



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

# TRADE, ECONOMIC DIVERSIFICATION & SUSTAINABLE DEVELOPMENT

## IMPACT STORIES

## TRADE, ECONOMIC DIVERSIFICATION & SUSTAINABLE DEVELOPMENT

The United Nations Industrial Development Organization (UNIDO) is determined to carve its niche in contributing to the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) by promoting and accelerating Inclusive and Sustainable Industrial Development (ISID) to achieve shared prosperity and environmental sustainability around the world.

UNIDO is a key player in the fight to end poverty. While its activities contribute to numerous goals relating to people, prosperity, planet, peace and partnerships, its mandate is uniquely embedded in Sustainable Development Goal 9: build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Global trade is increasingly embedded within value chains and governed by multilateral trade rules, such as the World Trade Organization (WTO) agreements on Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary (SPS) measures. UNIDO strategically combines its own range of services in order to help developing countries enhance the quality of their products, meet standards and technical regulations while simultaneously proving compliance, and connect them to regional and international markets.

UNIDO contributes to all aspects of aid for trade; from gender integration into value chains and increasing women's participation, to developing agribusiness and enhancing food safety. In this folder, you will find a selection of project stories, detailing UNIDO interventions and their wide-ranging impacts for women, small-scale farmers, small and medium-sized enterprises (SMEs), value chains and industries.

Together with partners from the public and private sector, academia, national and international organizations, UNIDO promotes good practices, capacity-building and training, export diversification and global cooperation along value chains, by providing services to promote quality and standards, facilitate trade, improve the business environment, and advance economic competitiveness. By fostering trade, investment and innovation, inclusive and sustainable development is amplified for continued economic growth, transformation and economic diversification.



“The fishery industry in Chabahar has the potential to positively impact the livelihood of many men, women and youth working in different sectors of this industry.”

Tomoyoshi Koume, Project Manager, UNIDO

## Promoting regional market access of the fishery industry in Chabahar, Iran

The Islamic Republic of Iran is the largest fish producer in the region; in Chabahar, the economy has developed around fishery which includes fishing, fish and marine canning, processing industries, manufacturing of fishing vessels and components as well as manufacturing of fishing equipment. At the same time, Chabahar is characterized by high unemployment and criminal activities including drug trafficking; increasing employment as well as income generation, particularly for youth, is therefore of utmost importance.

### UNIDO'S APPROACH

The project promoted the integration of MSMEs and local businesses from Chabahar in global/regional markets. Based on the technical assessment of enterprises, upgrading measures were implemented through capacity-building of different sectors involved in the fishery value chain, together with the provision of additional and updated equipment for the veterinary laboratory. Study tours were delivered based on the assessment and needs of each sector; for example, the participants of the food processing study tour were exposed to a broad range of subjects related to aquatic processing techniques, quality control requirements, HACCP, packaging and the effect on marketing, diversity of products, aquatics handling in the ports and have been familiarized with state-

of-the-art technologies and practices employed in Japan. The study tour on quality control informed participants about quality standards in Japan, analyzing methods, laboratory structures and equipment used there.

### IMPACT

- Three trainings provided capacity building support for local institutions, with 50 participants in attendance to: the Tuna Processing Study Tour, the Longline fishing Study Tour, and the Aquatics Quality Control Study Tour.
- Japanese private sector representatives involved in the fishery industry visited Chabahar
- Thirteen SMEs in the fishery industry in Chabahar were assessed in terms

of quality control regulations/ skill levels/ processes.

### WAY FORWARD

Tuna and shrimp have been identified as the potential VCs most suited to contributing to economic growth in the fishery sector in Chabahar. Opportunities for potential Japanese investment in the Iranian fisheries industry were addressed.

Core areas for improvement were detected, such as investing in long-term human resource development for cage culturing; product branding; knowledge sharing and close cooperation between industry stakeholders; Priority culturing of indigenous species; Development of plans which match the policy of aquatic food consumption.

### AT A GLANCE

<b>Project title</b>	<b>Promoting integration of industries in Chabahar into global/regional markets through upgrading and market access promotion</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	Ministry of Foreign Affairs, Government of Japan
<b>Project counterpart</b>	Ministry of Agriculture Jihad, Islamic Republic of Iran
<b>Budget</b>	500,000 USD (Incl. 13% programme support cost)
<b>Duration</b>	18 months (April 2017 – September 2018)



**“I would like to express my appreciation for truly worthy production in the future. Also expressing our thanks to the factory for fine quality tailoring.”**

Evgenia Ivanova, Director of Development,  
Dimanche S.r.l.

## Improving competitiveness of export-oriented industries in Armenia through modernization and market access

Launched in 2014, the project focused on the textile and garment sectors before expanding its coverage to wider macroeconomic gains and addressing the needs of the footwear sector. With ongoing support from UNIDO, the Armenian Ministry of Economic Development and Investments, Business Armenia and the financial support from the Russian Federation, the project seeks to foster rapid development of productivity, market competitiveness and export links to improve local livelihoods.

### UNIDO'S APPROACH

The project aims to maintain and increase the local textile, clothing, leather and footwear enterprises' domestic market share and to contribute to Armenia's integration into regional and international markets. In particular, the project aims at building local capacity to support the development and modernization of small- and medium-sized enterprises (SMEs) and to position Armenian products as high-end designer goods.

Throughout the project, UNIDO supported 23 pilot beneficiary companies on a wide range of technical and business issues, including product design and development, quality management, production planning systems, legal matters, human resources, finance, marketing and networking.

More than 440 individuals from the eight selected Armenian garment producers were trained extensively and a collective brand, "5900BC", was created for marketing activities and the presentation of unique and innovative garment collections. Eight garment and two footwear 5900BC fashion collections were produced and showcased at national, regional and international exhibitions. The "Atex-Burgo" Fashion

School was established in Yerevan in conjunction with a leading fashion school based in Milan, "Istituto de Moda Burgo".

### IMPACT

Since its launch in 2014, UNIDO conducted a thorough diagnosis of manufacturers' performance and jointly implemented tailor made upgrading plans, thereby improving the products' quality, as well as facilitating the establishment of business networking and business partnerships. As a result, garment and footwear manufacturing enterprises' turnover increased by 92 per cent, exports of goods nearly tripled (+196%), whilst employment at the beneficiary SMEs almost doubled (+91%).

### WAY FORWARD

UNIDO facilitated a public-private partnership with the Ministry of Economic Development and Investments of Armenia, which envisions the establishment of a Light Industry Support Centre. This public-private partnership aims to enhance the competitiveness of the garment and footwear sectors, allow the local SMEs to find qualified specialists, innovative methodologies and high quality technical services, and jointly create products that are competitive. At the same time, this Centre will serve as a regional hub of technical high quality support services for national and international manufacturers and SMEs, which will enable the sustainability and the improvement of Armenia's position in the light manufacturing sector internationally.

### AT A GLANCE

<b>Project title</b>	<b>Improving competitiveness of export-oriented industries in Armenia through modernization and market access</b>
<b>Thematic area</b>	Advancing economic competitiveness
<b>Donor</b>	Russian Federation
<b>Project counterpart</b>	Ministry of Economic Development and Investments of Armenia, Business Armenia
<b>Budget</b>	USD 1,000,000 (Phase I) USD 1,977,500 (Phase II)
<b>Duration</b>	01.07.2014-01.07.2016 (Phase I) 01.07.2016-31.06.2019 (Phase II)



“E-commerce greatly contributes to a transition towards the fourth industrial revolution as it promotes increasing enterprise participation in global value chains; offers faster and wider market access; provides employment opportunities for women & youth; increases operational efficiencies; and reduces transaction costs.”

Li Yong, Director General, UNIDO

## UNIDO’s e-commerce engagement in BRICS has led to the organization’s recognition as a key contributor in supporting the global e-commerce development agenda

The global e-commerce revolution has brought about transformative changes and gains in promoting sustainable development. It is forecasted that global retail sales and cross border trade will reach US\$3.4 trillion and US\$1 trillion in 2020, respectively. BRICS countries are significant drivers of this revolution: collectively, they had US\$876.1 billion in online retail transaction volume in 2016 (accounting for 47% of global retail sales) and US\$92 billion in cross-border network retail transaction (accounting for 23% of the global value). BRICS can serve as role models for other countries to start engaging in e-commerce.

### UNIDO’S APPROACH

In recognition of the tremendous e-commerce potential in BRICS; UNIDO and China initiated a pilot e-commerce project to develop knowledge products, platforms and recommendations in order to improve SME cooperation on e-commerce. The project also aimed at facilitating the exchange of best practices.

Between 2016 and 2018, UNIDO organized several workshops and forums to bring together e-commerce stakeholders across BRICS to share their experiences, establish new partnerships and find innovative solutions to their challenges. UNIDO and its partners published a report on the latest e-commerce trends with policy recommendation for BRICS and selected additional countries.

UNIDO also created a global e-commerce index to measure the impact of e-commerce on global industrial development. UNIDO developed an online training course (available on the TII Knowledge Hub) to catalyze e-commerce skills development.

A “Good Governance Framework” to guide firms on how to engage as a digital business has also been drafted. A strong partnership network was also built with various e-commerce stakeholders in the BRICS.

### IMPACT

UNIDO has gained experience in facilitating e-commerce development in its Member States and has built an effective network of BRICS partners to support future e-commerce interventions. UNIDO has also gained acceptance into UNCTAD’s “E-trade for All Initiative” – an exclusive group dedicated to supporting global e-

commerce development. A MoU was signed with Alibaba to support the adoption of e-commerce in developing countries. UNIDO also prepared the e-commerce chapter for Cambodia’s updated Trade Strategy. A key achievement of this project was the inclusion and recognition of e-commerce in UNIDO’s PCP initiatives (Morocco and Cambodia).

### WAY FORWARD

UNIDO will continue its e-commerce interventions through the PCPs and is currently developing project concepts to explore the synergies between Industry 4.0 and E-commerce in Member States.

### AT A GLANCE

<b>Project title</b>	<b>Promote the development and co-operation of SMEs between China and other BRICS countries through e-commerce development</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	China
<b>Project counterpart</b>	China Ministry of Commerce and the Shanghai Academy of Social Science
<b>Budget</b>	US\$ 691,122
<b>Duration</b>	2 years (2016-2018)



“Typical products can become a source of pride for producers, thus contributing to local economic development, reducing poverty and keeping populations in their towns and villages of origin.”

Abdelmoumen Toukabri, Director of Partnership and Quality, Tunisian Agricultural Investment Promotion Agency (APIA)

## Promoting market access for typical agro-food products in Tunisia

More and more consumers are searching for authenticity and are willing to pay higher prices for typical food products that are deeply rooted in their territories of origin. For small and medium producers, this new trend signifies a major opportunity. It frees them from having to compete on price with standardized products in commodity markets and rewards them for maintaining biodiversity and cultural heritage. In recent years, Tunisia has been setting up a legal framework to promote and protect origin-linked products. In 2013, UNIDO launched the PAMPAT project to support Tunisian institutions and the private sector with the practical implementation of quality label schemes and the promotion of market access for typical agro-food products.

### UNIDO's APPROACH

The PAMPAT project aims at improving the performance, market access and socioeconomic conditions of producers in three selected value chains in Tunisia, namely the fig of Djebba with a protected geographical indication (GI), the spicy chili-pepper harissa with the Food Quality Label Tunisia, as well as the organic-certified cactus and prickly pear products. UNIDO strengthened the organization of selected value chains, improved the productivity, quality compliance and product development of small and medium producers, and enhanced their position in both domestic and export markets. UNIDO has also supported the Tunisian Ministries of Agriculture, Industry and Tourism to set-up the first nation-wide inventory of typical food products and to organize the biannual competition of Tunisian agro-food products.

### IMPACT

Following the set-up of the GI, the fig of Djebba producers have seen prices double, while 40% of GI figs are being exported to Canada and the Gulf countries. As a result, the scenic mountain village Djebba is becoming increasingly famous. The number

of visitors has doubled in three years. The newly-introduced Food Quality Label for the spicy harissa paste has become the pillar of an international public-private marketing campaign for the Tunisian flagship product. The number of export markets of the six Food Quality Label companies has quintupled. Small suppliers of high-quality chilies used in labelled harissa production are rewarded with a 17-25% price premium. In the organic cactus value chain the number of companies operating in the cosmetic and agro-food sector has gone up from 5 to 25, resulting in investments of over EUR3 million and the creation of over 800 temporary and permanent jobs. Furthermore, the 76 medal-winning agro-food products at the competition for typical Tunisian products have recorded sales' increases of 30-50%. Retail chains like Carrefour and Géant have

promoted the winners following the set-up of public-private partnerships.

### WAY FORWARD

Tunisian institutions are now convinced of the market potential of typical food products and the value-added of origin-linked quality label schemes. The preparations for the second edition of the nation-wide competition for typical agro-food products are underway, while an increasing number of GI producers are being supported to implement the labelling scheme. While the cactus value chain continues its rapid expansion process, the Ministry of Industry is already collaborating with UNIDO's support with the Ministry of Culture to protect typical harissa production techniques as intangible world cultural heritage. Tunisian ministries are increasingly mainstreaming the valorization of typical products, thus setting the ground for a striving sector.

