



AIDE-MEMOIRE

Validation workshop on "Guide to Private Standards" Vienna, Austria 6 July 2010

1. BACKGROUND

There is a growing consensus on the emerging role of private standards in trade, not only as an opportunity for producers and suppliers in developing countries to be linked with international supply chains but also as a potential barrier and challenge for them in view of their compliance capacity.

The growing attention to food safety issues and retailers requirements for instance has led to several influential research projects and publications on the role of private standards in the agro-food sector in the recent years. There are also an increasing number of studies looking at the capacity of developing countries to comply with social and environmental requirements.

However, there seems to be a gap in global knowledge on private standards prevalent in other manufacturing sectors - especially those that can be expected to gain more importance for developing country exporters (such as footwear, garments, leather, toys, gifts and decorative items, furniture and wood products, chemicals etc.) due to structural change and emerging competitive pressures.

As a development agency with a clear mandate to provide technical assistance in the area of industrial development and trade capacity building, UNIDO initiated a research project in 2008 to help to bridge this gap by identifying the obstacles faced by developing country suppliers and exporters through the publication of a guidebook on private standards and good practices required by international buyers.

A first Expert Group Meeting was held in Vienna in May 2008 to refine the approach and identify the country/sector case studies to be undertaken. Subsequently, UNIDO researchers undertook exporters surveys in Turkey (textiles and apparel), India (leather and footwear) and Brazil (furniture), followed by in-depth interviews with selected exporters and buyers to identify, (i) the list of most frequently demanded standards, (ii) the implications arising from implementation of private standards in terms of financial and economic/social costs and benefits and market access. In addition, analysis was carried out on mapping out the basic components of the most commonly cited standards from the surveys.

Following the completion of the empirical data collection and analysis, two main outputs are to be delivered to more specifically target the two separate target groups. The first and foremost target group consists of producers and industry associations in developing countries that may face difficulties to gain access to international markets due to the proliferation of private standards. The second target group is to consist of those engaged in technical cooperation at governments, international NGOs, multi stakeholder initiatives, standards bodies, and the UN.

Therefore, the two main outputs of the project are:

- A practical guide to private standards for producers and industry associations in developing countries including linkage with an online portal to disseminate the information
- A technical report with an overview of the project and recommendations for international technical cooperation on this issue.

2. OBJECTIVE

The objective of the Validation Workshop is to bring together representatives from exporters associations, buyers and sellers in international textile, leather and furniture value chains as well as other stakeholders such as certification companies, NGOs and academia to discuss the draft Guide to Private Standards and to provide expert feedback on the accuracy and usefulness of the information contained therein.

The draft Guide to Private Standards will be made available to the participants 10 days in advance of the meeting.

More specifically, the participants will discuss the three main components of the Guide: the landscape of private standards, coping strategies by successful exporters and the emerging trends, in three sessions followed by open discussion moderated by proven experts in their field.

3. PLACE, DATE and LOCATION

The workshop will take place in Vienna, Austria, on 6 July 2010, and will be hosted by the UNIDO Headquarters at the Vienna International Centre (VIC):

*Conference Room M7
UNIDO Headquarters in Vienna
Vienna International Centre
Wagramerstrasse 5
A-1400 Vienna
Austria*

4. AGENDA and PROGRAMME

The meeting will last for one day according to the programme set out in Annex 1.

5. LANGUAGE / DOCUMENTATION

The working language of the meeting will be English. No translation facility will be provided.

6. PARTICIPATION

Approximately 25 participants are expected to attend, representing developing country exporters/sectoral associations, companies from selected sectors, certification bodies, NGOs, academia, import promotion agencies, research partners and UNIDO.

Participants are normally expected to cover their own transport and accommodation costs. UNIDO will not finance any expenses arising from participation to the workshop unless otherwise indicated.

Round trip air transportation for the most direct and economical route between the home country and Vienna will be paid for by UNIDO for up to 12 participants from developing country exporters associations and companies as well as NGOs/ academia who are not able to cover the costs of attending the workshop.

7. EXPECTATIONS

The Validation Workshop is expected to provide expert feedback on the draft Guide to Private Standards in terms of the accuracy and usefulness of the information contained therein. Therefore participants are expected to read the draft Guide provided to them in advance of attending the workshop and participate actively in discussions. Written comments on specific issues will be particularly welcomed.

8. EVALUATION AND FOLLOW-UP

UNIDO will prepare a short report of the workshop and distribute it to participants not later than two weeks after the meeting. The final draft of the Guide to Private Standards and the technical report which will be produced subsequently will benefit from the comments/ recommendations collected during the workshop.

