



Tunisia

## Developing Expertise in Quality Assurance for the Export Sector – Phase II

<b>Objective</b>	Tunisian businesses have access to qualified technical staff and to quality infrastructure (QI) services that are adapted to their needs in order to enhance their products' competitiveness for export to the European Union (EU).	
<b>Approach</b>	The project aims to strengthen the capacities and capabilities of the Ministry of Industry, Mines and Energy (MIME) and the Ministry of Commerce and Trade (MCDE) to develop legal provisions and to steer the quality infrastructure in accordance with the EU's requirements. Support is based on strategically developing the capabilities with regard to specialized technical contents for the staff of the Directorate General of Industrial and Technological Infrastructure (DGIIT) and the Quality and Consumer Protection Directorate (DQPC), that are part of the working groups in charge of developing technical regulations. Moreover, the project also supports selected QI organizations in developing capabilities to be able to provide new quality infrastructure services necessary for exportation. This support focuses on developing the capabilities of the qualified staff in the QI organizations strategically when it comes to metrological services, product certification, interlaboratory comparisons, product analysis and tests as well as accreditation. Support is also provided to academic and vocational institutions so that they will include relevant, practice-oriented metrological contents to their curriculum, which will, in the long run, ensure that businesses and calibration laboratories have qualified staff at their disposal. Last but not least, the project aims to enhance the visibility of the QI services available in Tunisia to small and medium-sized enterprises (SMEs) – as well as their beneficial impacts on their competitiveness.	
<b>Impact</b>	<p>The project aims to increase exchanges whilst reducing technical barriers to trade with the EU. This improves the access to QI services such as the calibration of measuring instruments or product tests that are internationally recognized as being correct and reliable. Moreover, the project makes it easier to cover the needs arising with regard to metrological experts. Hence, the Tunisian businesses focusing on exports are able to strengthen their competitiveness, to export more and thus to increase their turnover and to create jobs in sectors that are interesting for exports.</p> <p>Tunisia is strengthening its role as a pool of experts and as a multiplier in the field of metrology in French-speaking Africa. The increasing demand for QI services in this region can then be met and capacities developed thanks to Tunisia's support. This contributes to the exchange and cooperation between representatives from SMEs and QI service providers on the one hand and the training institutions on the other to shape the offer in terms of training so as to meet the SMEs' needs. These can then enhance the competitiveness of their products for export. This, in turn, allows better performance of the QI and of the educational systems while at the same time improving the framework conditions to promote exports.</p>	
<b>Cooperation</b>	The main implementation partner is DGIIT, which reports to MIME. DGIIT is responsible for topics related to the quality infrastructure and the promotion of exports. The approach chosen within the scope of the project consists in strengthening cooperation between the different sectors, the ministries and the other stakeholders (for example between the sector of vocational training and industry).	
<b>Financing</b>	Federal Ministry for Economic Cooperation and Development (BMZ)	
<b>Term</b>	2020–2023	
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