

# ADDING VALUE

## QUALITY INFRASTRUCTURE FOR SUSTAINABLE DEVELOPMENT

SESSION 62



**AID FOR TRADE**  
Global Review

**2019**

**4 July 2019**  
**14:00-15:00**  
**WTO, Room S1**  
**Geneva, Switzerland**

## BACKGROUND

Economic diversification has been a priority in developing country national strategies as a means to advance their inclusive, sustainable development. Enabling and facilitating trade flows in non-traditional sectors and value chains can accelerate diversification. Trade is increasingly embedded within global value chains (GVCs) and governed by quality and standards requirements. Despite trade liberalization and globalization, many developing country exporters still face substantial challenges in meeting and proving conformity with market entry requirements, thereby affecting their ability to trade competitively. Aid for trade, which focuses on strengthening the capacity of value chains, is one approach through which emerging industries can access new and existing markets. In addition, quality infrastructure (QI) systems, which ensure quality and compliance with standards and international market requirements, enhance the competitiveness of emerging industries and facilitate their connectivity to global markets. QI systems include institutions, services and their providers specialized in metrology, standardization, conformity assessment, accreditation as well as market surveillance.

Through presenting experience from successful stories, this session will discuss how robust QI systems better position developing economies to protect people, ensuring their wellbeing and dignity, achieve prosperity through inclusive economic growth, and protect the planet, thereby contributing to the achievement of the Sustainable Development Goals (SDGs).

Quality infrastructure ensures the protection of people and consumers. The economic success of a country depends on its ability to manufacture and trade precisely made and tested products and to ensure that consumer and product quality expectations are met, including usability, price and reliability. In this way, metrology contributes to the SDGs by protecting people and ensuring their needs is being served. In Malawi, upgrading the National Quality Infrastructure (NQI), or specifically enhancing the capacity of the National Metrology Institute brought benefits to Malawian citizens by providing improved protection of consumer rights.

Quality infrastructure promotes prosperity and economic growth through its contribution to trade. In Colombia, the NQI servicing the cosmetic sector was strengthened, with the aim of enhancing the sector's trade capacity to comply with international and sustainability standards as well as with regulatory requirements at target markets. Through working with testing and calibration laboratories, inspection bodies, suppliers of reference materials and proficiency testing service providers, conformity assessment service providers obtained accreditation successfully from by the National Accreditation Body and were strengthened to provide internationally recognized services to serve cosmetic production and exportation. It generated employment for local people and fostered socio-economic development in Colombia

Quality infrastructure contributes to the protection of the planet and biosphere by ensuring that seafood stocks are managed properly. In Indonesia, the quality infrastructure system was strengthened to provide globally recognized services (standardization, inspection, certification and testing) in specific value chains. Skills and knowledge development of women farmers through improved farming practices in line with sustainability standards contributed to conserving seafood stocks and sustainable utilization of the oceanic resources.

## AGENDA

### Moderation / Chair

**Ms. Sharonmae Shirley**

Co-Chair of the ILAC-IAF Joint Development Support Committee (JDSC)

### Opening remarks

**Ms. Monica Rubiolo**

Head of Trade Promotion, Swiss State Secretariat for Economic Affairs (SECO)

### PEOPLE

#### Metrology protects consumers

Strengthening national metrology capacity to secure consumer protection

**Mr. Willy Harrison Muyila**

Deputy Director General/National Project Coordinator, Malawi Bureau of Standards (MBS)

**Mr. Ian Dunmill**

Assistant Director, International Organisation of Legal Metrology (OIML)

### PROSPERITY

#### Quality infrastructure enable exports

Upgrading quality infrastructure to promote cosmetic exports

**Ms. Martha Janneth Neira**

Director, Laboratorios M&N y cía Ltda, Colombia

**Mr. Sean MacCurtain**

CASCO Secretary, International Standardization organization (ISO)

### PLANET

#### Standards improve sustainability

Sustainability standards to foster the supply of sustainable seafood

**Mr. Herman Wisse**

Managing Director, Global Sustainable Seafood Initiative (GSSI)

### Closing remarks

**Mr. Bernardo Calzadilla-Sarmiento**

Director, Department of Trade, Investment and Innovation, United Nations Industrial Development Organization (UNIDO)

Q&A

## SPEAKERS



### **Sharonmae Shirley**

Co-Chair of the ILAC-IAF Joint Development Support Committee (JDSC)

Sharonmae Shirley is the Chief Executive Officer of the Jamaica National Agency for Accreditation (JANAAC), serving as Co-Chair of the ILAC-IAF Joint Development Support Committee (JDSC) and Chair of the Management Committee of the Inter-American Accreditation Cooperation.