### AT A GLANCE

<b>Project title</b>	<b>Market access project for agro-food and typical products PAMPAT TUNISIA</b>
<b>Thematic area</b>	Creating shared prosperity
<b>Donor</b>	SECO Switzerland
<b>Project counterpart</b>	Ministry of Agriculture, Ministry of Industry
<b>Budget</b>	4 972 000 CHF
<b>Duration</b>	6 years 2013-2019



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**“Thanks to UNIDO’s delegate programme and business matching facilitation, we could attract the UNIQLO brand to Bangladesh.”**

Mr. Jalalul Hai, Foreign Investment Director (former), BOI Bangladesh

## Japanese clothing manufacturer contributes to women’s empowerment in Bangladesh

Japanese clothing manufacturer Fast Retailing Co. (UNIQLO) initially started their business in Bangladesh by sourcing garments and apparels for exports, however after meeting with the Board of Investment under UNIDO ITPO Tokyo’s delegate programme, the company also started production and sales of low-priced apparels catering to the domestic market in collaboration with the Grameen Bank Group in 2013. Currently UNIQLO runs 15 shops in Bangladesh.

### UNIDO’S APPROACH

UNIDO’s Investment and Technology Promotion Offices (ITPOs) promote quality and high impact private sector investment to developing countries. UNIDO ITPO Tokyo cooperated with the Government of Bangladesh under the delegate programme. Mr. Jalalul Hai, Foreign Investment Director at the Board of Investment (BOI) of Bangladesh visited Japan under UNIDO’s programme since the year 2000, actively promoting his country to Japanese investors. In 2008 Mr. Hai met with Mr. Tadashi Yanai, Chairman, President & CEO of FAST RETAILING Co., Ltd. (owner of the UNIQLO Brand) in Tokyo through UNIDO’s programme. Mr. Hai provided Mr. Yanai with consultations on various aspects in doing business in Bangladesh. With extensive support from BOI, the

company established a liaison office in the country in the same year.

### IMPACT

After establishment of their office, Fast Retailing Co. first engaged in sourcing garments and apparels for export from Bangladesh, which helped in creating jobs in the textile sector, especially benefitting women, as the industry typically relies on female labor force. In 2013, the company also started production and sales of low-priced apparels catering to the domestic market in collaboration with the Grameen Bank Group in 2013. All the profits of Grameen UNIQLO are reinvested for social business and solving social issues. Currently they run 15 shops in Bangladesh. All in all the company’s business had large effects on employment, commerce, skills training, women’s empowerment, and

indirectly benefitting also health and education.

### WAY FORWARD

UNIQLO’s investment encouraged many other Japanese companies related to textiles and garments as well as other sectors such as logistics, transportation, and so on to establish their businesses in Bangladesh. Building on this success, UNIDO continues to facilitate business matching activities for the private and public sector of Bangladesh to meet with Japanese companies, with the aim to promote more impact investments in the country to benefit inclusive and sustainable industrial development and wealth generation in Bangladesh, creating shared prosperity.

### AT A GLANCE

<b>Project title</b>	<b>Establishment of textile production base in Bangladesh</b>
<b>Thematic area</b>	Creating shared prosperity
<b>Donor</b>	Japan
<b>Project counterpart</b>	Government of Bangladesh
<b>Budget</b>	n/a
<b>Duration</b>	2008-2013



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**“Mayekawa’s technology will help cool our products with less energy consumption and reduced use of GHGs, which is more efficient and harmless to the environment.”**

Ms. Katinka Condes, Head of Quality, Sir Fruit Co., Ltd., South Africa

## Japanese low carbon technologies contribute to energy savings in Africa

Japanese low carbon technologies were identified to help companies in Egypt, Kenya, Senegal and South Africa upgrade their manufacturing technologies and processes, with a view of contributing to energy-efficient production and reduced emissions. One of the technologies, an efficient cooling system with heat recovery function from Mayekawa Mfg. Co., Ltd., helped SirFruit Co., Ltd. of South Africa reduce energy consumption in juice processing.

### UNIDO’S APPROACH

The UNIDO project ‘low carbon and climate resilient industrial development in Africa’ (Egypt, Kenya, Senegal and South Africa), funded by the Government of Japan, sought climate resilient technologies from Japan and organized a study tour from the four countries to Japan in 2017.

During this visit, African companies met Japanese technology providers, facilitated by UNIDO ITPO Tokyo’s environmental technology database (currently Sustainable Technology Promotion Platform).

Through the project, technologies for climate change adaptation in mainly food processing industries were evaluated. As a result, several projects were successfully promoted, including a cooling system with heat recovery

function by Mayekawa Co. used in processing of fresh fruit juice by SirFruit Co., Ltd. of South Africa (one of the selected companies in Africa).

### IMPACT

Mayekawa Mfg. Co., Ltd. met with all project partner companies, including SirFruit Co., Ltd., during the study tour and presented how their technology could help improve the efficiency of the cooling systems. After an open competitive bidding, Mayekawa Mfg. Co., was selected to provide its technology.

As a direct result of using the efficient chillers with heat recovery system, SirFruit Co. is saving roughly 40% energy. The company plans to invest those savings in solar panels, with envisaged total savings of 50%.

### WAY FORWARD

Having established initial business partnerships through UNIDO, the African companies have the opportunity to expand the adoption of energy efficient climate resilient technologies from Japan on a commercial basis. Energy efficiency is not only a commercial necessity, but also a social one.

Building on the longstanding experience in safeguarding the environment, UNIDO takes a holistic approach to facilitate the transformation of industries in developing countries and economies towards a low carbon and climate resilient future.

### AT A GLANCE

<b>Project title</b>	<b>Low carbon and climate resilient industrial development in Africa</b>
<b>Thematic area</b>	Safeguarding the environment
<b>Donor</b>	Japan
<b>Project counterpart</b>	National Cleaner Production Centers in each country
<b>Budget</b>	1.5 million EUR
<b>Duration</b>	2013-2019



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**“Yazaki benefitted from Morocco’s labor market and strategic location with proximity to major clients in the EU. The assistance of UNIDO ITPO Tokyo was essential in promoting the potential of Morocco to the company.”**

Mohamed Aref Hassani, Managing Director,  
Midparc Casablanca

## Major automotive supplier’s investment in Morocco creates 10,000 jobs

Yazaki Corporation of Japan invested in three plants in Morocco (Tanger, Kenitra and Meknes), employing over 10,000 staff. The project enabled strengthening the industrial supply chain, developing skills, expanding export and wealth creation. The company’s investment was followed by many other Japanese investors, making a positive contribution to Morocco’s inclusive and sustainable industrial development.

### UNIDO’S APPROACH

UNIDO’s Investment and Technology Promotion Offices (ITPOs) promote quality and high impact private sector investment in developing countries. UNIDO’s ITPO in Tokyo cooperated with the Government of Morocco under the delegate programme. Mr. Mohamed Aref Hassani visited Japan on several occasions, where he identified, met and supported many Japanese companies to invest in the country since 1997. One of the companies, Yazaki Corporation, is a global leader specializing in wire harness production. Assistance provided to the company through UNIDO’s services included facilitation of bilateral discussions with government counterparts, finding suitable locations for investment, obtaining of licenses, hiring of staff, and logistics.

### IMPACT

Yazaki Corporation started their investment in Morocco modestly at first in 2000, but expanded quickly, taking advantage of Morocco’s labor and strategic location with proximity to major markets and clients in the European Union. The company ended up establishing three plants, including Yazaki Morocco S.A., in Tanger in 2000, Yazaki Kenitra S.A., in Kenitra in 2010, and Yazaki Meknes S.A., in Meknes in 2014. In total 10,000 jobs were created, contributing to inclusive and sustainable industrial development. The investment also led to Moroccan SMEs’ development and strengthened their participation in global value chains. “The assistance of UNIDO ITPO Tokyo was essential in promoting the potential of Morocco to the company” commented Mr. Hassani.

### WAY FORWARD

Yazaki Corporation’s investment in the automotive sector and other such investments helped Morocco become the second largest recipient of foreign direct investment in Africa, and paved the way for the country to target even higher technology industries, such as the aerospace sector. Morocco is now progressing to create jobs in this sector, and UNIDO continues to promote quality and high impact investments from Japanese manufacturers to the country, both in the aerospace and conventional sectors, with the aim of further contribution to Morocco’s development of its industrial base, and the integration of its SMEs in global value chains.

### AT A GLANCE

Project title	Automotive parts investment in Morocco
Thematic area	Advancing economic competitiveness
Donor	Japan
Project counterpart	Government of Morocco
Budget	n/a
Duration	1997-2014



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“Food safety and the food safety cooperation with UNIDO are attached with high importance to our recognition. The successful implementation of the Project significantly contributes to advancing the food supervision and risk management in China, and paves to strengthening and deepening further cooperation on food and drug knowledge transfer and systematic capacity building in the partnership with UNIDO.”

CHEN Bing, Vice President, NMPAIED

## Food Safety Supervision Capacity Building for China

The project supports the food supervising authority of China in its plan to strengthen its capacity through a series of pilot interventions taken, so as to serve the overall purpose of contributing to the improvement of food safety in China. Together with the former China Food and Drug Administration (CFDA), the former China Food and Drug Administration Institute of Executive Development (CFDAIED, now NMPAIED) and the China Centre for Food and Drug International Exchange (CCFDIE), UNIDO designs innovative food safety capacity building practices, mobilizes resources for their implementation and fosters public-private partnerships.

### UNIDO'S APPROACH

UNIDO recognizes food safety as a global concern for both regulatory bodies and food practitioners from farm to fork. In China, UNIDO and the former China Food and Drug Administration (CFDA) cooperate on facilitating food safety supervision and capacity building in the country. UNIDO, the former CFDA and the former China Food and Drug Administration Institute of Executive Development (CFDAIED, now NMPAIED) co-implemented the project “Food Safety Supervision Capacity Building for China” from June 2015 to June 2018. UNIDO further supports the former CFDA with strengthening food safety governance and improving food safety in China in order to protect consumers and boost trade. The project has largely contributed to the enhancement of China's food safety supervision capacity building.

### Up-scaled implementation approach of the CoE programme, by project phases

**Phase One: Design and inception** (lasting for 36 months from 2019, with a total budget of USD 1 million)

**Phase Two: Delivering and implementing full training package** (assuming the outcomes and budget of Phase Two will be decided during Phase One)

**Phase Three: expansion and upscaling of the CoE training system to cooperating institutes** (upon the outcomes of Phase Two, and the budget to be decided during Phase Two)

### IMPACT

A total of 62 trainers from 31 Food and Drug Administrations across the country, including 51.6% females, received the training on dairy supervision capacity building in Beijing in July 2016. A total of 384 trainees (including 39.3% female participation) have been trained during the dairy pilot trainings between July 2016 and November 2017. Systematic textbooks have been developed and published, covering topics including food safety laws and regulations, institutionalization and standardization, risk assessment and management, risk communication and food safety capacity building. The project also facilitated the effective exposure to the international best practices through convening the international events on food safety and the international personnel exchange programme.

### WAY FORWARD

UNIDO clearly recognizes that the multi-dimensional challenges of food safety are of a magnitude that requires a multi-player response which calls on governments, businesses and industry, international organizations and civil society to join forces with the aim to deliver global solutions and to scale up collaborative capacity-building efforts. In China, since 2019 UNIDO and NMPAIED upscales the cooperation to co-deliver a new initiative “Center of Excellence on Food and Drug Supervision in China”, which focuses on the systematic upgrading of training deliveries, knowledge transfer and institutional capacity building in the relevant area in a three-phase approach.

### AT A GLANCE

<b>Project title:</b>	Food Safety Supervision Capacity Building for China
<b>Thematic area:</b>	Creating shared prosperity – food safety
<b>Donor:</b>	Ministry of Commerce, China
<b>Project counterpart:</b>	The former China Food and Drug Administration (CFDA); the former China Food and Drug Administration Institute of Executive Development (CFDAIED, now NMPAIED); China Centre for Food and Drug International Exchange (CCFDIE);
<b>Budget:</b>	USD 821,972
<b>Duration:</b>	June 2015 – June 2018



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“Food safety and security are the constitutional rights of every Egyptian and we work tirelessly to make sure this is fulfilled.”

Dr. Hussein Mansour, Chairman of the National Food Safety Authority of Egypt

## Safer Food for Sustainable and Resilient Businesses – Enhancing the Food Safety Regulatory Environment of Egypt

Although several countries in the Arab region have taken steps to upgrade their food safety systems, the capacity and efficiency of many countries still need to be enhanced in order to assure an adequate surveillance of locally produced and imported food, as well as to demonstrate compliance with regional and international food standards and technical regulations. Until the enactment of the law on the establishment of a National Food Safety Authority (NFSA) in 2017, Egypt did not have a unified regulatory authority competent to supervise food safety, as well as that food safety in Egypt was regulated by various legislation and was overseen by around 17 different government agencies and units. With the official establishment and operationalization of the NFSA, Egypt has taken an essential step in the upgrading of its national food control system and towards enhanced consumer protection and trade facilitation in food.

### UNIDO'S APPROACH

Since the inception of the National Food Safety Agency (NFSA) of Egypt in 2017, technical assistance has been provided to NFSA under the Country Support Program (CSP) in Egypt, an initiative led under the regional Arab Food Safety Initiative for Trade Facilitation (SAFE). With the aim to facilitate the full operationalization of the NFSA against international best practices, aiming at supporting the organization in fulfilling its mandate of protecting consumers' health and consumers' interests by ensuring that food products consumed, distributed, marketed or produced in Egypt meet the highest standards of food safety and hygiene, SAFE, through its country support programme, has dedicated an assistance programme to set-up and initiate the implementation of the NFSA's objectives along the following five intervention areas:

- Policy advice
- Institutional capacity and governance
- Awareness raising and advocacy
- Global forum and exposure to international best practices
- Training and human resource development

This initiative is fully in line with UNIDO's Food Safety Approach and the organization's mandate of promoting sustainable food systems that deliver food safety and nutrition security and improve the competitiveness of the agri-food processing sector through access to support services, markets and trade

opportunities, while ensuring economic, social and environmental sustainability.

