- Lack of **information** on foreign market standards, regulations and conformity assessment procedures
- High certification **costs**
- Burdensome certification and inspection **procedures** resulting in **delays** and costs
- **Duplication** of control among different regulatory bodies
- Lack of testing **facilities**
- Local labs. **not recognised** in destination market
- EU technical requirements **too stringent**



Challenges categorized



Technical requirements in importing countries difficult to obtain and not well understood



Enterprises not able to meet standards, technical regulations and SPS measures

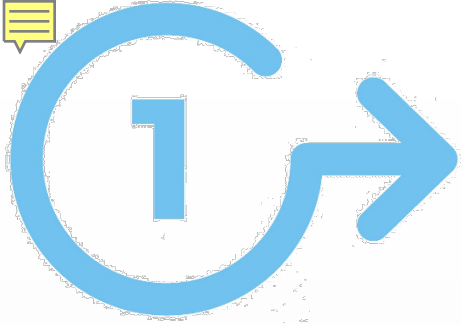


Exporters unable to demonstrate compliance with requirements in importing countries at reasonable cost.



Weak regulatory and institutional framework to support compliance with standards

Types of assistance



Information is crucial

Improve access to standards and regulations, and build ability to assimilate

Technical requirements in importing countries difficult to obtain and not well understood



Guides and bulletins on product-specific standards and market requirements



Web-based information platforms



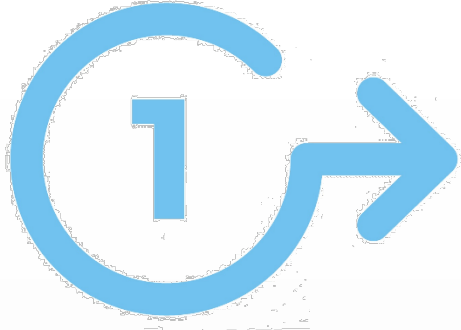
Consultations enable enterprises to be proactive Help them participate in standards formulation



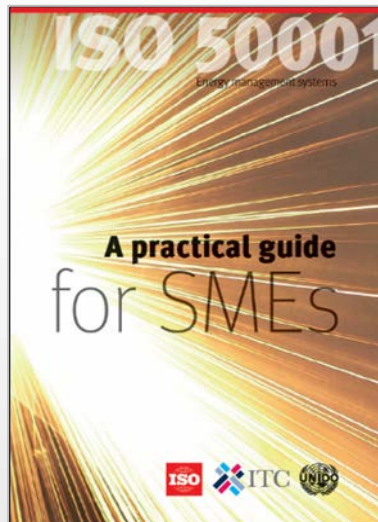
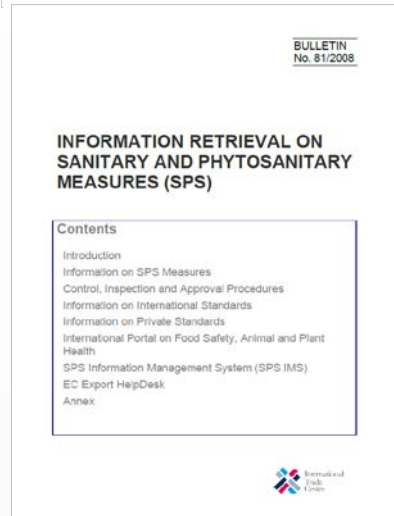
Conduct awareness campaigns

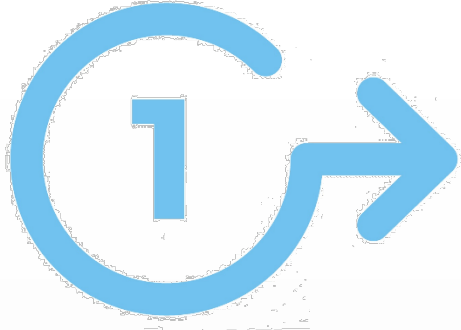


Build capacity of National Enquiry Points



Guides and bulletins





Online platforms and e-learning

ITC E-LEARNING SME Trade Academy
SME Trade Academy

HOME | ENGLISH (EN) | GLOSSARY OF TERMS | LOGIN



INTRODUCTORY

Standards and Technical Requirements for the Leather Industry

▶ READ MORE



INTRODUCTORY

Standards and Certifications for IT and ITES Outsourcing

▶ READ MORE

Next start date: 28, May 2018



ITC MARKET ACCESS MAP
Improving transparency in international trade and market access

Quick search | Advanced analysis | Raw data download | Country analysis | Options