Sharonmae also chairs the Technical Committee on Enhancing Trade Support Capabilities of Border Regulatory Agencies a committee operationalised as part of the overarching Trade Facilitation Reform Agenda (TFRA) in Jamaica.

She is an accomplished executive with over 25 years of experience in Environmental Management, Accreditation, Conformity Assessment, Food Safety, Training and Management Systems. She has diverse experience working with public and private sector clients and multilateral organisations. She is an adjunct Senior Lecturer in the OESH Programme at the Chemistry Department, University of the West Indies.

Sharonmae is a graduate of the University of the West Indies with a Master's Degree in Chemistry and a Bachelor's Degree in Pure and Applied Chemistry. She has been the recipient of several academic awards.



### **Monica Rubiolo**

Head Trade Promotion, Swiss State Secretariat for Economic Affairs

Monica Rubiolo is Head of Trade Promotion at the Swiss State Secretariat for Economic Affairs (SECO). She leads SECO's efforts to foster trade in developing countries that is socially responsible, environmentally friendly, inclusive and thereby sustainable. This includes supporting framework conditions for sustainable trade, enhancing international competitiveness and market access of SMEs and producers alike, and strengthening a resource-efficient private sector in partner countries.

Monica Rubiolo obtained her PhD from the University of Tübingen, Germany, and published extensively on issues related to economic development. She was Assistant Professor at the Catholic University in Cordoba (Argentina) and has also taught at the Universities of Tübingen (Germany) and Bilbao (Spain). She has worked in Taipei, Taiwan, and at the European Institute of Latin American Studies (IRELA) in Madrid. She joined SECO in 2003, focusing on public financial management and financial sector support.



### **Willy Harrison Muyila**

Deputy Director General/National Project Coordinator, Malawi Bureau of Standards

Willy Harrison Muyila has over 26 years work experience in Industrial Research, Production, Quality Control and Assurance and the implementation of ISO Quality Management Systems, which involved capacity building and strategic management. Previously, he was Deputy-Director General of the Malawi Bureau of Standards and Senior Research Officer at the Malawi Industrial Research and Technology Development Centre. Since 2010, he has been the National Coordinator for the UNIDO Standardization, Quality Assurance, Accreditation and Metrology (SQAM) project in Malawi, which aims to develop a robust quality infrastructure system in Malawi. Mr. Muyila is also the principal founding member and first Chairperson of the Laboratory Association of Malawi, with the assistance of SADC and the National Metrology Institute of Germany (PTB).

Mr. Muyila holds a Master of Science in Applied Chemistry with a specialization in Industrial Chemistry from the University of Malawi, and an MBA from the University of Waikato in New Zealand.



### **Ian Dunmill**

Assistant Director, International Bureau of Legal Metrology, OIML

Ian Dunmill graduated in electrical and electronic engineering in 1983. He worked in the weighing industry before joining the UK National Weights and Measures Laboratory in 1985. In 1999, Ian became Assistant Director at the International Bureau of Legal Metrology (BIML) in Paris, where he has been responsible for following a range of the International Organization of Metrology (OIML) technical activities.

He also has particular responsibility for OIML activities in Countries and Economies with Emerging Metrology Systems, and is the Organisation's liaison contact for the World Trade Organization (WTO), the United Nations Industrial Development Organization (UNIDO), the World Health Organization (WHO) and the International Standardization Organization Committee on Developing Country Matters (ISO DEVCO), as well as following regional activities in African and Euro-Asian countries. He was also the chair of International Network on Quality Infrastructure, INetQI (previously DCMAS Network) from 2016 to 2018.



### **Martha Janneth Neira Delgado**

Director Laboratorios M&N y cía Ltda, Colombia

Martha Janneth Neira Delgado has worked for more than 30 years in research and development, production and technical management in the cosmetic sector in multinational and national companies in Colombia.