### IMPACT

With the aim to build its capacity and support NFSA's mandate to advance the food safety agenda in Egypt, the initiative contributes to an improved ability of the NFSA and its partners to contribute to and benefit from regional efforts of enhanced coordination and harmonization of food safety interventions, improved consumer protection, and a more efficient implementation of a national food control system in Egypt.

The project's achievements to date include:

- Development of internal regulations and governance system of the NFSA
- Development and update of technical regulations and a corresponding food regulatory policy
- Qualification of inspectors and training of trainers
- Implementation of a national pesticide monitoring programme

- Provision of inspection tools
- Implementation of a national awareness campaign, conduct of stakeholder consultations and participation in relevant regional and international food safety events

### WAY FORWARD

The program of intervention was designed to help NFSA achieve its vision and fulfill its entire food regulatory mandate. The country support program for Egypt's primary food regulator is aiming to sustain these investments through a second phase of interventions, with the goal to enable NFSA become a leading food safety regulatory agency at both the regional and international levels, embracing best food regulatory development practices and with the ultimate objective to ensure optimum consumer protection and a favourable environment for food and agri-food business development.

### AT A GLANCE

<b>Project title:</b>	Enhancement of regional trade capacities in food through harmonized regional conformity assessment and food safety systems
<b>Thematic area:</b>	Creating shared prosperity – food safety
<b>Donor:</b>	Kingdom of Sweden
<b>Project counterpart:</b>	National Food Safety Authority of Egypt
<b>Budget:</b>	325,000 USD (CSP Egypt)
<b>Duration:</b>	2014- 2019



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**“Trade-related technical assistance is vital to improve the Arab States’ abilities in realizing the private sector’s potential.”**

Rafik Feki, Industrial Development Officer,  
UNIDO

## Supporting economic integration and employment in the Arab region through trade facilitation

Trade can be a powerful engine for economic growth and poverty reduction, but harnessing its power is difficult for many developing countries. This is particularly true for the Arab Region, where there is often a lack of capacity, in terms of information, policies, procedures, institutions, and the required infrastructure to integrate and compete effectively in regional and global markets. To address these capacity constraints, the Arab Group to the World Trade Organization (WTO) in Geneva requested the Islamic Development Bank (IsDB) Group to develop an Aid for Trade Initiative for the Arab States (AftIAS).

### UNIDO’S APPROACH

Based on inputs from an extensive consultation process initiated by the International Islamic Trade Finance Corporation (ITFC) since 2010, the Aid for Trade Initiative for the Arab States (AftIAS) Programme was developed and launched since 2013 by ITFC, on behalf of the IsDB Group and in cooperation with five UN Agencies (ILO, ITC, UNCTAD, UNDP and UNIDO), the League of Arab States and partners in the Arab countries. The AftIAS aims to achieve inclusive economic growth with increased employment opportunities and greater competitiveness through trade policy reform in Arab countries as an integral part of the regional trade and economic integration agenda. Within this multi-agency regional Programme, UNIDO has implemented seven of AftIAS’ current projects at both the intra-regional and national levels. In line with its mandate to promote Inclusive and Sustainable Industrial Development (ISID), UNIDO has supported cooperation and transfer of

know-how among Arab countries in the area of Quality Infrastructure (QI), trade facilitation and export promotion.

### IMPACT

As a result of capacity building activities and advisory services undertaken by UNIDO under the AftIAS Programme, many tangible results have been achieved. Among the many noteworthy outcomes, the QI in Sudan has been strengthened through the development of a national quality policy compliant with WTO requirements as well as capacity building in the field of accreditation of testing laboratories, thus supporting the country to overcome technical barriers to its trade (regionally and globally). At the regional level, the project enhanced the linkages between Gulf Cooperation Council (GCC) SMEs and QI services available both at regional & national levels, allowing GCC SMEs to have better access to QI services and hence increase their competitiveness in a globalized market. Moreover, as a

result of the AftIAS Programme, capacities of Palestine institutions were strengthened in the field of export performance and accreditation, Libya is now equipped with a national export strategy, a new approach for innovative industrial upgrading for Tunisian enterprises was adopted, and Genetically Modified Organisms (GMO) testing capacities in Iraq were upgraded.

### WAY FORWARD

In response to increasing country requests for AftIAS support, a second phase of the Programme is currently being prepared with a focus on the priorities of the region, namely poverty reduction, migration, youth employment and women’s economic empowerment. Leveraging its extensive experience in the Arab region, UNIDO will remain highly engaged with ITFC, the IsDB and other development partners and donors for the launch of a new AftIAS phase.

### AT A GLANCE

<b>Project title</b>	<b>Aid for Trade Initiative for the Arab States (AftIAS)</b>
<b>Thematic area</b>	Advancing economic competitiveness
<b>Donor</b>	Multi-donor
<b>Beneficiaries</b>	GCC countries, Libya, Palestine, the Republic of Iraq, Sudan, Tunisia
<b>Budget</b>	USD 997,670 (incl. 7% UNIDO support costs)
<b>Duration</b>	November 2015 - December 2019



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

**“Gaining international recognition was a major achievement; it will facilitate trade exchanges and give confidence in the products and services from the Arab region.”**

Amina Ahmed Mohammed, Chair, Arab Accreditation Cooperation (ARAC)

## Arab region: Setting up regional accreditation to overcome technical barriers to trade

Accreditation underpins consumer safety and well-being in everyday life by providing confidence and trust in conformity assessment activities. However, as of 2010, the Arab region was the only region in the world lacking a regional structure for accreditation. Arab States had no access to support, services, training or advice from a regional body and were obliged to approach international accreditation bodies seeking support and recognition. For several years, UNIDO has been playing a key role in supporting regional efforts to develop the accreditation infrastructure in Arab countries.

### UNIDO'S APPROACH

In response to a request from the Arab Industrial Development and Mining Organization (AIDMO) and with funding from the Swedish International Development Cooperation Agency (Sida), the United Nations Industrial Development Organization (UNIDO) developed a technical program to support AIDMO in the implementation of the Regional Quality Infrastructure Strategy, targeting the regional cooperation in accreditation as the main focus.

The UNIDO-AIDMO-Sida cooperation project helped establish the Arab Accreditation Cooperation (ARAC) in 2011 as a platform upon which Arab countries can build and develop their accreditation infrastructure. This major milestone was followed by technical support provided to ARAC for establishing their quality management system and technical

committees, while ARAC members received extensive support through continuous capacity building activities. The project also contributed to the establishment of internal operational processes and procedures, and supported the development of Arab regional guidelines on good governance practices in national quality infrastructure.

### IMPACT

Thanks to the support of the Sida-funded project, ARAC follows international best practices and Arab States can receive support from their own regional body without having to go far and seeking recognition from outside the region. ARAC achieved important key milestones over the past years with 17 countries becoming members, and completed major steps towards international recognition and sustainability. As a result of intensive and thorough work of ARAC members,

supported by its partners, ARAC Multilateral Recognition Arrangements (MLA) became internationally recognized in 2017 by the International Laboratory Accreditation Cooperation (ILAC) and the International Accreditation Forum (IAF). Based on the international recognition of the ARAC MLA, the reports or certificates accredited by an ARAC MLA signatory are also recognized by the signatories to the ILAC and IAF agreements. As a result, the ARAC MLA acts as an international passport to trade.

### WAY FORWARD

Building on achievements to date, efforts will continue under the AIDMO-UNIDO-Sida project until 2020 to support ARAC to be sustained and effective as key driving force for regional trade integration and to enhance health & safety, protect the environment, and provide consumer protection in Arab countries.

### AT A GLANCE

<b>Project title</b>	<b>Support ARAC to be sustained, effective and internationally recognized as key driving force for regional trade integration</b>
<b>Thematic area</b>	Advancing economic competitiveness
<b>Donor</b>	Swedish International Development Agency (Sida)
<b>Project counterpart</b>	Arab Accreditation Cooperation (ARAC)
<b>Budget</b>	USD 3,085,000 (incl. 10% UNIDO support costs)
<b>Duration</b>	June 2018 – June 2020



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

“The support of the project in this context is its constancy: the work that is done by the consultants, what they brought to us, the training they gave us, and that they always participate in what we do to be able to always boost us.”

Placide Olufèmi Vigan, Manager, Free Cajou

## Benin – Tripling the production capacity in one year

Strengthening trade and industry is at the heart of Benin's development policy aimed at effectively reducing poverty and ensuring a better integration of the country into the world economy. This is why the Government of Benin formulated, with the technical support of agencies identified by the Enhanced Integrated Framework (EIF), the project ‘Productive and Commercial Capacity Building (PRCPC)’ to strengthen the productive, trade and export capacities of Beninese enterprises.

### UNIDO'S APPROACH

The United Nations Industrial Development Organization (UNIDO) has been entrusted with developing the competitive supply of Beninese industries through improving the productivity of enterprises and bringing their products into conformity with national and international standards and also to foster the development of locally sourced support services for the industry.

Thanks to the PRCPC project in Benin, 31 firms from three industrial sectors with high potential of generating wealth benefited from a customized support during two years. Those three sectors are the aquaculture, the cashew and pineapple processing and the textile industry. Based on an initial diagnostic, an industrialization/modernization work plan was formulated for each enterprise.

In the case of the firm “Petit poisson”, the owner remembers that the first step of the transformation of his firm was to identify what was functioning well and what was needed to be improved. The capacities of the team of workers were then reinforced mainly through the mentoring they received from Beninese business consultants as well as international

aquaculture experts. As a result, the firm soon tripled its production of fry. They were producing around 50,000 fry per year while they produce more than 150,000 fry per year today. Thanks to the acquisition of a new production method they will be able to produce 1,000,000 fry next year.

### IMPACT

Already during the first phase of the PRCPC and only considering the four aquaculture farms which have benefited from this customized support, the impact is enormous. The following improvements have been noted for four firms observed: 20 to 25% of savings at the feeding level; 20% to 30% savings in the cost of fishing labor; better and more stable water quality; improved collection data systems; better monitoring of the farms; an improvement in the availability of marketable fish at any time of the year; 50

to 75% improvement in the larval survival rate; better structured financial management; 30 to 45% savings in the production cost of fingerlings and a better fry quality. In another company, 30% savings of time and energy and an increased survival rate have been observed.

### WAY FORWARD

The great innovation of the PRCPC lies in its methodologies. Indeed, for each of the three industrial sectors covered, one or two international experts supervised a team of three to four national experts. Thus, every mission of international experts fulfills the double objective to provide an ad-hoc analysis and work plan to each enterprise supported by the project, and also to train the national experts that are then able to guarantee a smooth transition inside the firms and the sustainability of the changes.

### AT A GLANCE

<b>Project title</b>	<b>Renforcement des Capacités Productives et Commerciales au Benin</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	Enhanced Integrated Framework (EIF)
<b>Project counterpart</b>	BRMN
<b>Budget</b>	Total of USD 4,237,089 (USD 1,264,500 implemented by UNIDO)
<b>Duration</b>	May 2015 – April 2019



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

“The Safe+ Programme supported Colombia’s objective to be recognized as a regional leader in the production and export of cosmetics made from natural ingredients. It also served as a precedent for the UNIDO-SECO GQSP.”

Juan Pablo Diaz Castillo, Industrial Development Officer, UNIDO

## COLOMBIA: Strengthening the National Quality Subsystem through the cosmetics sector

The Quality Programme for the Cosmetic Sector ‘Safe+’ successfully boosted the competitiveness and quality of the sector by closing technical gaps in order to increase the commercial capacity of national cosmetic products. It also became a referral for international cooperation, thanks to the impacts generated and the joint work that the United Nations Industrial Development Organization (UNIDO), the State Secretariat for Economic Affairs (SECO) and the Government of Colombia through Colombia Productiva of the Ministry of Commerce, Industry and Tourism, successfully implemented.

### UNIDO’S APPROACH

UNIDO supported Colombia’s efforts to integrate into the regional and multilateral trading system by enhancing its trade capacities and performance. This was carried out through a quality programme aimed at the cosmetics sector’s productive chain, which has strengthened the National Quality Subsystem (NQS), enhanced the technical capacities and improved compliance with international quality, private and sustainability standards. The project has developed local expertise with the adequate technical knowledge to provide quality-related advisory services to the sector during and after the project. Furthermore, it has contributed to improve the quality of production and the competitiveness of exported natural ingredients-based cosmetics.

### IMPACT

The technical capacities of Colombia’s NQI key institutions have been strengthened to serve the cosmetic sector: the National Metrology Institute (INM) is maintaining national measurement standards capable of providing a reliable and accurate measurement service, and maintaining internationally traceable calibration services; the National Accreditation Board (ONAC) is Strengthening the National Quality Subsystem through the cosmetics sector facilitating independent attestation

of the technical capabilities of the conformity assessment service providers to the satisfaction of the local and international markets and authorities; and the National Institute of Food and Drug Monitoring (INVIMA) is in the process of enhancing its capacity to perform inspection, surveillance and control. Additionally, key functions providing conformity assessment are being strengthened to provide internationally recognized services (i.e. testing services that have the technical competence to test export products according to best international practices). These services support the cosmetic sector by demonstrating the quality of products independently from the manufacturer or the supplier. As a result of the systemic approach, the programme benefited more than 1,000 companies and laboratories through its training programs throughout the country, improving the technical competence of more than 3,400 people who were trained; strengthened 5 public national institutions, 16 testing laboratories, 24 companies and 2

associations of small producers that received deep technical assistance. This project has contributed to increase the direct employment in 2.2%, to reduce the sanitary risks by 17%, to increment the national production of the sector in 11.7% and to augment the exports in 2.4% from 2015 to 2017.

