

REGIONAL CONSULTATION ON QUALITY MANAGEMENT

LINKING TPOs & NSBs FOR EXPORT SUCCESS

KUALA LUMPUR, 1-3 DECEMBER 2009



QUALITY MANAGEMENT: LINKING TPOs AND NSBs FOR EXPORT SUCCESS

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QUALITY MANAGEMENT: LINKING TPOs AND NSBs FOR EXPORT SUCCESS

ACKNOWLEDGMENTS

The International Trade Centre (ITC) and the International Organization for Standardization (ISO) would like to recognize and thank the

Department of Standards Malaysia (DSM)



Malaysia External Trade Development Corporation (MATRADE)



for hosting the Consultation on Quality Management: Linking TPOs and NSBs for Export Success, Kuala Lumpur, 1-3 December 2009

and the **Swedish International Development Cooperation Agency (Sida)**



for partly funding the Consultation on Quality Management: Linking TPOs and NSBs for Export Success, Kuala Lumpur, 1-3 December 2009.

QUALITY MANAGEMENT: LINKING TPOs AND NSBs FOR EXPORT SUCCESS

RULES OF THE DEBATE

Seating:

Pre-seating has not been arranged for the sessions. It is nevertheless suggested that NSB and TPO representatives of the same country sit together during the sessions.

During each breakout series, participants have been allocated a specific session to attend. The specific sessions that each country is allocated to attend is clearly displayed at the entrance to the main conference room. The venue for each breakout series will also be indicated.

Structure of the Debate:

To provide a platform for debate, the moderator will introduce the session, with subsequent commentary by the panelists. The floor will then be opened to a moderated debate, giving all participants the opportunity to comment and contribute views and ideas.

Duration of Interventions:

All participants are encouraged to engage actively in the open debate. Individual interventions should be limited to a maximum of four minutes. At the beginning of each intervention, participants should briefly state their name, function and country of origin.

1 – 3 December 2009
SHERATON IMPERIAL
KUALA LUMPUR, MALAYSIA

QUALITY MANAGEMENT: LINKING TPOs AND NSBs FOR EXPORT SUCCESS

Tuesday 1 December 2009, Programme:

- 08:30 – 09:00** **Registration**
- 09:00 – 09:30** **Welcome**
Welcome address from hosts (MATRADE and DSM) and organizers (ISO and ITC).
Dato' Noharuddin Nordin, CEO, MATRADE
Mr. Beer Budoo, Director, Development and Training Services, ISO
Mr. Shyam K. Gujadhur, Senior Adviser on Standards and Quality Management, ITC
Mrs. Fadilah Baharin, Director General, Department of Standards Malaysia
- 09:30 – 10:00** **Coffee Break**
- 10:00 – 10:30** **Introductions**
Each TPO and NSB participant to briefly introduce themselves.
- 10:30 – 11:30** **Session 1: Exporter Competitiveness and Quality**
This session sets the scene. We explore the meaning of quality, investigate to what extent quality requirements are affecting exports, and what the implications are from the perspective of developing country exporters and support institutions.
Moderator: Mr. Rajinder Raj Sud, Consultant, ISO
Speaker: Mr. Shyam K. Gujadhur, Senior Adviser on Standards and Quality Management, ITC
- 11:30 – 13:00** **Session 2: Role of NSBs**
Here we seek to gain a greater understanding of the role of NSBs. What are the mandate and challenges of NSBs? What are the constraints and opportunities they face? How can NSBs contribute to the work of TPOs, as far as quality issues are concerned, to foster export development and competitiveness?
Moderator: Mr. Beer Budoo, Director, Development and Training Services, ISO
Speaker: Mr. Riyaz Ahmed Memon, Director (WTO), Pakistan Standards and Quality Control Authority
- 13:00 – 14:00** **Lunch Break**
- 14:00 – 15:30** **Session 3: Role of TPOs**
Here we seek to gain a greater understanding of the role of TPOs. What are the mandate and challenges of TPOs? What are the constraints and opportunities they face? How can TPOs contribute to the work of NSBs, as far as quality issues are concerned, to foster export development and competitiveness?
Moderator: Mr. Bertrand Jocteur-Monrozier, Senior Adviser, Trade Support Institution Strengthening, ITC
Speaker: Mr. Alan Reynolds, International Consultant, ITC
- 15:30 – 16:00** **Coffee Break**

16:00 – 17:30

Session 4: Scope of Quality Requirements

Quality-related considerations exist at three levels: at supply-side, the business environment, and market-entry. How should these issues be addressed at each level by the policy makers, NSBs and TPOs, and by exporters? What are the linkages between the developmental impacts that may accrue from addressing these quality-related issues in the country?

