

## CONCEPT NOTE

### 2 DAYS EXPORT QUALITY MANAGEMENT Seminar:

#### *“Improving market access through standards and conformity assessment”*

Place/venue:

Date:

Host organisation:

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#### 1. Why this workshop?

In managing trade, governments have a responsibility to ensure the safety and health of their consumers and the environment, and to deal with deceptive practices in the market place. Governments deal with these issues through the imposition of technical regulations or mandatory standards. In addition, purchasers by means of processors, distributors or retailers as well as non-governmental groups have increasingly set their own private standards and codes of conduct.

As a result, suppliers have to meet an increasing number and more complex standards, codes of conduct and technical regulations to be able to enter sophisticated international markets. Manufacturers and suppliers in developing economies find this difficult. They often do not know which standard or regulation prevails and what are the critical conditions to meet. In many cases, they don't have the knowledge or experience to deal with these standards and technical regulations. Market access is therefore challenging, particularly for small and medium-sized enterprises.

To facilitate a better understanding of the crucial market access requirements and to enable SMEs to achieve compliance with the help of the export quality support services of the enabling environment, PTB, in collaboration with ITC has developed an interactive two days workshop concept. The focus is on **strengthening the service portfolio of Business Support Organisations (BSO)** to support SMEs in this area in a practical way and to help them find their way to the appropriate support organisations for specific technical advice in order to meet the required international requirements. The workshop concept is based on the evaluation of a number of pilots conducted in 2013 and 2014.

#### 2. Objectives

The objective of the two days workshop is to enhance the knowledge and skills of BSO staff to support SMEs in an effective way to comply with prevailing market access requirements. To be able to put knowledge into action and develop value added services in the area of export quality management. Specifically, we have formulated the following objectives:

##### :: Knowledge objectives:

- i. Participants are able to list the most important market access requirements, and single out the prevailing standards and critical issues thereof for compliance
- ii. Participants are able to list potential services that their BSO can offer to support SMEs in this area
- iii. Participants are able to refer SMEs to the most appropriate support institutions in the enabling environment for specific technical advice to enable them to meet compliance criteria

**:: Skills objectives:**

- i. Participants are able to identify and prioritize potential EQM-related services their BSO could develop
- ii. Participants are able to provide guidance on available online sources and tools to identify and filter market access requirements and support SMEs using the same

**3. Organisers and facilitators**

The workshops will be conducted within the framework of PTB's technical cooperation in the area of quality infrastructure in collaboration with the International Trade Centre (ITC) and local partners in the respective countries.

PTB and ITC provide the workshop facilitators and training materials, whereas the local organiser takes care of the marketing, logistics and organisation of the workshop.

The workshop facilitators will include international experts who can be supported by local experts or representatives of the quality infrastructure network.

**4. Target groups**

The primary target group consists of Trade Promotion Organisations, Chambers of Commerce & Industry and business associations.

The secondary target group consists of export-oriented small and medium-sized enterprises.

**5. Priority sectors**

The workshop will have a specific focus on the following priority sectors:

1. Fresh and processed food
2. Textiles and garments

The cases, assignments, checklists and other training material will be tailored to highlight specific standards, codes of conduct, metrology, testing and sanitary and phytosanitary issues prevailing in these sectors.