### WAY FORWARD

Today, with the contribution of Safe+, national cosmetic products reach more countries and the world can enjoy the benefits of Colombian biodiversity; small and medium producers can meet external quality requirements and also demonstrate it through a strengthened quality infrastructure that today offers more and better services in the country. This has had an impact not only on the well-being of local and international consumers, but also on the generation of development opportunities for our communities and our SMEs and on the generation of a quality culture that transcends the cosmetic sector and extends its reach to the entire national productive apparatus.

### AT A GLANCE

Project title	Cosmetics Sector Quality Programme Colombia
Thematic area	Advancing Economic Competitiveness
Donor	SECO
Project counterpart	MINCIT & Colombia Productiva
Budget	USD 2,700,700
Duration	4 years



**“Building women’s capacities in the field of agriproducts transformation is the most effective way to contribute to inclusive growth and to create jobs.”**

Biendi Maganga Moussavou, Minister, Ministry of Agriculture of Gabon

## UNIDO and Japan to strengthen food security and quality in Gabon

The Government of Japan and UNIDO, in partnership with the Gabonese Ministry of Trade and SMEs and Small and Medium sized Industries, the Ministry of Agriculture and the Ministry of Industry and National Entrepreneurship have jointly launched in May 2019 the: “Strengthening food security and quality to improve livelihoods in Gabon”, SEQUA Gabon project. This intervention is part of nine new projects implemented around the world by UNIDO with Japanese funding, totaling US\$ 5.8 million.

### UNIDO’S APPROACH

The project will provide direct technical assistance to inspection and market surveillance institutions and to small scale food producers to comply with international standards and technical regulations. Furthermore, it aims to promote awareness to consumers on the importance of quality and to support national institutions in better integrating in regional quality initiatives. The project builds on the results achieved through the Quality Infrastructure for Central Africa Programme (PIQAC), where after the organized workshops, a network of women producers was established. Through this new project, women producers and processors of agricultural products will be trained on quality awareness, good hygienic practices and design and management of health risk plans.

### IMPACT

The overall expected impacts of the project are an improved framework conditions for SMEs, increased food security and access for consumers to quality products. The intervention will therefore be at three levels:

- (i) Consumers’ awareness raising campaigns and public training sessions for the food distribution network to help control risks related to handling, distribution and preservation of food products.
- (ii) Support to women processors by conducting pre-diagnosis of their SMEs to identify their specific issues and develop an action plan for health risk control. Furthermore, women processors will be trained on quality awareness, good hygienic practices and design and management of health risk plans. Such support will allow these SMEs to comply with consumers’ expectations, international standards and technical regulations.

- (iii) To provide SMEs with the required services, the project will enhance Quality Infrastructure by strengthening national market surveillance and inspection institutions, training various Quality Infrastructure stakeholders, including regulatory authorities on the Regional Quality Policy, and promoting the Regional Quality Award developed under the UNIDO PIQAC Programme.

### WAY FORWARD

Quality Infrastructure plays a vital role in the socio-economic development of Gabon. Many improvements have been achieved through UNIDO projects and thanks to the Japanese government, UNIDO will further strengthen Gabon’s economic competitiveness, boost access to international markets and improve livelihoods. This project contributes to the achievement of the National Strategic Plan “Gabon Emergent” and the “Ten-year plan for empowerment of women (2015-2025)”.

### AT A GLANCE

<b>Project title</b>	<b>Strengthening food security and quality to improve livelihoods in Gabon</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	Government of Japan
<b>Project counterpart</b>	Ministry of Industry and National Entrepreneurship Ministry of Agriculture and Ministry of SMEs and Small and Medium Sized Industry of Gabon
<b>Budget</b>	US\$ 419,682
<b>Duration</b>	12 months (April 2019 – April 2020)



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

**“We cannot define progress only in economic terms. UNIDO can support efforts towards sustainability and inclusiveness with this joint quality and standards programme.”**

Doris Leuthard, President, Swiss Confederation

## QUALITY AND STANDARDS FOR SYSTEMATIC TRADE DEVELOPMENT ALONG VALUE CHAINS

Global trade is increasingly embedded within value chains and governed by quality and standards requirements. Despite trade liberalization and globalization in recent years, many exporters from developing countries still face substantial challenges to meet and prove conformity with market entry requirements, and face technical barriers to trade that hinder their ability to access markets. Lengthy procedures and border rejections due to non-compliance with market requirements can result in major financial losses for the producers, particularly for small and medium sized enterprises. In order to gain and maintain access to international trade and benefit from global markets, standards compliance and proof of conformity are essential. Setting up a Quality Infrastructure System is one of the most positive and practical steps that a developing nation can take on the path forward to developing a thriving economy as a basis for prosperity, health and well-being.

### UNIDO'S APPROACH

The large-scale Global Quality and Standards Programme (GQSP) was designed to encourage systematic trade development along specific value chains. The overall objective of the programme is to strengthen the competitiveness of SMEs through compliance with international market requirements and thus facilitate market access. Through individual country projects in Colombia, Ghana, Indonesia, Kyrgyzstan, Peru, South Africa, Ukraine and Viet Nam, the programme will support specific value chains, aligned with each country's priorities. In addition, special emphasis is put on the creation and dissemination of knowledge from research and past endeavours, which can be used to tackle quality and standards related challenges in GQSP countries and elsewhere. GQSP is funded by the Swiss Confederation through the Swiss State Secretariat for Economic Affairs (SECO) and is implemented by the United Nations Industrial Development Organization.

### IMPACT

The programme supports countries to align the demand for and supply of quality

services required to prove and verify the quality of products with the overarching goal of enhancing productive and trade capacities and ultimately exports.

Overall, GQSP contributes to:

1. Enhancing the technical competence and sustainability of the national quality infrastructure system by strengthening of key institutions and relevant public-private support institutions through capacity building, use of best practices and skills development;
2. Strengthening the capacity of private sector actors (particularly SMEs) to prove compliance with international standards and technical regulations, through specialized training, preparation for certification, strengthening of cluster networks and quality consortia;
3. Creating a culture of quality through advocacy, up-scaling and knowledge dissemination, advice for informed policy decisions and standards compliance and support for policy development.

The programme pays specific attention to good governance in quality infrastructure development and strong private sector involvement.

### WAY FORWARD

GQSP targets outcomes derived from the 2030 Agenda for Sustainable Development and aims to enhance trade and competitiveness through promoting a favourable Quality Infrastructure framework for quality and standards compliance and fostering greater international competitiveness of SMEs. It encompasses UNIDO's mission to promote and accelerate inclusive and sustainable industrial development and assist countries in strengthening their competitiveness in global markets. The programme, which started in 2017, focuses on achieving the highest level of impact in the target countries and the expansion of its interventions in other countries. Global knowledge tools developed under the GQSP will support many countries in enhancing their trade capacities.

### AT A GLANCE

<b>Project title</b>	<b>Global Quality and Standards Programme (GQSP)</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	Swiss Confederation through the Swiss State Secretariat for Economic Affairs (SECO)
<b>Budget</b>	CHF 17,349,455
<b>Duration</b>	2017-2022



**“The first ever export of Pangasius means a lot to the industry, and the government is hoping this will be the vehicle to drive more exports from Indonesia in the future.”**

Nilanto Perbowo, Secretary-General, the Ministry of Marine and Fisheries Affairs (MMAF)

## Women at the forefront of the Pangasius Industry in Indonesia

For long, Indonesian pangasius producers were unable to compete in the world market; low quality, lack of standards compliance, limited processing and value addition, and high prices were among their key barriers. But the launching of the first ever export of Pangasius by PT. Adib Global Food was a turning point and a significant first step for the industry. The real success story is that in this industry, women are playing a key role.

### UNIDO'S APPROACH

Since 2014, UNIDO has supported the sustainable development of the Pangasius value chain with the objective of enhancing market access through improving quality and yield of farmers as well as enhancing productivity and resource efficiency of the processing industry. Moreover, the project has also supported the industry's market access through certification and export promotion.

### IMPACT

One of the key regions for implementing the SMART-Fish programme was Tulungagung with 68% of Indonesia's Pangasius production. It is here that Siti Nikmaziah established the Mina Lestari fisheries group 17 years ago to employ women left behind by their migrant worker husbands; she has a mission to make them independent and increase their prosperity. Similarly in Jambi, another region where the SMART-Fish programme was successfully implemented, another such female farmer group Harapan Maju Fish Cultivator Group experienced similar benefits. Ms. Ernawati, secretary of the group said “the self-made feed produced by our group is 31% more efficient than commercial feed. The production was fantastic, increasing by 120% compared to

previous harvests; our income has soared 300%.”

The SMART-Fish programme supported 355 farmers to enhance quality of their fish to meet the standard of export markets, comply with national and export market requirements and reduce costs of production. This has not only helped farmers to increase their income by producing better and more fish; it has also encouraged and allowed companies such as PT. Adib Global Food to explore export markets for the first time.

PT. Adib Global Food, a pangasius processing company sources its fish mainly from Tulungagung district where the SMART-Fish programme has supported the majority of farmers to produce better quality fish. In May 2019, the company successfully shipped exports of 9 containers of frozen pangasius fillet, almost 200 tons valued at USD 472,000 to Saudi Arabia. Another SMART-Fish partner, PT Expravet Nasuba in Medan, North Sumatra,

received orders from China for frozen butterfly pangasius. Essential to this success was also the development of the National Standard for Pangasius Fillet (SNI), which helped the industry to produce pangasius and value added products with higher quality and in compliance with the international market requirements. With the support of SMART-Fish, the Catfish Producer Association (APCI) launched “Indonesian Pangasius - the Better Choice” as the industry's brand name in SEAFEX Dubai, UAE and Jeddah, Saudi Arabia in order to promote unique values of the Indonesian pangasius.

### WAY FORWARD

Good collaboration and partnership between the government (MMAF) and the association (APCI), facilitated by the SMART-Fish programme, has created great enthusiasm and confidence from farmers to processors that Indonesian pangasius can effectively compete in global markets.

### AT A GLANCE

<b>Project title</b>	<b>SMART-Fish; Sustainable Market Access through Responsible Trade of Fish in Indonesia</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	State Secretariat for Economic Affairs (SECO)
<b>Project counterpart</b>	Ministry of Marine Affairs and Fisheries (MMAF), Indonesia
<b>Budget</b>	USD 4.5 million
<b>Duration</b>	2014 – 2019



**“SQAM has been one of the most successful projects in Malawi; it has greatly contributed to an efficient and adequate national quality infrastructure with improved consumer protection and direct benefits for SMEs.”**

Andrew Spezowska, Portfolio Manager, UNDP

## Malawi: from local to international standardization in agribusiness

Food quality and safety are critical to Malawi: 85% of its population depends on agriculture for its livelihoods, with agricultural products accounting for 80% of total exports. However, exporters are disadvantaged by the lack of internationally accredited testing facilities for certification of products for exports.

### UNIDO'S APPROACH

Initiated in 2012 with funding from the European Union (EU), the United Nations Development Programme (UNDP) and the Malawi Government, the SQAM project was implemented by UNIDO and the Malawi Bureau of Standards (MBS) in cooperation with UNDP and the Ministry of Industry, Trade and Tourism (MoITT). The project celebrated its successful closure in December 2018.

The purpose of the project was to contribute to a more adequate, effective and sustainable National Quality Infrastructure in Malawi in accordance with international and regional principles and practices by supporting the improvement of the performance of MBS.

As an outcome, MBS received an internationally-recognized accreditation of conformity assessment for its services. This contributed to an efficient and adequate National Quality Infrastructure and improved export capacity and consumer protection.

UNIDO provided technical assistance to enhance the ability to export goods from Malawi by reducing the need for re-testing, re-inspection and re-certification through acceptance of measurements, tests, and conformity assessment results issued in Malawi.

### IMPACT

The project's main achievements include:

- ✓ The development of the National Quality Policy and National Quality Strategy, and of the MBS Strategic Plan for 2017-2022;
- ✓ The internationally recognized accreditation of selected testing laboratories and conformity assessment services offered by the MBS;
- ✓ Capacity building through specialized trainings at internationally recognized institutions;
- ✓ Strengthening of the MBS as a National Enquiry Point to the information and notification requirements of the World Trade Organization's Technical barriers to trade (TBT) and Sanitary and Phytosanitary Measures (SPS) agreements; and,
- ✓ Technical assistance to a pool of SMEs to help them comply with quality requirements and obtain ISO 9001 and 22000 certifications.

The sister project on “Market access and trade capacity building for agro-industrial products (MATCB)”, which is funded by the Norwegian Agency for Development Cooperation (Norad), also contributed to the sustainable operations of the MBS.

### WAY FORWARD

The MBS testing facility is the first one in the country to have received accreditation and its sustainability plan contains a rollout strategy for accreditation of additional scopes. Achieving accreditation is the result of great efforts towards MBS' capacity and services and its contribution to an efficient National Quality Infrastructure. This will have direct benefits for the Malawian enterprises, which now can locally access internationally-recognized testing services for considerable time and cost savings. Indirectly, long-term benefits will be realized for Malawian citizens, especially in terms of improved consumer safety.