9. ADMINISTRATIVE AND FINANCIAL ARRANGEMENTS

Financial and administrative arrangements for the participants will be in accordance with established UNIDO rules and regulations:

Air tickets

Round trip air transportation for the most direct and economical route between the home country and Vienna will be paid for by UNIDO for up to 12 participants fulfilling the criteria mentioned in 6, according to UNIDO regulations. The participants should await their formal travel authorization and should under no circumstances purchase their own tickets (arrangements made by the participants have to be cleared in advance by UNIDO's Travel Unit). The participants shall cover any additional costs incurred upon deviations from the authorized route.

Those participants whose participation is not financed by UNIDO are expected to cover costs arising from their participation to this meeting.

Arrival/Departure

All participants are expected to arrive in Vienna on 5 July 2010, and leave on 6 July 2010 evening or 7 July 2010.

UNIDO will not be financially responsible for earlier arrivals or late departures. Participants should confirm their travel itineraries before their departure and provide UNIDO staff in Vienna with all details of their scheduled arrival date and time in Vienna, indicating flight numbers.

Daily subsistence allowance

For the participants whose air-tickets will be funded by UNIDO, an ad-hoc DSA of 180 Euros will also be provided. For those participants whose participation is self-financed, no DSA will be provided.

Hotel Reservation

The participants shall arrange for hotel reservations themselves. A list of nearby hotels offering UN rates is provided below in Annex 2.

10. UNIDO will not assume any responsibility for any other expenditures in connection with the participants' attendance at the conference including but not limited to:

- All expenses in the home country incidental to travel abroad, including expenditures for passports, visas, and other miscellaneous items, as well as internal travel to and from the airport of departure in the home country;
- Salary and social benefits for the participants during the period of the conference;
- Costs incurred by participants with respect to any insurance, medical bills, and hospitalization fees;
- Compensation in the event of death, disability, or illness;
- Loss or damage to personal property;
- Purchase of personal belongings and compensation for damage caused to them by climatic or other considerations;
- Costs incurred by participants with respect to travel, other than to the costs of airfare and daily subsistence allowance as explained above;
- Travel and any other costs incurred by dependants who might accompany the participants.

11. Contact

UNIDO Project Manager:

Ms. Müge Dolun Bora
Industrial Development Officer
Email: U.Dolun@unido.org

Contact details:

Mr. Ryan Cutting
Project Assistant
Trade capacity Building Branch (TCB)
Program Development and Technical Cooperation Division
United Nations Industrial Development Organization (UNIDO)
Vienna International Centre
P.O. Box 300, Vienna, Austria

Tel: +43-1-26026-4838
Fax: +43-1-26026-6840

E-mail: R.Cutting@unido.org

**FIRST EXPERT GROUP MEETING ON
PRIVATE STANDARDS**

Tentative Agenda

5 July 2010

19:00 – 21:00 Networking dinner

6 July 2010

09:00 - 09:30 Arrival and registration

09:30 – 09:45 Welcome and introduction

09:45 - 10:00 Why this guide?

Müge Dolun

10:00-10:30 Landscape of Private Standards (Sections 2 and 3)

SOMO

10:30 - 10:45 *Coffee break*

10:45- 12:30 Open discussion on the analysis and findings of landscape of
private standards

Moderator: **TBA**

12:30 - 14:00 *Working lunch*

14:00 – 14:30 Coping Strategies of Successful Suppliers (Section 4)

SOMO

14:30 – 16:00 Open discussion on the Strategies

Moderator: **TBA**

16:00 – 16:15 *Coffee Break*

16:15 – 16:45 Emerging Trends and Capacity Building needs (Section 5)

Müge Dolun

16:45 – 17:30 Open discussion on Emerging Issues

Moderator: **TBA**

17:30 – 18:00 Final recommendations and wrap-up

FIRST EXPERT GROUP MEETING ON PRIVATE STANDARDS

List of hotels

Meeting Venue:-

Conference Room M7
UNIDO Headquarters in Vienna
Vienna International Centre
Wagramerstrasse 5
A-1400 Vienna
Austria

These hotels in Vienna offer special UN and UNIDO rates (subject to direct reservation with hotels):

Unless otherwise noted, rates are per room, per night, including breakfast, service, and taxes

Hotel NH Danube City **** few minutes walking distance from the VIC; Address: Wagramer Strasse 21, 1220 Vienna,