She is a founding partner of Laboratorios M&N Ltda and Neyber SAS, two companies with high recognition in research, development, manufacturing and marketing of natural products and ingredients for cosmetics.



### **Sean Mac Curtain**

Director of Conformity Assessment and Consumer Matters, ISO

Sean Mac Curtain is Director of Conformity Assessment and Consumer Matters at the International Standards Organization (ISO) and is also the Secretary of the Policy Development Committee on Conformity Assessment (CASCO). He is responsible for the development and maintenance of all standards related to conformity assessment. He is also responsible for the policy committee on consumers and their participation in the standards development process.

Prior to joining ISO he was Executive Director at the South African National Accreditation System (SANAS) where he was responsible for all accreditation programmes. He has developed accreditation programs in the medical and personnel certification fields as well as others. He was responsible for maintaining the international recognition of SANAS and participated in many international organizations and professional bodies. He was an international peer evaluator for both IAF and ILAC and represented "Developing countries" on the IAF board. Sean also spent the early part of his career working in standardization, testing and certification. He was educated in both Ireland and South Africa. He holds a B.Sc. degree and a post graduate diploma in electronic engineering. He also has a Master's in Business Leadership (MBL) and completed many quality related courses.



### **Herman Wisse**

Program Director, Global Sustainable Seafood Initiative

Herman Wisse is the Program Director of the Global Sustainable Seafood Initiative (GSSI). GSSI is a foundation under Dutch law with the mission of GSSI is to deliver a common, consistent and global benchmarking tool for seafood certification schemes to ensure confidence in the supply and promotion of sustainable seafood to consumers worldwide as well as promote improvement in the schemes.

Prior to this Herman worked as a consultant to the GSSI where his responsibilities included the development of a detailed project proposal for the foundation of the GSSI, and facilitate liaison with parties interested in becoming involved with the GSSI. For FAO he worked as the lead consultant for the development of an Evaluation Framework against the FAO Technical Guidelines for Aquaculture.

Herman graduated with distinction from his MSc degree in Aquaculture and Marine Resource Management at Wageningen University in 2012. For his dissertation Herman benchmarked the governance of seafood eco-labelling schemes against the requirements of the FAO Guidelines, while working as a consultant for Royal Ahold.



### **Bernardo Calzadilla-Sarmiento**

Director, Department of Trade, Investment and Innovation, UNIDO

Dr. Bernardo Calzadilla-Sarmiento is Director of the Department of Trade, Investment and Innovation at the United Nations Industrial Development Organization, UNIDO.

Prior to this, Dr. Calzadilla was Director for the Technical Assistance and Training Services at the International Organization for Standardization (ISO) as well as the Secretary of the ISO Policy Committee on Developing countries matters (ISO DEVCO).

With more than 25 years of international experience as a senior quality and standards expert, his involvement includes working in Africa, Asia and Latin America. Born in Bolivia, Dr. Calzadilla holds a Master's Degree in industrial and process organization and a Doctor in economics, from the Vienna University of Economics and Business Administration in Austria.

# ABOUT THE ORGANIZERS



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

**The Swiss State Secretariat for Economic Affairs (SECO)** is the federal government's centre of excellence for all core issues relating to economic and labour market policy. SECO's Economic Cooperation and Development division is responsible for the planning and implementation of economic cooperation and development activities with middle income developing countries, countries of Eastern Europe as well as new Member State of EU. It coordinates Switzerland's relations with the World Bank Group, the regional development banks and economic organizations of United Nations. SECO is part of the Federal Department of Economic Affairs, Education and Research.

**The United Nations Industrial Development Organization (UNIDO)** is determined to carve its niche in contributing to Agenda 2030 and the 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 embedded in Sustainable Development Goal 9: build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



El progreso  
es de todos

Mincomercio

**The Ministry of Trade, Industry and Tourism of Colombia** supports business activity, producer of goods, services and technology, as well as the tourist management of the regions of the country, in order to improve its competitiveness, its sustainability and encourage the generation of greater added value, which will consolidate its presence in the local market and international markets, taking care of adequate competition in the local market, for the benefit of consumers and tourists, contributing to improve Colombia's international positioning in the world and the quality of life of Colombians.

## Contact

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