### AT A GLANCE

<b>Project title</b>	<b>Development of a robust standardization, quality assurance, accreditation and metrology (SQAM) infrastructure in Malawi</b>
<b>Thematic area</b>	National quality policy, certification, metrology, laboratory accreditation, quality, standardization
<b>Donor</b>	European Union, United Nations Development Programme (UNDP), Government of Malawi
<b>Project counterpart</b>	The Malawi Bureau of Standards (MBS) and the Ministry of Industry, Trade and Tourism (MoITT)
<b>Budget</b>	3,063,420.57 EUR for UNIDO to implement (SQAM: US\$ 12,710,911.00)
<b>Duration</b>	February 2013 – December 2018



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

“There are already visible improvements in the quality of products and, because of this, fewer rejected products. The fishing industry, for example, has provided more self-control analyses, as they are motivated to improve their product's quality.”

Maria Luiz, local fish inspection laboratory

## Competing, with Quality

The Mozambique Private Sector and Quality Promotion Programme – “Competir com Qualidade” –aimed to enhance the country’s development level and the quality and competitiveness of Mozambican products by strengthening related institutional and private sector capacities. The project covered essential aspects such as policy, institutions, service providers, and the value-adding use of international standards and conformity assessment procedures for the private sector.

### UNIDO’S APPROACH

The ability of countries like Mozambique to exploit commercial opportunities, to compete on global markets and to participate in international value chains is often challenged by their difficulties in demonstrating compliance with quality requirements and trade rules.

Setting up a Quality Infrastructure System, to facilitate the implementation of international standards and demonstrate compliance, is one of the most positive and practical steps on the path towards developing a thriving economy as a basis for prosperity, health and well-being.

This project was a follow up to the “Business Environment Support and Trade Facilitation project for Mozambique” (BESTF Project) which concluded in 2011.

### IMPACT

Through the sustainable development of the private sector, the competitiveness of Mozambican products and their capacity to compete on international markets has been strengthened.

To build a strong and sustainable National Quality Infrastructure (NQI), which is

following a systemic approach and is demand-driven, the project rested on five pillars:

**Quality Policy formulation:** UNIDO helped Mozambique to formulate its National Quality Policy to build the foundation for effective trade.

**National Institute for Standardization and Quality:** The National Institute for Standardization and Quality (INNOQ) is the main institution responsible for the dissemination of standards and quality in Mozambique was strengthened. INNOQ was strengthened through the capacity building of its personnel. Its sustainability was increased and accreditation acquired for certain scopes in calibration and management systems certification (ISO 9001).

**Conformity Assessment:** Technical support was provided to a number of testing laboratories, enabling them to assess the quality of products against international standards.

**Private Sector Enterprises:** The project helped private sector enterprises apply

international standards, such as ISO 9001 for Quality Management.

**Increase the quality of products and services:** It is the combination of this support that contributes to the increased quality of Mozambican products and services, something which is of essential importance for local consumption and export.

### WAY FORWARD

Further assistance should build on the solid base put in place by BESTF and COMPETIR projects, and should focus more on private sector-oriented and demand-driven support consisting of:

- Strengthening quality infrastructure services along key priority value chains for greater market access and competitiveness (demand driven NQI development).
- Work with domestic enterprises on their upgrading to benefit from opening market opportunities in priority value chains.

### AT A GLANCE

<b>Project title</b>	Competing, with Quality
<b>Thematic area</b>	Competitive Trade & Corporate Social Responsibility
<b>Donor</b>	European Union, , Government of Austria
<b>Project counterpart</b>	Ministry of Industry and Commerce (MIC)
<b>Budget</b>	5,377,161 EUR
<b>Duration</b>	September 2012 – June 2016



“A striking finding from the evaluation team’s field visit and interviews with national stakeholders was how quickly and extensively a modern approach to National Quality Infrastructure development has been embraced.”

Tom Pengelly, Independent Evaluation Expert,  
Saana Consulting

## Myanmar: Strengthening the National Quality Infrastructure for Trade

Myanmar’s trade, economy and private sector are central to its sustainable development and poverty alleviation agenda. The ability of countries like Myanmar to exploit their commercial opportunities, compete on global markets and participate in international value chains is often challenged by their difficulties in demonstrating compliance with quality requirements and trade rules. Setting up a Quality Infrastructure System is a key step towards a thriving economy as a basis for prosperity, health and well-being.

### UNIDO’S APPROACH

The project implemented by UNIDO helped the national economy to improve the quality of goods and services through strengthening relevant institutional and private sector capacities. In this project, UNIDO adopted a systemic integrated approach addressing deficiencies in four pillars of the National Quality Infrastructure:

- **Quality Policy Formulation:** UNIDO helped Myanmar to formulate its National Quality Policy to build foundation for effective trade;
- **Department of Research and Innovation (DRI):** UNIDO’s main counterpart was the Department of Research and Innovation (DRI) of the Ministry of Education, the main institution responsible for compliance with quality standards in Myanmar;
- **Conformity Assessment:** Inspection bodies and testing laboratories in the food sector received technical support that increased their confidence and the quality of their test results;
- **Private Sector Enterprises:** a team of national specialists provided direct assistance to private enterprises in the agro food sector, helping them to apply Good Manufacturing Practices, Hazard Analysis and Critical Control Points (HACCP) and ISO 22000-based food safety management system standards.

### IMPACT

The intervention fostered the use of international standards and conformity assessment procedures by the private sector to add value to their products, with Myanmar’s SMEs increasing competitiveness on international markets, along with assistance on quality policy formulation and strengthening of national quality infrastructure institutions.

Technical assistance provided under the project increased confidence in and the quality of the test results of Myanmar’s laboratories and inspection bodies. The project developed the capacity of laboratories’ testing of agro food products, allowing them to meet increasing demand from the regulatory authorities to support

market surveillance, but also to address the industry’s routine testing needs.

### WAY FORWARD

The project allowed Myanmar’s processed food products to be better able to access markets across Southeast Asia and beyond. Myanmar has been on a course of economic reforms. Within these reforms, international trade is set to be a central component for strengthening national competitiveness and social well-being. Following the very good cooperation with the local beneficiaries and needs of private sector enterprises, the country still needs to continue developing quality systems along selected value chains for greater market access of local businesses.

### AT A GLANCE

<b>Project title</b>	<b>Strengthening National Quality Infrastructure for Trade in the Republic of the Union of Myanmar</b>
<b>Thematic area</b>	Trade Capacity Building (TCB)
<b>Donor</b>	Norad (Norwegian Agency for Development Cooperation)
<b>Project counterpart</b>	Department of Research and Innovation (DRI) of Ministry of Education; Food and Drug Administration (FDA) Department of Ministry of Health, Youth and Sports; Commodity Testing and Quality Management Centre (CTQMC) of Ministry of Commerce.
<b>Budget</b>	€ 2,650,806 (incl. support costs)
<b>Duration</b>	4 years (2014 – 2018)



NATIONAL QUALITY INFRASTRUCTURE PROJECT FOR NIGERIA  
www.nqi-nigeria.org

“The ISO 9001:2015 implementation has lifted up our standards. The method of training that we conduct now is far ahead of what it used to be previously. We have put in place a management system. We have implemented ISO 9001 in our organization. It is a continuous process.”

Angela Daniel, President, WEAN

## Implementation of a Quality Management – ISO 9001:2015

Quality Management Systems (QMS) ISO 9001 is one of the most widely implemented standards globally. The international standard is based on quality management principles such as a strong customer focus, motivation and implication of top management, the process approach and continual improvement. As of 2013, the worldwide total of ISO 9001 certificates was 1,126,460, with Nigeria accounting for 65. This amount placed Nigeria far behind the top three countries in Africa: South Africa (3,565), Egypt (2,133) and Tunisia (838).

### UNIDO’S APPROACH

Nigeria’s micro-, small- and medium- sized enterprises (MSMEs) which intend to be compliant with the ISO 9001:2015 standard spend an average of US\$1,000 per person to receive their certification. The European Union-funded National Quality Infrastructure Project for Nigeria (NQIP), implemented by the United Nations Industrial Development Organization (UNIDO), has made significant progress in advancing the uptake of skills related to quality in order to promote economic growth in Nigeria.

In May and June 2016, 162 people from the private sector and government ministries, departments and agencies, were trained in ISO 9001 with a success rate of about 75 per cent. One hundred and twenty four people have been certified as lead auditors and lead implementers. Of this number, 47 per cent report that they have implemented the QMS standard in their organizations.

### IMPACT

One of the beneficiaries of the ISO 9001 training from the Women Entrepreneurs Association of Nigeria (WEAN) began the process of sharing the knowledge through courses facilitated in the organization’s training centre. WEAN empowers women and young people with skills by facilitating trainings on entrepreneurship and vocational/life skills. The implementation of ISO 9001:2015 at WEAN has upgraded the delivery of its training and empowerment programmes. It has also helped integrate customer feedback and improve WEAN’s organizational structure as well as its processes and job responsibilities.

This development led WEAN to set up a limited liability company, WEANiscol, to diffuse knowledge on the topic of quality among MSMEs. WEANiscol operates as a for-profit subsidiary and provides training on ISO 9001:2015 at a fee per persons. It provides consultancy services on the implementation of ISO 9001:2015 for MSMEs. It has organized over three training

programmes since it commenced operations in 2018 and has trained over 36 people in QMS.

### WAY FORWARD

WEANiscol has been investing in rigorous marketing and awareness creation activities to sensitize businesses on the need to learn about and implement QMS. The QMS training provided by WEANiscol has driven the growth of WEAN, generating income with the potential to sustain the company as well as enabling the training centre’s entry into new markets.

### AT A GLANCE

<b>Project title</b>	National Quality Infrastructure Project for Nigeria (NQIP)
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	European Union
<b>Project counterpart</b>	Federal Ministry of Industry, Trade and Investment (FMITI)
<b>Budget</b>	12,080,000 EUR
<b>Duration</b>	July 2013 – January 2019



**“NiNQA 2017 has helped us to reduce waste and brought in efficiency in manufacturing and allied activities resulting in greater customer satisfaction and healthy bottom line.”**

Chellarams Management Representative

## Nigeria National Quality Awards

With the launch of the Nigeria National Quality Awards (NiNQA), Nigeria joins a list of just over 30 countries that conduct national quality awards, including Australia, Canada, Germany and Japan. On 20 April 2017, Nigeria launched the country’s first National Quality Awards with the support of the EU-funded National Quality Infrastructure Project for Nigeria (NQIP), implemented by United Nations Industrial Development Organization (UNIDO).

### UNIDO’S APPROACH

Award jurors and auditors and technical experts were trained on family of standards of ISO 9001 and 9004, which formed the basis for the NiNQA criteria. The award was organized in three categories to correspond with organizational size (staff strength) and four levels of subscription - bronze, silver, gold and diamond. The assessment criteria covered commitment to quality, quality control, encouragement for excellence and excellence respectively. Thirty companies responded to the call to participate in NiNQA 2017. Participating institutions were from diverse industries cutting across agro-allied, education, fast-moving consumer goods, pharmaceutical, food, oil and gas, textile, plastic as well as legal sectors.

Assessments of 30 participating companies were successfully carried out across nine states and the Federal Capital Territory. Four Quality Award National Committee meetings were held. In July 2017, the jury for the awards was inaugurated and had its first sitting. Also, in July, winners from the Level Four stage of the national awards,

participated at the ECOWAS Quality Awards, held in Abidjan, Cote d’Ivoire, where three Nigerian companies emerged as winners, including a recipient for the paramount prize, the Excellence Award.

### IMPACT

NiNQA has had a positive impact on the businesses of the winners. Approximately 88 percent of the winning companies expressed that their participation in NiNQA 2017 has improved their customer focus.

*“The award showed that our laboratory is not just a medical facility but a service-delivering organization that must work hard to meet clients’ and customers’ expectations.”*

The Lagos-based Nigerian Airforce Hospital Laboratory received the Silver Award for Excellence, Category A. The laboratory director said that winning the award reinforced the lab’s practice of ISO 15189:2012 (Medical laboratories - Requirements for quality and competence). The director noted that the NQIP *“made a significant contribution in attracting an international research protocol to the laboratory.”*

Chellarams Plc, recipient of the Leadership Award for Excellence, Category A, reported that the company gained a contract with the World Food Programme, as well as three new clients. This has resulted in additional revenue.

The NiNQA has several low-hanging fruits for participating institutions including generating benefits like a no-cost assessment of the businesses, boosting healthy business competition, promoting awareness of local brands and spurring a continuous improvement culture.

### WAY FORWARD

The 2nd Nigeria National Quality Award (NiNQA) was organized, aiming to reward excellence and best quality improvement practices in various fields. On 4 December 2018 in Abuja, the award distribution ceremony took place during a joint celebration of NiNQA and Africa Industrialization Day. The formal opening ceremony took place in the presence of Nigeria’s Minister of Industry, Trade and Investment.

### AT A GLANCE

<b>Project title</b>	<b>National Quality Infrastructure Project for Nigeria (NQIP)</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	European Union
<b>Project counterpart</b>	Federal Ministry of Industry, Trade and Investment (FMITI)
<b>Budget</b>	12,080,000 EUR
<b>Duration</b>	July 2013 – January 2019



“The ISO14001:2015 EMS has enabled me to enroll and qualify as a lead auditor in another standard, Alliance for Water Stewardship (AWS), in Nigeria. At present, I am the only qualified and accredited AWS lead auditor in the country.”

Country Representative, Control Union

## Training courses for auditors/implementers

In a bid to improve Nigeria’s compliance with international standards and certification, the National Quality Infrastructure Project for Nigeria (NQIP) has supported government ministries, departments and agencies, as well as the private sector, consumer protection agencies and associations through trainings in quality, environmental and food safety management systems. This support is one of the aims of the European Union-funded project, which is implemented by United Nations Industrial Development Organization (UNIDO).