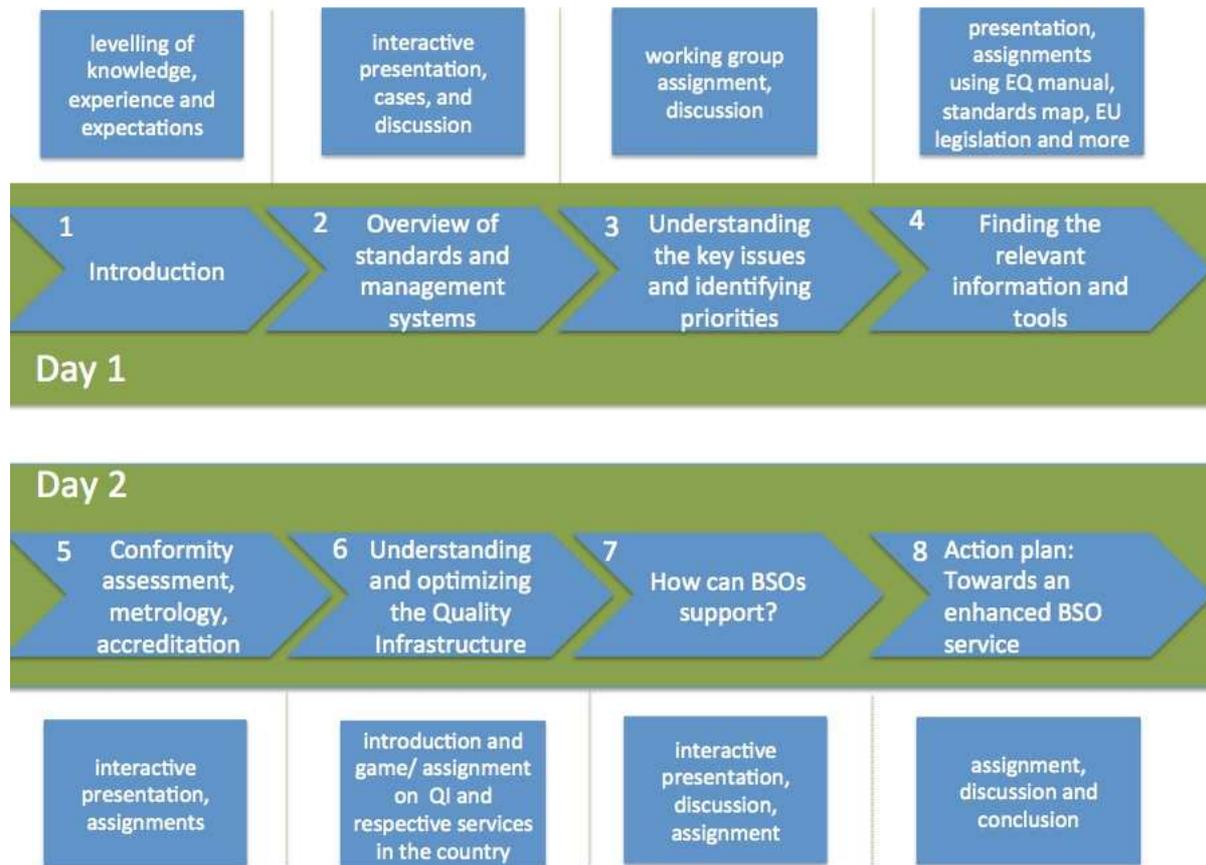
**6. Workshop structure and methodology**

**:: Structure**

The workshop is based on 8 modules from 1.5 hours each. The structure is logically related to the objectives. Day 1 concentrates on understanding the relevant standards and regulations, the key issues, quality management systems, identification of priorities and the ability to find relevant information and use the available tools and sources effectively and efficiently.

Day 2 concentrates on conformity assessment, metrology and accreditation, the complete picture of the Quality Infrastructure, and how BSOs can support SMEs in the field of quality management by developing or optimizing specific services.

**Schematic overview of the workshop structure and methodology applied per module**



**:: Methodology**

**i. Interactive: Action learning**

The workshop will be conducted in a highly interactive way. The dominant methodology is ‘action learning’ and sharing among participant. Each session includes individual or working group assignments and at the end of the course, participants develop an action plan to put learnings into action.

**ii. Pre-workshop assignment**

Prior to the workshop, a pre-workshop assignment will be disseminated to gauge the knowledge and experience level as well as the challenges experienced by the participants on the subject.

**iii. Post-workshop community**

After completion of the workshop, the participants will be encouraged to join the export quality management community through social media (LinkedIn, Twitter or Facebook), to continue the exchange with fellow participants and to stay tuned with new developments in the area.

## **7. Training materials**

The training materials will include printed and digital versions of powerpoint presentations, assignments, checklists, compliance assessments, codes of conduct, overviews of relevant sources including hyperlinks to tutorial video's, online sources and tools, and the export quality manual in comprehensive and in short version.

## **8. Contact**

Project Coordinator