Moderator: Mr. Shyam K. Gujadhur, Senior Adviser on Standards and Quality Management, ITC

Speakers:

Mr. Martin Kellermann, International Consultant, ITC

Mr. Deo Muni Shakya, Deputy Director General, Nepal Bureau of Standards and Metrology

Wednesday 2 December 2009, Programme:

09:00 – 09:30

Session 5: Introduction to Mapping Quality-Sensitive Value Chains

Moderator: Mr. Shyam K. Gujadhur, Senior Adviser on Standards and Quality Management, ITC

09:30 – 11:00

Breakout Series A: Mapping Quality-Sensitive Value Chains

This session builds upon the “Scope of Quality” session. Participants will map quality considerations at each stage along the generic value chains and highlight implications for policy makers, NSBs and TPOs, and for exporters. What are the key considerations and possible responses for each of the key sectors? The mapping will be undertaken in parallel breakout sessions for three broad sectors:

- **Agriculture and Agro-processing:**

Map all quality considerations along a generic agriculture and agro-processing value chain and investigate the possible responses.

Moderator: Mr. Rajinder Raj Sud, Consultant, ISO

- **Manufactured Goods:**

Map all quality considerations along a generic manufactured goods value chain and investigate the possible responses.

Moderator: Mr. Martin Kellermann, International Consultant, ITC

- **Services:**

Map all quality considerations along a generic services value chain and investigate the possible responses.

Moderator: Mr. Alan Reynolds, International Consultant, ITC

11:00 – 11:30

Coffee Break

11:30 – 12:00

Reporting and Conclusions: Breakout Series A

Moderators of each breakout session will report on the conclusions and outcomes.

Moderator: Mr. Shyam K. Gujadhur, Senior Adviser on Standards and Quality Management, ITC

12:00 – 13:00

Session 6: Bridging the Gaps

We look at what the NSBs and TPOs currently do and the issues that have come out of the previous sessions in order to perform a preliminary gap analysis in capacities, competencies, and support services.

Moderator: Alan Reynolds, International Consultant, ITC

Speakers:

Mr. Didi Yuan Permamadi, Centre of International Cooperation on Standardization, National Standardization Agency of Indonesia

Ms. Tupou Raturaga, General Manager, Fiji Islands Trade and Investment Bureau

13:00 – 14:00

Lunch Break

14:00 – 14:30

Session 7: Introduction to Enabling Exporters to Meet and Exceed Quality Requirements

Moderator: Mr. Shyam K. Gujadhur, Senior Adviser on Standards and Quality Management, ITC

14:30 – 16:00

Breakout Series B: Enabling Exporters to Meet and Exceed Quality Requirements

Three parallel breakout sessions will take place to review:

- **Information:**
What are the roles of TPOs and NSBs in providing information on quality requirements to exporting enterprises? What kind of information should they provide?
Moderator: Mr. Alan Reynolds, International Consultant, ITC
- **Capacity-building and Advisory Services:**
What capacity-building and advisory services should TPOs and NSBs provide to export-oriented enterprises? How should such services be delivered?
Moderator: Mr. Rajinder Raj Sud, Consultant, ISO
- **Obtaining and Demonstrating Compliance:**
What are the respective roles of TPOs and NSBs in enabling exporters to obtain and demonstrate compliance?
Moderator: Mr. Martin Kellermann, International Consultant, ITC

16:00 – 16:30

Coffee Break

16:30 – 17:00

Reporting and Conclusions: Breakout Series B

Moderators of each breakout session will report on the conclusions and outcomes.

Moderator: Mr. Shyam K. Gujadhur, Senior Adviser on Standards and Quality Management, IT

17:00 – 18:00

Session 8: Elements of the Partnerships - Key Considerations

What linkages currently exist between TPOs and NSBs? What are the key challenges faced by TPOs and NSBs to optimise impact resulting from such linkages? What are the key ingredients that should be taken into account to ensure a productive and mutually beneficial partnership between these institutions?

Moderator: Ms. Ludovica Ghizzoni, Adviser on Enterprise Value Chain –Export Quality Management, ITC

Speakers:

- Mrs. Dayani Dahanayake Yapa, Assistant Director (Marketing and Promotions), Sri Lanka Standards Institution
- Mr. Senen Perlada, Director, Bureau of Export Trade Promotion, Philippines

Thursday 3 December 2009, Programme:

09:00 – 09:30

Session 9: Introduction to Making the Partnership Work

Moderator: Mr. Beer Budoo, Director, Development and Training Services, ISO

09:30 – 11:00

Breakout Series C: Making the Partnership Work

Three parallel breakout sessions will take place to review:

- **Capacities and Competencies:**
What capacities and competencies at the operational level are needed to make the partnership between TPOs and NSBs work?
Moderator: Ms. Roswitha Franz, Project Manager, Development and Training Services, ISO
- **Resources and Networks:**
What resources and networks are needed for an effective partnership between TPOs and NSBs?
Moderator: Mr. Bertrand Jocteur-Monrozier, Senior Adviser, Trade Support Institution Strengthening, ITC
- **Formal versus informal partnership arrangements/governance mechanism:**
Do formal or informal partnership arrangements/governance mechanisms make the partnership between TPOs and NSBs work? What kind of arrangements and mechanisms should be taken into account to ensure the partnership between these institutions works?
Moderator: Mr. Alan Reynolds, International Consultant, ITC

11:00 – 11:30

Coffee Break

11:30 – 12:00

Reporting and Conclusions: Breakout Series C

Moderators of each breakout session will report on the conclusions and outcomes.