Home > Quick search > Find non-tariff measures

Find non-tariff measures
Step 1/3

Country applying the regulation *

Importing country *

Exporting country *

Product *

ITC SUSTAINABILITY MAP
YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE

STANDARDS | NETWORK | TRENDS | COMMUNITY | ABOUT | EN | LOGIN

Your roadmap to sustainable consumption, production and trade

1 PEOPLE, 2 PLANET, 5 GENDER, 8 ECONOMIC, 9 ENVIRONMENTAL, 10 SOCIAL, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 13 CLIMATE ACTION, 14 LIFE BELOW WATER, 15 LIFE ON LAND, 16 PEACE AND JUSTICE, 17 PARTNERSHIPS FOR DEVELOPMENT

Identify | Quick-scan | Compare | Assess

Identify standards, which apply to your specific business needs

Quickly review selected standards at a glance

Compare different standards based on all the criteria available

User can launch an assessment based on specific criteria



TRADE IMPACT FOR GOOD



Hands-on assistance to enterprises

Enable SMEs to improve quality and apply quality management systems

Enterprises not able to meet standards, technical regulations and SPS measures



Implementation of quality improvement programmes



Implementation of food safety systems
HACCP, ISO 22000, and QMS ISO 9001,
EMS ISO 14000, ISMS 27001
EnMS ISO 50001



Facilitate access to finance



Connect to markets



Connect to Markets: IT sectors, B2B meetings



Highlights Bangladesh, Kenya, Senegal, Uganda,



06 Sep. 2017 - News

ITC support helps Bangladeshi company land major Swedish deal

Latitude-23 travelled to Stockholm for a B2B meeting and returned to Bangladesh with a 3D furniture-modelling contract for one of the world's most valuable brands...



02 Mar. 2017 - News

Finnish investor event Slush energizes East African, Bangladeshi IT start-ups

It may have been dark outside, but Slush was a bright event for 10 tech start-ups that used the two-day event in Helsinki to meet innovative entrepreneurs and to connect with potential partners....



11 Jan. 2017 - News

Shopfront helps automate social commerce in Bangladesh

Bangladeshi start-up company Shopfront aims to make social commerce affordable for small and medium-sized businesses...





Small successes lead to big business



Sweet results for Fijian chocolate exports

“After certification we got large department store`s orders from Japan, as well as good sales lead from USA. More distributors are starting to approach us from all over the world.” – Owner, Adi Chocolates, Tomo Zukoshi



Going nuts

Gambian cashew producers' exports rose by 50,000 tonnes.



Taking business to the skies

I'm doing very well. 'I'm supplying local products for catering on all flights that depart from Nadi.' - Owner Sima Deo, Fiji



Kenyan snacks win regional markets

Sous-Chef products are now in every store of the largest chain supermarket in East Africa. Its products are enjoyed in some of the largest five star hotels in Kenya, as well as crossing borders through its supplies to airline suppliers.



Small successes lead to big business



KENYA
Fruitful trade
Rural mango producers in Kenya increased exports to international markets after ITC training on food safety standards



Strengthen conformity assessment bodies

Exporters unable to demonstrate compliance with requirements in importing countries at reasonable cost.

- Assistance to CABs for their **international recognition** (needs assessment analysis, preparation and implementation of action plans)
 - Certification body to become an accredited certification body
 - Accreditation Body : ILAC MRA and IAF MLA
 - Laboratories for testing food and agricultural products to be accredited to ISO/IEC 17025

e.g. Competent Authority for fishery for its recognition for certifying exports to the EU
- Establishment of **mutual recognition agreements**

3

From dumping site to
state of the art testing laboratory



4

Develop and implement a National Quality Policy

Weak regulatory and institutional framework to support compliance with standards

(1/2)

- Clear **roles and responsibilities** for institutions
- Establish good **coordination** among institutions, including regulatory bodies
- Promote **good regulatory practices** based on the principles of transparency, accountability, engagement, non discrimination, simplicity and clarity
- Improve **consultation** between public and private sectors
- Encourage participation of **private sector as conformity assessment service providers**
- Promote **public private partnership** for implementation of national quality strategy

4

Support National Standards Bodies

Build the capacity of the NSBs not only to **develop**, but also **promote** market relevant standards

Weak regulatory and institutional framework to support compliance with standards



Follow the Code of good practice of the WTO Agreement on TBT



Do not re-invent existing standards – use international standards as basis



Develop standardization programme in consultation with all stakeholders based on needs, national development plan and new challenges



Make sure that standards do not stay on shelves; Promote their use



COMPETITIVENESS

CONNECTION TO
MARKETS

The 5 C Approach

Thank you for your attention

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