



Middle East region: Egypt, Jordan, Lebanon and Palestinian Territories

Quality Infrastructure for the Promotion of Trade and Consumer Protection

Objective	To improve the conditions for the increased utilization of quality infrastructure services, with particular focus on metrology, aimed at the promotion of trade and consumer protection in the Middle East.	
Approach	<p>The countries in the Middle East are characterized by economic and social challenges. Increased involvement in international trade may contribute towards overcoming these economic difficulties. The European Union is therefore attempting to reduce barriers to trade through various agreements and to promote economic development within the region. The selected countries – Egypt, Jordan, Lebanon and the Palestinian territories – are focused on export in strategic sectors and on increasing trade capacity. Consumer protection is also gaining importance in Middle Eastern markets. National quality infrastructure (metrology, standardization, accreditation, testing and certification) plays a central role for both trade enhancement and consumer protection.</p> <p>Three components are envisaged for the project’s implementation: A) Improvement of knowledge in the private sector regarding market requirements in selected sub-sectors in the Palestinian territories and Jordan; B) Strengthening the national metrology institutes through development of services required by industry and for consumer protection (legal metrology); C) Initiation of a dialogue between the national metrology institutes and their clients, particularly from the private sector, in order to match available services with demand.</p>	
Impact	<p>This cooperation project helps to improve the technical competences of the national metrology institutes in the four participating countries (Egypt, Jordan, Lebanon and the Palestinian territories). At the same time, increased quality consciousness in the private sector creates the basis for improving products and processes and, thus, the demand for quality-related services. By strengthening a dialogue between national metrology institutes and their clients, the project contributes to a more demand-oriented service development and also promotes consumer protection. As a result, the competitiveness of enterprises in the region will increase and eventually result in economic growth, creating new workplaces and attracting investment. Furthermore, the regional approach of this cooperation includes the exchange of good practices between the countries and strengthens regional collaboration as well as, where possible, the complementarity of services. The project thus contributes to Global Sustainable Development Goal 8 “Decent work and economic growth” and Goal 17 “Partnerships for Sustainable Development” through the enhancement of South-South cooperation.</p>	
Cooperation	The project cooperates with the national metrology institutes, selected public and private sector organizations as well as small and medium-sized enterprises in Jordan and the Palestinian territories. In addition, close coordination within the German technical cooperation, particularly with the GIZ, and other donors active in the field of private sector development and trade-related assistance, is being pursued.	
Financing	Federal Ministry for Economic Cooperation and Development, Federal Republic of Germany (BMZ)	
Term	2017–2021	
Contact	<p>Jordan National Metrology Institute (RSS/JNMI)</p> <p>Amman Chamber of Industry, Jordan (ACI)</p> <p>Palestine Standards Institution (PSI)</p> <p>Federation of Palestinian Chambers of Commerce, Industry and Agriculture (FPCCIA)</p> <p>Industrial Research Institute, Lebanon (IRI)</p> <p>Ministry of Economy and Trade, Lebanon (MOET)</p> <p>National Institute of Standards, Egypt (NIS)</p>	<p>Physikalisch-Technische Bundesanstalt</p> <p>Carl Felix Wolff</p> <p>+49 531 592-8233</p> <p>carl.f.wolff@ptb.de</p>