### UNIDO’S APPROACH

Through a series of training sessions organized from 2016 to 2018, UNIDO facilitated the certification of 255 participants as lead auditors/implementers:

- In May and June 2016, 162 persons received training on the Quality Management System standard, ISO 9001.
- In November and December 2017, 114 persons received training on the Environmental Management Systems (EMS) standard, ISO 14001.
- In January and February 2018, 115 persons received training on the Food Safety Management Systems standard, ISO 22000.

Each training took place in Lagos and Abuja and were facilitated by internationally recognized trainers and experts. Qualified participants of the lead auditor/implementer trainings reported on the benefits of improved knowledge. Four out of 10 qualified persons reported that the training impacted on their lives in various ways, including the establishment of new consultancies, increased earnings, promotions in the workplace, new employment opportunities and improved knowledge.

*“I have been technically and professionally empowered especially in the development*

*and implementation of management system in an organization. As the MR/Certification Manager in IPAN-SoTLAN PCB, I have been involved in the development and implementation of Quality Management System in this newly established Personnel Certification Body (PCB).” - Christian Eboh (IPAN Management Representative to IPAN-SoTLAN Conformance Systems Ltd.).*

### IMPACT

According to the impact (tracer) study, in the short term, the training programs increased the likelihood of starting a new consultancy by 37% (n=68), increased technical know-how useful on the job by 44%, it increased the chances of gaining a promotion by 15% as well as the chances of gaining a new job by 4% respectively. Participants aged between 46 and 52 were more likely to start a consultancy in the short term after training than participants in

other age groups. Women were more likely to gain a promotion and men were more likely to start a consultancy. For about 38% of the sampled population, the training increased their earnings. Furthermore, the new expertise had ripple effects for some of the qualified persons who have stepped down the trainings to others. In addition, participants who qualified were 72% likely to implement the relevant standards, the most commonly implemented standard was ISO 9001: 2015.

### WAY FORWARD

The ISO 9001:2015, 14001:2015 and 22000 lead auditor/implementer trainings have been effective for promoting employment, job creation, improving technical skills and income generation in addition to being a significant career promoting experience in the short term.

### AT A GLANCE

Project title	National Quality Infrastructure Project for Nigeria (NQIP)
Thematic area	Advancing Economic Competitiveness
Donor	European Union
Project counterpart	Federal Ministry of Industry, Trade and Investment (FMITI)
Budget	12,080,000 EUR
Duration	July 2013 – January 2019



**“The production of Zikometso Chillie Sauce has doubled from 1,200 to 3,600 bottles per day, enabling Malawian farmers to increase sales volume, income, and employment. Zikometso Sauce is now sold in Malawi’s shops and used in local restaurants.”**

National Smallholder Farmers’ Association of Malawi

## Malawi commits to a quality culture

Trade is an engine for growth that could lift many Malawians out of poverty. The agricultural sector provides jobs for more than 80% of the population. The majority of the country’s products are imported from other countries. To sell what they produce, Malawian producers need to connect to markets by demonstrating the safety and quality of their products. To help them do so, UNIDO launched the market access and trade capacity-building support for agro-industrial products (MATCB) project in 2013 with the financial support of the Norwegian Agency for Development Cooperation (NORAD).

### UNIDO’S APPROACH

With the partnership of the Malawi Government, the project aimed to reform national quality infrastructure (NQI) in order to improve Malawi’s product safety and quality, to strengthen enterprise competitiveness and to increase consumer protection. This was achieved through targeted interventions in legal and industrial metrology, two key building blocks of NQI, with the Malawi Bureau of Standards (MBS). UNIDO also facilitated capacity building of MBS’ national auditing and certification services, in compliance with food safety and quality-related national regulations, to service the National Smallholder Farmers’ Association of Malawi (NASFAM). NASFAM’s Innovation and Productivity Centres (IPCs) achieved pre-certification or certification against Malawian Standards. Through strengthened testing and certification performed by MBS and enhanced quality systems implemented in selected value chains, NASFAM farmers have obtained greater local market access.

### IMPACT

The project laid the foundations for an efficient NQI system in the country. The legal metrology framework was reinforced through the enactment of a new National Quality Policy and a new Metrology Law, effective as of 2014 and 2015, respectively, strengthening the overall commitment of the Malawi Government to a culture of quality.

MBS’ service provision to the public and private sectors have been measurably strengthened and diversified by project closure. In particular, legal metrology capacity gaps in calibration and verification of weighbridges were addressed. In the area of mass and volume, the project delivered weights and laboratory handling equipment. The project acquired a customized vehicle for weighbridge verification and prioritized the upgrading of the Metrology Services Department (MSD) of MBS in Blantyre. Calibration Laboratories under the MSD have been rehabilitated and capacitated to meet accreditation requirements against ISO/IEC 17025:2005 for selected scopes. A heavy mass and large volume laboratory was newly constructed. Metrology laboratories under the MBS now generate an annual revenue of approximately USD 122,000 through their calibration processes.

The competitiveness of the country’s commodities locally produced has improved. Almost 6,000 NASFAM farmers,

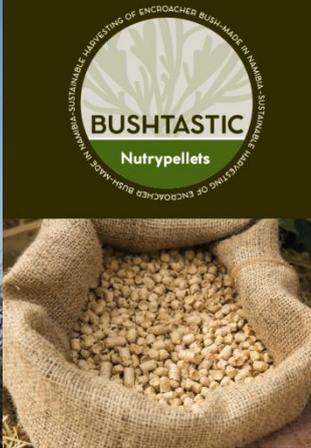
half of whom are women, were trained on better pre- and post-harvest and business management techniques and best practices. There is an increased awareness of and demand for conformity assessment services from the private sector, particularly calibration for higher measurement accuracy and certification in compliance with related standards and regulations. Selected processing facilities of NASFAM Innovation and Productivity Centres (IPCs), such as Lilongwe South, Zikometso and Mzimba South, were supported in achieving certification for the chili sauce, soybean and sunflower oil value chains. Zikometso Chillie Sauce produced in Zikometso IPC has been certified by MBS against national standards MS 21 (code of hygiene) and MS 19 (labeling of pre-packaged foods) under the product certification MS 53.

### WAY FORWARD

These collective interventions have ultimately placed Malawi on a trajectory based on a quality-led growth model for market access both at home and abroad.

### AT A GLANCE

<b>Project title</b>	<b>Malawi: Market access and trade-capacity building support for agro-industrial products (MATCB)</b>
<b>Thematic area</b>	Legal and Industrial Metrology
<b>Donor</b>	NORAD
<b>Project counterpart</b>	Malawi Bureau of Standards (MBS) Ministry of Industry and Trade (MoIT)
<b>Budget</b>	Euro 2,000,000
<b>Duration</b>	5 years (October 2013 – September 2018)



**“The Ministry is convinced that this project can assist our country and region to advance toward a low-carbon, high resilience and inclusive economies.”**

Tjekero TWEYA, MP, Minister of Industry, Trade and SME Development of Namibia

## Promoting Sustainable Bush-Processing Value Chains in Namibia

In Namibia, the vast majority of the population works as subsistence farmers, yet, due to low productivity levels, only half of the country’s food demand can be met with the other half being imported. Since Namibia is one of the driest countries in sub-Saharan Africa, concerns about issues related to water management and shortages, waste generation and pollution are growing. In addition, the agricultural activities are threatened by bush encroachment, which constitutes an immense challenge but also provides opportunities: by utilizing biomass, agricultural productivity becomes storable, thereby strengthening the drought resilience of farmers.

### UNIDO’S APPROACH

The project aims to strengthen sources of food and income by stimulating the use of invasive bush species in the animal feed, charcoal and food industry as well as in energy production sectors. Direct outcomes of the project encompass the identification and testing of appropriate collection and manufacturing technology solutions, which can further be used in Namibia for the effective and productive consumption of bush resources. In addition, a processing plant is being designed and established for manufacturing of high-value livestock feed, coal, chips, Arabic gum and other selected products utilizing Acacia and other raw materials. Through these measures, higher levels of agro-industrial productivity can be achieved, resulting in a better local and regional supply of animal feed, energy, and other bush-based products that will further facilitate improved trade, import substitution and exports of food, including better quality meat and dairy products.

### IMPACT

UNIDO conducted an assessment on the viability to convert bush biomass to livestock feed and to charcoal, thereby proposing suitable approaches, technologies and production processes to deliver livestock feed and charcoal. The results are published in a Strategic Action Plan that proposes the market oriented sustainable business model.

This solution is expected to have a multiplier effect by factor of 30-50 in Namibia, and by 100 for similar plants to be established in the region. Based on the strong and efficient partnership established with the support of UNIDO among the stakeholders, the partners jointly established a unique pilot production plant for manufacturing of animal feed, charcoal. The new technologies and know how are being transferred to Namibia and a production plant is being equipped with modern innovative equipment, including biochar production and charcoal machinery, tar and distillates,

bush cutting and chipping equipment, and containerized fee mill and pellet line.

### WAY FORWARD

Over the next months, the piloting of the production plant is to be facilitated with production targets relevant to a commercial operating entity and aiming for enhanced employment, value-addition, local and export sale opportunities for local farmers, experts and rural communities. This phase will involve local stakeholders and academia for capacity development, exposure to cleaner technology and an efficient production system, and generate interest from entrepreneurs for future investment. There is also strong potential and indication for expansion and scaling up to facilitate sustainable industrial development and the trade of additional value chains within the same cattle-related sector, including leather, textile, wool and dairy products.

### AT A GLANCE

<b>Project title</b>	<b>Promoting Sustainable Bush-Processing Value Chains in Namibia</b>
<b>Thematic area</b>	Advancing economic competitiveness
<b>Donor</b>	Ministry of Foreign Affairs of Finland and Namibian private equity fund
<b>Project counterpart</b>	Ministry of Industrialization, Trade and SME Development of Namibia
<b>Budget</b>	EUR 2,000,000 (EUR 1,374,762 were mobilized from Finland (EUR 974,762.21) and Baobab Capital Ltd (EUR 400,000))
<b>Duration</b>	10.04.2017-31.12.2019



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

**“Our sales have significantly raised – both in food-retailing and tourism. Our sales personnel are much more self-confident and dedicated to selling our special artisan products to new clients in retail and tourism.”**

Fatma RIYAMI, Managing Director of “NatureRipe Kilimanjaro”

## Market Value Chains Relating to Horticultural Products for Responsible Tourism Market Access Project

The “Market Value Chains Relating to Horticultural Products for Responsible Tourism Market Access Project” is an innovative project anchored in the Ministry of Industry, Trade and Investment of the United Republic of Tanzania. The project has improved livelihoods by strengthening Responsible Tourism practices of sourcing high quality products and skilled labour locally. As part of the UN Delivering as One, the project has involved five UN agencies: UNOPS, UNIDO, ILO, FAO and ITC, combining their strengths to support Tanzanian counterparts. The project is funded by the Government of Switzerland’s State Secretariat for Economic Affairs (SECO).

### UNIDO’S APPROACH

To promote Responsible Tourism in Tanzania, UNIDO developed and strengthened linkages between horticultural producers and processors with key partners in the tourism sector including hotels and supermarkets. A series of trainings sessions and practical workshops were organized at the marketplace for the horticulture producers and processors on marketing, sales, merchandising and access to market information.

Technical advisory support was provided for medium and long term tasks to help establish substantial and trustworthy business relationships between the selected SMEs and the Tanzania Chefs Association, National College of Tourism and other related actors. At the same time, marketing of analytical/product services to SMEs in the industry was facilitated through development of marketing strategy for Tanzania Industrial Research and Development Organisation (TIRDO) and Tanzania Engineering and Manufacturing Design Organisation (TEMDO).

Aiming to address the needs of tourism sector, single serve packaging was introduced for horticulture producers to supply to tourism sector operators (such as hotels, restaurants, supermarkets, others),

as well as strengthened horticulture processors representation to hospitality industry through establishment of linkages among producers via the agro-processor association with SMEs and the Tanzania Chefs Association, National College of Tourism and other related actors, participation at numerous B2B events, exhibitions and other events.

### IMPACT

Pilot beneficiary horticulture processors supply their products to more than 41 hotels amounting to total sales of about Tsh 60 Million per month and 35 supermarkets amounting to total sales of over Tsh 200 Million per month in Tanzania and Zanzibar. Beneficiaries attained ISO 22000 certification and some of them received Superbrand (East Africa) status. TIRDO

expanded its analytical services to the private sector and mainly to agro processors which lead to increase of sustainable revenue stream for TIRDO. TEMDO’s capacity strengthened and upgraded in promoting products and process design to suit local manufacturing conditions through purchase of equipment to be used for the analysis and production of materials and horticulture processing machines.

### WAY FORWARD

Building on the successes demonstrated in the pilot project, there is an opportunity for a programme with a wider scope both geographically and focusing on more prioritised value chains to have a greater lasting impact on the tourism sector in Tanzania for the benefit of more Tanzanians.

### AT A GLANCE

<b>Project title</b>	<b>Market Value Chains Relating to Horticultural Products for Responsible Tourism Market Access Project</b>
<b>Thematic area</b>	Advancing economic competitiveness
<b>Donor</b>	SECO
<b>Project counterpart</b>	Ministry of Industry and Trade of Tanzania
<b>Budget</b>	Phase I: USD 3,594,610 (UNIDO: USD 610,000) Exit Phase: USD 1,994,787 (UNIDO: USD 270,000)
<b>Duration</b>	Phase 1: 01.04.2014-31.12.2016 Exit Phase: 01.01.2017-31.12.2018



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

“QI4TF provides a platform for the private and public sector to converse on the gaps identified by the tool, take ownership, prioritize and jointly agree to address them to facilitate market access of their priority sectors.”