Tel. +43 (1) 260 20 8266 (Ms. Berger), Fax +43 (1) 260 20/8108; E-mail :

nhdanubecity@nh-hotels.com

Single or double room: EUR 99 including breakfast (per room, per night, incl. services and taxes; not applicable during congress, exhibition and festival periods)

Hotel Park Inn & Suites by Carlson **** few minutes walking distance from the VIC; Address: Wagramer Strasse 16, 1220 Vienna

Tel. +43 (1) 260 400, Fax +43 (1) 260 40-699; email

reservation.vienna@rezidorparkinn.com

Single room: EUR 97 and double room: EUR 112 (per room, per night, incl. breakfast, garage, service and taxes)

Hotel Donauzentrum **** in the Shopping Centre nearby, with the underground two stops only from the VIC; Address: Wagramer Strasse 83-85, 1220 Vienna

Tel. +43 (1) 203 55 45-113, Fax +43 (1) 203 55 45-183; email

reservierung.donauzentrum@austria-trend.at

Single room: EUR 96, Double room: EUR 124

Grand Hotel Wien ***** At underground U1, few stops from the VIC; Address: Kärntner Ring 9, 1010 Vienna

Tel. +43 (1) 515 80-9900, Fax +43 (1) 515 13 13,

reservation@grandhotelwien.com

Single and double room rate: EUR 200, breakfast EUR 31 (per room, per night, including service and taxes)

Hotel Imperial ***** At underground U1; Address: Kärntner Ring 16, 1010 Vienna

Tel. +43 (1) 501 23-368, Fax +43 (1) 501 23-345, email

andrea.schich@luxurycollection.com

Single or double room: EUR 410 including breakfast (per room, per night including service and taxes)

Ambassador ***** Near underground U1, few stops from the VIC; Address: [Kärntner Strasse 22](#), 1010 Vienna

Tel. +43 (1) 961 61 0, Fax +43 (1) 513 29 99; email reservations@ambassador.at

Single room: EUR 240 to 271 (depending on time), double room: EUR 304 to 343; (per room, per night including service and taxes); Breakfast: EUR 20 per person

Hotel Bristol ***** Near underground U1; Address: [Kärntner Ring 1](#), 1010 Vienna

Tel. +43 (1) 501 23-368, Fax +43 (1) 501 23 345; e-mail: andrea.schich@luxurycollection.com

Single or double room: EUR 197, breakfast: EUR 35 (per room, night including service and taxes)

Hilton Vienna Danube ***** with the underground few stops and free shuttle service to the VIC every morning; Address: [Handelskai 269](#), 1020 Vienna

Tel. +43 (1) 727 77-70000, Fax +43 (1) 727 77-71000; email reservations.vienna@hilton.com

Single or double room: EUR 106, breakfast EUR 24 (per room, per night, incl. service and taxes)

Hilton Vienna ***** Underground U4, Stadtpark, change to U1, few stops from the VIC; Address: [Am Stadtpark 3](#), 1030 Vienna

Tel. +43 (1) 717 00 10000, Fax +43 (1) 717 00 11000, email reservations.vienna@hilton.com

Single or double room : EUR 149, breakfast EUR 27 (per room, per night, incl. service and taxes)

Hilton Vienna Plaza ***** few minutes walk to the centre and underground U1; Address: [Schottenring 11](#), 1010 Vienna

Tel. +43 (1) 31 390 20000, Fax +43 (1) 31 390 21000; email reservations.vienna@hilton.com

Single or double room: EUR 158, breakfast buffet EUR 27 (per room, per night, incl. service and taxes)

Best Western Hotel Opernring **** Next to the Opera House, underground stop nearby; Address: [Opernring 11](#), 1010 Vienna

Tel. +43 (1) 587 55 18, Fax: +43 (1) 587 55 18 29; email reservation@opernring.at

Single room: EUR 135, double room: EUR 155

Hotel Lasalle **** with the underground a few stops away from the VIC; Address: [Engerthstrasse 173-175](#), 1020 Vienna

Tel. +43 (1) 213 15-151, Fax +43 (1) 213 15-100; email reservierung.lasalle@austria-trend.at

Single room: EUR 96, Double room: EUR 124

ARCOTEL Kaiserwasser **** Opposite Vienna International Centre; Address: [Wagramerstrasse 8](#), 1220 Vienna

Tel. (43-1)52165 813, Fax +43 (1) 52165 810; email reservation.kaiserwasser@arcotel.at

Single and double room : EUR 119 excluding breakfast (EUR 15) (per room, per night including service and taxes)