



STATEMENT BY THE REPRESENTATIVE OF THE INTERNATIONAL TRADE CENTRE

This document contains information provided by the ITC (International Trade Centre) at the TBT Committee meeting of 18-19 June 2014 under Agenda Item 5 (Update by Observers).

The International Trade Centre is continuing its efforts to assist small and medium-sized enterprises to meet technical requirements. An update of the projects of interest to the TBT Committee is provided herewith:

1 ZIMBABWE: SUPPORT TO TRADE AND PRIVATE SECTOR DEVELOPMENT (2014-2016)

1.1. This project is financed by the European Union (EU) and aims at supporting economic recovery, economic diversification and poverty reduction in Zimbabwe. The objective of this programme is to enhance the role of the private sector and intermediary organizations and strengthening the capacity of all actors concerned with the implementation of the interim-Economic Partnership Agreement.

1.2. One of the core interventions of the programme is to support the Standards Association of Zimbabwe (SAZ) to upgrade the national standards and quality testing infrastructure. The areas related to this component focus on facilitating market access and upgrading of essential Laboratory equipment and related staff training. Under this project, ITC provided technical assistance to SAZ to:

- a. improve the management systems and product certification schemes;
- b. build the capacity of their laboratories for testing pesticide residues, aflatoxin and vitamins.

2 EIF - SECTOR COMPETITIVENESS AND EXPORT DIVERSIFICATION IN THE GAMBIA (2012-2015)

2.1. In this project, technical barriers hindering market access of Gambian exports of groundnuts, cashew nuts, and sesame are being addressed. The activities conducted so far are:

- a. Training on ISO 17025 and quality documentation was provided to 16 laboratory technicians;
- b. Assistance to the National Agricultural Research Institute was provided to make the high performance liquid chromatograph (HPLC) machine operational for aflatoxin testing (April 2014);
- c. A training workshop on standards development procedures based on the Code of Good practice of the TBT Agreement was organised for the technical committee members of the Gambia Bureau of Standards;
- d. A one day sensitisation workshop on the control of pre-packages according to OIML Recommendations was organised for staff of the Weights and Measures Department;

- e. A manual for quality control of groundnuts for quality control inspectors has been developed;
- f. A Quality Assurance Framework has been finalised for cashew nuts and sesame after a validation workshop held in February 2013;
- g. The implementation of Farmer Field Schools has started with the preparation of training materials and a Master Trainers Training course held from 08 to 15 June 2013; and
- h. The National Export Strategy for Sesame and Cashew nuts was launched (June 2014).

3 PROMOTING INTRA-REGIONAL TRADE IN EASTERN AFRICA – TANZANIA

3.1. ITC is implementing an inclusive and sustainable export-led growth project in Kenya, Tanzania and Zambia by improving the competitiveness of their producers, SMEs and TSIs. The project, financed by Finland, promotes participation of SMEs in selected agri-food sectors in regional and global value chains. In Tanzania ITC is working with local partners who include Small Industry Development Organization (SIDO), Association of Mango Growers (AMGRO), Tanzania Forestry Services, and Zanzibar State Trading Corporation (ZSTC) to address value chain gaps in the honey, mango and spices sectors. A Training of Trainers was conducted on quality management in June 2014 to train 18 SIDO trainers/advisers and other sector stakeholders in providing training and assistance to enterprises in the food quality and safety.

4 COLLABORATION WITH PTB

4.1 Workshops on Export Quality Management, Jordan (1-3 April 2014)

4.1. Physikalisch-Technische Bundesanstalt (PTB), the national metrology institute of Germany, and ITC jointly conducted a three-day workshop in Amman aimed to sensitise participants on the importance of standards, technical regulations, and conformity assessment in international trade, and to identify quality-related obstacles for exports from the Middle-East region. Needs identified, inter-alia, at a regional level are training of regulatory bodies on effective market surveillance, training of trainers on Export Quality Management who in turn will sensitise and train representatives of enterprises in Arabic, and regional workshop on Mutual Recognition Agreements. Needs identified at national level include capacity building of certification bodies for products and systems, capacity building of testing laboratories for selected sectors, and improvement of conformity assessment. These needs will now be addressed in the framework of a joint ITC-PTB project.

5 PUBLICATION IN ARABIC: EXPORT QUALITY MANAGEMENT: A GUIDE FOR SMALL AND MEDIUM-SIZED EXPORTERS

5.1. ITC and PTB have also partnered to produce an Arabic translated edition of the joint guide for SMEs on export quality management. This results-based guide is structured in a question and answer format to provide SME managers with answers to their most frequently questions about quality, technical requirements, management systems, conformity assessment, metrology, accreditation, the WTO Agreements on Technical Barriers to Trade and the Application of Sanitary and Phytosanitary Measures.

5.2. This is the second edition of the 2001 best-seller, Export Quality Management: An Answer Book for Small and Medium-Sized Exporters. It has been revised by ITC in partnership with PTB to take into account international trade developments during the last decade.

5.3. On line version is available in English, French, Spanish and now in Arabic at: <http://www.intracen.org/publications>.

6 NON-TARIFF MEASURES (NTM) PROJECT

6.1. This project aims to increase transparency and understanding of NTMs, in order to facilitate trade in the long-run. It helps countries to understand the non-tariff obstacles to trade faced by

their business sector, and assists in defining strategies and solutions that meet their exporters' needs to speed up and ease cross-border trade.

6.2. ITC's programme on non-tariff measures (NTMs) continues in 2014 with new survey launches, reports and follow up activities. The survey findings are aimed at promoting better understanding of NTM-related challenges in beneficiary countries, contributing to the development of solutions. Surveys are demand-driven. Each NTM country report includes recommendations that are developed with inputs from local partners. The NTM program is mainly funded by UK's Department of International Development (DFID).

6.3. Five new country reports as part of ITC's series on NTMs have been published during the second quarter of 2014, including the following Kenya, Cote d'Ivoire, and Senegal. For example, two third of companies surveyed in Kenya reported facing difficulties with trade-related regulations such as compliance with technical requirements. In Senegal, to help the private sector meet international requirements, Senegal would need to streamline national conformity assessment procedures and improve its business environment.

6.4. A new NTM survey in Bangladesh was launched in April 2014 in collaboration with the Ministry of Commerce of Bangladesh. The survey is expected to run until September 2014 with over 1,100 exporters and importers being interviewed on their experiences with NTMs.

6.5. In addition, preparation is currently ongoing for surveys in three new countries: Philippines, Ecuador and Benin, scheduled for launch in Q3 and Q4 2014.

6.6. For more information about NTM project, please contact ntm@intracen.org.

7 PUBLICATIONS:

7.1. ITC produced a new bulletin as an introduction to Social Responsibility and ISO 26000 for SMEs. The brochure outlines the principles, application and benefits of applying ISO 26000 with examples and further resources to consult.

8 OTHER INFORMATION:

8.1. This year is ITC's 50th anniversary and to mark this occasion, ITC hosted an afternoon of discussions on trends in trade development and trade-related technical assistance on 10 June, the eve of the annual meeting of ITC's Joint Advisory Group (JAG). A collection of success stories and testimonials has been published on the ITC website <http://www.intracen.org/the-50th-anniversary-of-itc/client-testimonials/> as also a commemorative edition of ITC's International Trade Forum Magazine.

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