Bernardo Calzadilla-Sarmiento, Director of the Department of Trade, Innovation and Investment, UNIDO

## Quality Infrastructure for Trade Facilitation Toolkit (QI4TF)

In the effort to support the implementation of the WTO Trade Facilitation Agreement (TFA) in member countries, UNIDO, with the funding from Federal Ministry of Economic Cooperation and Development of Germany, has developed a toolkit which aims to identify the technical gaps in the provision of national quality infrastructure systems, specifically testing and inspection, that hinder the effective implementation of the Trade Facilitation Agreement (TFA) and proposes an action plan for implementation. The toolkit identifies gaps that government and industry should address and in particular to comply with articles 4, 5, 8 and 10.3 of the TFA.

### UNIDO'S APPROACH

The Quality Infrastructure for Trade Facilitation Toolkit (QI4TF) will enable a National Trade Facilitation Committee (NTFC) or any other authority with the responsibilities of trade facilitation to assess their capacity to meet the high-value market import requirements according to the principles and using the mechanisms agreed in the TFA and in line with the SPS and TBT agreements. The tool is intended to be applied to any first level processed agro-food product passing from Country A to Country B (EU).

The QI4TF is split in two parts aimed at measuring 1) government and 2) industry capacity to facilitate exports.

QI4TF 1 assesses food safety and public health, SPS, national laboratories, customs and national educational capacities.

QI4TF 2 assesses for a selected value chain the producer and related trade capacities, cooperative organisations, freight forwarding companies, national chamber of commerce, international trade shows and exhibitions capacities.

Each questionnaire in QI4TF 1 and QI4TF 2 aims to identify by sector and hierarchy the technical gaps in the NQIS that government and industry have to address in order for the industry to enter and compete in the

international arena, by complying with the TBT and SPS Agreements.

The results of the toolkit provide the NTFC and relevant stakeholders a clear roadmap of actions to address and direction to investigate further for each chapter of the tool. The toolkit was successfully piloted in Malawi and South Africa for the agro-processing and essential oils sectors.

### IMPACT

The value added of applying this toolkit to facilitate trade is that it:

1. Assesses the quality infrastructure from both the public and private sector perspectives
2. Invites relevant stakeholders from a selected value chain to provide inputs to identify gaps
3. Facilitates public-private dialogue to prioritize the actions to address the gaps identified by the whole group, ensuring ownership

4. Generates a roadmap for policymakers and QI practitioners to action taking into account all inputs of key stakeholders
5. The results can feed into National Trade Facilitation Action plans, Sectorial and National Development plans.

### WAY FORWARD

UNIDO's Quality Infrastructure for Trade Facilitation Toolkit will be disseminated globally through an electronic tool.

It will serve as a useful toolkit for the NTFCs to identify gaps, build consensus among stakeholders and prepare roadmaps for action. The results can feed into the National Trade Facilitation Action plans.

The results will help to design and develop targeted interventions so as to facilitate the access of priority value chains to the EU market.

### AT A GLANCE

<b>Project title</b>	<b>Testing and inspection assessment tool for effective trade facilitation</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	Federal Ministry of Economic Cooperation and Development of Germany
<b>Budget</b>	€ 350,000
<b>Duration</b>	2 years (2017-2019)



**“UNIDO’s role is to advocate and promote the quality policy dialogue and involve government practitioners with moving the Agenda 2030 forward.”**

Bernardo Calzadilla-Sarmiento, Director of the Department of Trade, Innovation and Investment, UNIDO

## Good governance in developing modern quality infrastructure systems

Setting up a Quality Infrastructure (QI) system is one of the most positive and practical steps that a developing nation can take on the path forward to developing a thriving economy as a basis for prosperity, health and well-being. A fundamental component of the QI system is that of governance. The leading role in setting up a QI system is played by the country’s government, which gives the initial impetus and is ultimately responsible for ensuring that the QI system fulfils policy objectives, meets the country’s needs, conforms to international standards and best practice, and complies with world trade rules.

### UNIDO’S APPROACH

One of UNIDO’s mandates is to help countries achieve good governance and sustainability of quality infrastructures. The project’s main goal is help build an effective, efficient quality infrastructure and technical regulations framework. This goal will be achieved through building capacity and increasing awareness among developing country policy makers and the private sector on the importance of the design and implementation of an effective and efficient National and Regional Quality Policies. Building on UNIDO’s expertise, the Organization decided to standardize its knowledge to help them improve their quality Infrastructure and technical regulation frameworks.

### IMPACT

UNIDO, in collaboration with its technical partners, developed a set of three guiding documents, consisting of a Quality Policy Guiding Principles, Quality Policy Technical Guide and Quality Policy Practical Tool.

Achievements of this project are: International Quality Infrastructure Forum on the “Contribution of Quality Infrastructure to Sustainable Development” organized in cooperation with the African Union Commission (AUC); Three QP publications and one on the contribution of QI to SDGs; Series of case studies from National and Regional level identified and reflected in the Quality Policy Guiding Principles Document; Expert Group Meetings and side events; Production of a video on “Good Governance in developing modern quality infrastructure systems.”

In particular, the International QI Forum was a high level dialogue on the linkages between QI and SDGs as well as the Africa Agenda 2063; to sustainable and inclusive industrial development, and the Third Industrial Development Decade for Africa (IDDA III). The Forum brought together around 140 participants from across Europe and Africa, including representatives of international quality

infrastructure governance bodies and practitioners as well as stakeholders representing international, national and regional authorities, industry, civil society and academia to illustrate the multiple enabling roles, which QI assumes in ongoing national and international efforts to promote SDGs and sustainability.

### WAY FORWARD

UNIDO’s Quality Policy Programme completes the whole cycle of policy development: from inception and strategic planning to design, awareness raising, implementation and monitoring. This work will provide policymakers and QI practitioners with a set of experience-based quality policy guiding principles to design and develop robust, holistic, and demand-driven QI systems; it will also allow countries to adapt and tailor their policy to their specific needs and to help them find holistic and need-driven solutions to facilitate integration into global markets.

### AT A GLANCE

<b>Project title</b>	<b>Promoting Good Governance and Sustainability of Quality Infrastructure through Quality Policy</b>
<b>Thematic area</b>	Trade Capacity Building (TCB)
<b>Donor</b>	Ministry of Foreign Affairs of Finland
<b>Budget</b>	€ 241,640
<b>Duration</b>	3 years (2017-2020)



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

“The project aims to enhance horticultural productive capacity and tourism development for the Inle Lake region through income generation activities and employment creation, thus contributing to poverty reduction.”

Dominika Dor, Industrial Development Officer,  
UNIDO

## Myanmar UN Cluster: Enhancing horticulture supply and sustainable tourism to develop business linkages

The project aims to improve the economic situation in the Inle Lake area of the Shan State through upgrading horticulture supply capacity and sustainable tourism in view of establishing value chains leading to income generation (for male and female farmers, workers and small and medium enterprises), and employment (jobs created / retained), as a contribution to poverty reduction.

### UNIDO'S APPROACH

The UN Cluster agencies (UNCTAD, ITC, ILO, UNOPS and UNIDO) will jointly collaborate to achieve the following:

- Strengthening horticulture products' compliance with international quality and safety standards for market requirements and improve provision of local quality services (UNIDO);
- Promoting sustainable tourism in the Inle Lake area along the value chain, by strengthening destination marketing and branding, improving food quality and hygiene, and developing new tourism products and services (ITC);
- Support gender-sensitive value chain assessments and policy-making in the context of strengthening backward linkage between the horticulture and tourism sectors (UNCTAD);
- Conducting inter-agency needs assessment and building of linkages with its Entrepreneurship Development and SME support (ILO).

UNIDO's assistance will be focused on building QIS capacity to provide demand-driven quality related services along the selected VCs (tea, ginger and avocado) in line with the countries' priorities. This will be preceded by a detailed gap analysis,

which would identify specific QIS needs of the private sector to make linkages with the tourism industry. It will also address the need to strengthen the capacity of the business support organizations, institutions, farmers associations and others to offer demand-driven quality related services for the horticulture sector through advisory, training and other quality related services (e.g. certification) available locally, training of trainers on relevant food safety standards (ISO 22000, GMP/HACCP, etc.), farm assurance standards (e.g. GlobalGAP), private and sustainability standards, and understanding SPS and food safety regulations and compliance with technical regulations, international standards and private standards of selected MSMEs active in the horticulture sector (on a pilot basis).

### IMPACT

By 2022 Myanmar's compliance with regional and international regulations and

horticulture market requirements would be increased; QI in testing, storage would be strengthened; capacity for and cooperation between national partners in Shan State for enterprise development and sustainable business operations and linkages related to horticulture and tourism would be improved, including women's empowerment and participation; thus tea, ginger and avocado farmers and producers in the Inle Lake area would have enhanced capacity and opportunity to produce quality products and increased access to regional and international markets.

### WAY FORWARD

The project will provide capacity development support in the selected value chains in horticulture. It will seek to promote tourism growth and development through strengthening the marketing and branding of existing of tourism products and services, product diversification, and strengthening tourism management institutions; it will also promote business linkages between the two sectors.

### AT A GLANCE

<b>Project title</b>	<b>UN Cluster on Trade and Productive Capacity – Trade Sector Development Programme: Upgrading Horticulture Supply and Sustainable Tourism to Develop Business Linkages</b>
<b>Thematic area</b>	Trade Capacity Building (TCB)
<b>Donor</b>	Swiss State Secretariat for Economic Affairs (SECO)
<b>Project counterpart</b>	Ministry of Commerce, Myanmar Trade Promotion Organization, Ministries of Agriculture, Hotels and Tourism, Industry, and Education,
<b>Budget</b>	CHF 4,896,511 (of which CHF 1,289,900 to UNIDO)
<b>Duration</b>	48 months (2018 – 2022)



**“UNIDO is strengthening the enabling environment for exporters to gain global recognition for certified products, particularly spices. These actions collectively strengthen Sri Lanka’s overall position in the regional and EU export markets.”**

Geethanjali Ranawaka, Director General, National Intellectual Property Office

## Strengthening Sri Lanka’s Trade Competitiveness in Regional and EU Markets

The EU-Sri Lanka Trade Related Assistance project, funded by the European Union (EU), aims to increase the competitiveness of Sri Lankan small and medium-sized enterprises (SME) in regional and EU markets to support inclusive, trade-led growth. The project focuses on export strategy, trade policy and facilitation, national quality infrastructure (NQI) and value chains in the spices. UNIDO facilitates the strengthening of NQI services to meet quality and sanitary and phytosanitary standards requirements and enhances the value chain performance of SMEs that depend on these services. Specific attention is given to enhancing export compliance along the spices and processed food value chains.

### UNIDO’S APPROACH

International trade relationships are vested in a system of standards, codes, and agreements to ensure consistent rigor is applied in the production of goods. To effectuate this rigor, NQI services, which encompass standardization, measurement, testing, accreditation, and certification, must be in place. UNIDO has been working with Sri Lankan NQI institutions to facilitate the strengthening of NQI services, especially those underpinning export-oriented sectors, like spices and processed foods. Enhanced international recognition of Sri Lankan NQI institutions enables the country to leverage the reinstatement of preferential access to the EU granted by the Generalized Scheme of Preferences (GSP), and giving Sri Lankan exports a real opportunity to rebound.

### IMPACT

Within the framework of the National Export Strategy, UNIDO spearheaded the

formulation of NQI Strategy (NQI-S), a document that paves the way for achieving international recognition of Sri Lanka’s NQI system through the implementation of a National Quality Policy (NQP). UNIDO is working with the Sri Lanka Standards Institution (SLSI) to establish the National Quality Council (NQC) as the apex policymaking body to be housed in the Office of the President to effect better coordination and cooperation among NQI actors. Beyond the strengthening of the legal and institutional frameworks for quality, UNIDO is supporting SLSI on revising 28 and adopting 20 standards, preparing three Sri Lankan Standard (SLS) mark schemes to gain accreditation by SLAB for product certification, and upgrading its microbiology and metrology laboratories.

Other NQI institutions receiving technical assistance under the project include the Measurement Units, Standards and Services Department (MUSSD) and the Sri Lanka

Accreditation Body (SLAB). For MUSSD, UNIDO is upskilling laboratory staff and upgrading laboratories for mass, pressure and temperature to prepare MUSSD for peer evaluation. For SLAB, 13 trainings for 175 assessors have been delivered on ISO 17024 (personnel certification), ISO 17065 (certifying bodies), ISO 17025 (testing and calibration), ISO 17043 (proficiency testing), and ISO 17021 (bodies providing audit and certification of management systems). These trainings have also been delivered to over 500 assessors from private and public conformity assessment bodies.

### WAY FORWARD

These collective interventions ultimately place Sri Lanka on an accelerated transition path from a lower-middle income country to a more competitive, sustainable, and inclusive upper-middle income country through a quality-led growth model for exports.

### AT A GLANCE

<b>Project title:</b>	<b>Increasing SME Trade Competitiveness in Regional and EU Markets</b>
<b>Thematic area:</b>	Trade Competitiveness
<b>Donor:</b>	European Union
<b>Project counterpart:</b>	Ministry of Industry and Commerce
<b>Co-implementing partner:</b>	International Trade Centre
<b>Budget:</b>	EUR 8,000,000
<b>Duration:</b>	01 November 2016 – 31 October 2020



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**“The project allows us to improve the quality of the products we fish, and how to have added-value to improve the revenues of the fishermen. It also ensures the food safety of all consumers.”**

Kassoum Kone, Vice President, Federation of Artisanal Fisheries Actors in Cote d’Ivoire

## Facilitating market access for artisanal fisheries in West Africa

UNIDO, in collaboration with the Standards and Trade Development Facility (STDF), implemented a project with the overall objective of facilitating access to domestic, regional and international markets for artisanal fishery products from Cote d’Ivoire, Guinea, Mauritania and Senegal. SPS capacity-building, value chain development, improving knowledge and skills on good practices on food safety and quality, and the transfer of technology contributed to the project’s objective.

### UNIDO’S APPROACH

The fisheries sector in West Africa plays a key role in the region’s economic development and trade. UNIDO supported a coordinated regional approach, in addition to planned interventions, which promoted cross-learning (South-South and North-South) on the challenges of complying with SPS measures. The varying levels of development in the fisheries sector in each country meant that the project’s focus was on local, regional and international market (the EU in particular) access. The approach also promoted good practice, learning and training through the entire value chain. The project was underpinned by a gender approach, highlighting the different needs of men and women in the fisheries sector, and women’s empowerment. In West Africa, 80% of fish and seafood are sold by women. An innovative approach, based on collaboration with public and private stakeholders, increased value chain actors’ awareness of the need and steps to comply with export requirements and SPS measures.

### IMPACT

The project’s overall goal was to increase market access of products from artisanal fisheries in the target countries. The strengthening of skills and capacities of local authorities was achieved through training on HACCP measures and accreditation requests to the ISO 17020 standard. The improved technical capacities of private sector actors was achieved through targeted training, designed to have a

maximum positive impact on the entire value chain in each national context. In total, 1010 people from the public and private sector participated in these training courses across each of the four countries. In Guinea, the Téminetaye smoking site was renovated, and 246 people from different trades, including fishmongers, women smokers, and female representatives of cooperatives were trained. These activities enabled the transfer of technology both in terms of individual capacity and equipment. In addition to the Téminetaye centre, another smoking centre with 24 ovens was developed. In Cote d’Ivoire, awareness of the importance of the cold chain in the fisheries value chain has been improved, by training carpenters to construct isothermic boxes for storage and conservation. New export contracts have been signed, illustrating the identification of new partnerships and investments. This was possible through a study tour to Italy where more than 100 business meetings took place, with 14 representatives of West African companies participating. The project

was proactive in its gender approach, resulting in women’s increased access to training and support for women’s cooperatives. In the 4 countries, more than 63% of the training participants were women.

### WAY FORWARD

The project aroused great interest in the West African artisanal fisheries sector. Project stakeholders are continuing to replicate and scale-up the project interventions and activities at the regional level for maximum impact. This will involve the development of adapted strategies to increase the access and spread of technologies such as the isothermic boxes and improved ovens. The support of financial institutions to continue the development of products, which are suitable for the fisheries sector is another way forward. Stakeholders should also build on the discussions had during the study tour for future collaboration and partnerships.

### AT A GLANCE

<b>Project title</b>	<b>Assistance technique sur les normes SPS et la chaîne de valeur pour faciliter l’accès aux marchés internationaux aux pêcheurs artisans de l’Afrique de l’Ouest</b>
<b>Thematic area</b>	Advancing Economic Competitiveness
<b>Donor</b>	Standards and Trade Development Facility (STDF)
<b>Project counterpart</b>	Cote d’Ivoire, Guinée, Mauritanie, Sénégal
<b>Budget</b>	\$1,200,000
<b>Duration</b>	April 2014 – June 2018



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**"Now we know what role we have to play with the Ministry so that a consumer protection law, acceptable to all, could be adopted."**

Maguette Fall, President, Association for the Defence of the Environment and Consumers of Senegal

## UNIDO as a key player in strengthening consumer protection in West Africa

Consumer protection is a vital link in the chain of ensuring quality services and robust products. Unfortunately, consumer protection associations in West Africa often encounter a lack of information and visibility at both national and regional levels. To improve this situation, UNIDO successfully organized a number of regional training workshops in West African states to facilitate knowledge sharing and underline the importance of consumer protection for the ECOWAS region.

### UNIDO'S APPROACH

Jointly with the United Nations Conference on Trade and Development (UNCTAD), UNIDO conducted the first consumer protection workshop in April 2018 under the West Africa Quality System Programme (WAQSP). Forty participants from fifteen West African countries took part and the workshop brought together national consumer protection associations and governmental bodies. It was opened by the Togolese Minister of Industry and Tourism, together with the ECOWAS Commissioner for Industry and Private Sector.

Prior to the workshop, only four associations considered themselves sufficiently informed about the activities of consumer protection organizations in the region and only two about ECOWAS activities related to consumer protection. Only five associations considered themselves sufficiently visible at the regional level. The workshop sought to address this gap and allowed the associations a platform to suggest initiatives to increase visibility of consumer protection issues and promote regulatory quality frameworks at the country and ECOWAS level.

In June 2018 at the Directorate for the Promotion of Quality and Standardization (DPQN) in Abidjan-Plateau, Côte d'Ivoire, UNIDO facilitated a second knowledge transfer workshop for consumer protection associations on the recommendations of the United Nations guidelines for consumer protection. UNIDO representative, Issouf

Quattara, said the workshop supported the establishment and consolidation of the national regulatory framework to ensure consumer protection.

The third regional workshop was held in November 2018, in Ouagadougou, Burkina Faso. Participants were given presentations on WAQSP objectives and results, the provisions of the community regulatory framework for consumer protection, the mechanism for appointing representatives of consumer associations and the platform of exchange for consumer associations. The platform, established under the WAQSP, enables interaction between consumer associations in the region.

### IMPACT

As a result of UNIDO's capacity building exercises, the community regulatory framework for consumer protection was validated and a mechanism for the representation of consumers in ECOWAS

Quality Infrastructure bodies was also created.

Fifteen ECOWAS member states and Mauritania adopted legal provisions, which harmonize activities of consumer protection associations in the region.

Countries that did not have an office or directorate responsible for consumer protection were advised to appoint a focal point.

Ultimately, the outcomes of all three workshops ensured that ECOWAS has an efficient consumer protection exchange platform.

### WAY FORWARD

UNIDO takes the issue of consumer protection in West Africa very seriously by building the capacities of national consumer protection associations and governmental bodies. It will continue to promote a culture of consumer protection in the future.

### AT A GLANCE

Project title	West Africa Quality System Programme (WAQSP)
Thematic area	Advancing Economic Competitiveness
Donor	European Union
Project counterpart	ECOWAS
Budget	12,000,000 EUR
Duration	August 2014 – September 2019



“Enhancing the capacity of testing laboratories in countries of the region is an important component of the Programme as it ensures that the quality of products can be verified against international standards and thus makes local laboratories attractive and competitive.”

Bernard Bau, Industrial Development Officer,  
UNIDO

## Quality test: the inspiring journey of Côte d’Ivoire’s testing laboratories

Having a product tested through internationally-recognized accredited laboratories adds value as it ensures quality – a key ingredient for gaining consumers’ trust, increasing business competitiveness and integrating new markets. This is true for all businesses in all countries. In West Africa, the development of a quality infrastructure has been identified as a key measure to strengthen regional trade and economic integration. In Côte d’Ivoire, UNIDO’s support for Environment and Agribusiness Laboratories (ENVAL) has allowed the private entity to flourish.

### UNIDO’S APPROACH

Since 2001, the European Union (EU) and the United Nations Industrial Development Organization (UNIDO) have been supporting the Economic Community of West African States (ECOWAS) Commission in the promotion of a quality culture in the region. Launched in 2014 as the third phase of this endeavour, the West Africa Quality System Programme (WAQSP) helps develop suitable, relevant, efficient and effective quality infrastructure to facilitate intra-regional and international trade, protect consumers and the environment, and promote sustainable economic development.

UNIDO’s support to ENVAL provides a prime example of successful reinforcement of quality standards for proof of conformity and for boosting of competitiveness.

“In just a few years, we have managed to set up seven laboratories, each of which is the best in its field,” said Bakary Coulibaly,

ENVAL’s Director General. “The support of the West Africa Quality Programmes has been decisive in this success.”

UNIDO has, among other things, provided support to the laboratories in the ISO/IEC 17025 standard accreditation process by strengthening the capacities of technicians, including on metrology and audit, and by supporting the acquisition of new equipment.

### IMPACT

“The impact of the programme is reflected in the improvement of our laboratory practices, the loyalty of our customers, and the conquest of new markets such as Carrefour,” Coulibaly said.

Matenin Cissé, Quality Manager at Carrefour, Côte d’Ivoire, said: “The reliability of the ENVAL laboratories’ analyses, the competitiveness of their testing costs, their optimal delivery times and the good management of their relationship with Carrefour explains why we

have chosen this group since 2015 for the testing of our products.”

ENVAL has been able to establish partnerships with Société de Culture Bananière (SCB), Société Agricole Kablan Joubin (SAKJ), Office National de l’Eau Potable (ONEP), the Carrefour Group, Société de Distribution d’Eau de Côte d’Ivoire (SODECI) and more.

### WAY FORWARD

The benefits of the first accreditations have enabled ENVAL to expand its coverage at the national level. Through the support provided by UNIDO, ENVAL has also set up a textile analysis laboratory – the first of its kind in the sub-region – and will further expand its activities to include soil, foliage and oil analysis, as well as noise and air quality measurement. To date, two of ENVAL’s seven laboratories have received their accreditation and more will follow.

Côte d’Ivoire now has laboratories whose field of competence is broad and which can advise on quality-related problems and support the development of new products.

### AT A GLANCE

Project title	West Africa Quality System Programme
Thematic area	Advancing Economic Competitiveness
Donor	European Union
Project counterpart	ECOWAS
Budget	12,000,000 EUR
Duration	August 2014 – September 2019



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“Without the support of the WAEMU-ECOWAS Quality Programmes, funded by EU and executed by UNIDO, the rapid progression of SOAC over the last years would not have been possible.”

Marcel Gbaguidi, Director-General, SOAC

## Advancing accreditation in West Africa

Accreditation is one step in the chain of enhancing African countries’ competitiveness and access to markets. UNIDO possesses substantial expertise in capacity building and institutional strengthening within quality programming and supports African accreditation bodies such as the West African Accreditation System (*Système Ouest Africain d’Accréditation* - SOAC) to receive regional and international recognition.

### UNIDO’S APPROACH

As part of the implementation of their industrial and trade policies, the West African Economic and Monetary Union (UEMOA) and Economic Community of West African States (ECOWAS) Commissions trusted UNIDO, through the Quality Programmes financed by the European Union since 2001, to support the development of a sound and internationally recognized quality infrastructure for West Africa. As a result, quality policies, standardization, accreditation and quality assurance services have been put in place or strengthened in order to ensure that healthy and quality products are delivered to local consumers and exported to foreign markets.

Until recently, accredited laboratories, inspection bodies or certification bodies in West Africa offered their services to economic operators within the region at prices deemed expensive as these bodies were obliged to obtain the accreditation from foreign agencies. This situation was a hindrance to the development of several sectors, including trade.

Thus, with a perspective of pooling resources and efficiency, one of the solutions brought by UNIDO was the establishment of the West African Accreditation System (SOAC), a multi-economy accreditation body (AB) based in Abidjan, Côte d’Ivoire and covering 8 Member States in West Africa: Benin, Burkina Faso, Côte d’Ivoire, Guinea Bissau,

Mali, Niger, Senegal and Togo. Countries such as Cabo Verde, Guinea and Liberia are already exploring ways of cooperating with SOAC.

For Côte d’Ivoire specifically, SOAC’s operation coincides with the entry into force on 1 January 2019 of the Interim Economic Partnership Agreement (EPA) signed with the European Union. The agreement allows free access to the European market for certain food products, provided that they comply with EU sanitary and phytosanitary standards. Laboratories involved in the range of products covered by the EPA may require accreditation from SOAC to offer their services to the economic operators involved at lower costs.

### IMPACT

SOAC has been admitted as associate member of the International Laboratory Accreditation Cooperation (ILAC), and as a full member of the African Accreditation Cooperation (AFRAC).

Through the ILAC associate membership, SOAC can more easily deliver accreditation

services in accordance with relevant international standards, such as ISO/IEC guides and standards, as well as ILAC policies relating to accreditation of inspection bodies and laboratories. By 2019, 6 laboratories 5 of these have been directly supported by the West Africa Quality System Programme (WAQSP): 4 in the agro-food sector in Côte d’Ivoire one in the field of mass calibration in Benin, and 1 in medical biology in Togo.

### WAY FORWARD

In the upcoming months, SOAC will expand and deliver more accreditation services in the region to benefit consumers and producers in the West African countries. There is growing demand for SOAC accreditation, particularly since 6 of the 8 UEMOA countries have adopted quality policies and 7 of the 8 ministers in charge of quality have officially requested conformity assessment bodies (CABs) to refer to SOAC for their accreditation needs.

“The presence of SOAC is a real relief. It is now possible to be accredited in West Africa and at advantageous costs,” said Dr. Ganou Leguet, Chief of Food Technology Department at IRSAT/DTA laboratory in Ougadougou, Burkina Faso.

### AT A GLANCE

Project title	West Africa Quality System Programme
Thematic area	Advancing Economic Competitiveness
Donor	European Union
Project counterpart	ECOWAS
Budget	12,000,000 EUR
Duration	August 2014 – September 2019



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