Moderator: Mr. Beer Budoo, Director, Development and Training Services, ISO

12:00 – 13:00

Session 10: The Strategic Framework – Bringing it all Together

Here we bring together all of the considerations a strategic approach to quality management that links TPOs and NSBs for maximum impact.

Moderator: Ms. Sophie Krantz, Adviser, Export Strategy and Competitiveness, ITC

Speakers:

- Mr. Dan Yansom, Assistant Director, Technical Standards Division, National Institute of Standards and Industrial Technology, Papua New Guinea
- Mr. Pema Khandu, Foreign Trade Officer, Department of Trade, Ministry of Economic Affairs, Bhutan

13:00 – 14:00

Lunch Break

14:00 – 15:00

Session 11: Operationalising the Partnership

What are the practical implications to formalise the partnership between NSBs and TPOs?

Moderator: Mr. Martin Kellermann, International Consultant, ITC

Speakers:

- Mr. Chandranath Som, Director, Federation of Indian Export Organization, Ministry of Commerce, India
- Mr. Ridwan Kasim, Director of Standards, Standards Malaysia

15:00 – 15:45

Working Coffee Break

15:45 – 17:00

Session 12: Country Responses - the Next Steps

Country participants will be asked to jointly describe what follow-up activity they propose to undertake once back in their country to initiate TPO and NSB collaboration and to specify their likely technical assistance needs to implement such activity.

Moderator: Mr. Shyam K. Gujadhur, Senior Adviser on Standards and Quality Management, ITC

Speaker: Mr. Beer Budoo, Director, Development and Training Services, ISO

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PARTICIPANTS' BIODATA

TRADE PROMOTION ORGANISATIONS (TPOs)



Mr. M Abdur Rahman
Director (Policy)
Export Promotion Bureau
Bangladesh

Mr. Rahman as the Director (Policy) associated in drafting Export Policy of the country, conducted National Export Training Programme of EPB.



Mr. Pema Khandu
Trade Officer
Department of Trade, Ministry of Economic Affairs
Bhutan

Mr. Khandu served as project coordinator for Rural Enterprise Development (RED) funded by UNDP to develop rural exports in 2005. He was assistant Project Manager for EC-Trade Capacity Development Project in Collaboration with UNESCAP and ITC to enhance Bhutan's export capacity. He also assisted in the development and formulation of export policy and planning and the development of export strategy. He is currently focal person for quality program for craft sector.

Department of Trade is formulating export policy and planning export oriented programmes. It is a coordinator for export development programmes and projects within the country and export facilitation work. It organises trade fairs and exhibition in the country and abroad. It also coordinates the participation of Bhutanese counterparts overseas and coordinates trade missions overseas.



Ms. Tupou Raturaga
General Manager
Fiji Islands Trade and Investment Bureau
Fiji Islands

Ms. Raturaga is an economist, beginning her career as a statistician. She held positions as an economist at the Central Bank, an economist at the Ministry of Development; Chief Economist in the Trade Ministry and Trade Diplomat at the Fiji Mission in Brussels accredited to the World Trade Organisation and recently joined the Fiji Islands Trade Bureau. As a General Manager, a position she was appointed to six months ago, she has made presentations to business people in Australia, promoting the products of Fiji, made a presentation at the first China Investment Fair in Beijing and also facilitated a workshop for national exporters and buyers from the region.

The role of the Fiji Islands Trade and Investment Bureau is to achieve a dynamic force in the creation of economic wealth in Fiji through the promotion, facilitation and stimulation of investments and exports. In addition, FITIB's role includes conducting seminars, workshops in and outside the country, developing promotion strategies, organisation of the Exporter of the Year Awards and overseeing the development and promotion of exports.



Mr. Chandranath Som
Director
Federation of Indian Export Organisations
India

Mr. Som undertakes study and research project on competitiveness and marketing of exports particularly for the SME sector. He oversees registration of exporters and maintains a database to identify the exporters on various criteria to reach the suitable services to the right group of exporters, organize workshops/seminars/meetings to promote best trade practices, organize training programs on the latest trade policies/financial products/ new standards/technological innovations etc, promote quality concepts including social accountability issues in the exporting community, maintain ISO 9001:2000 quality systems in FIEO, working towards introduction of social accountability systems in a carpet, handicraft and leather manufacturing cluster, encourage e-commerce and e-systems in the exporting community to make the best out of their usage etc.

The Federation of Indian Export Organisations is the Apex body of all export promotion councils, commodity boards and export development authorities in India. Directly and indirectly represents the export interests of over 100,000 exporters in India. The direct members numbering over 13,000 contribute over 70% of India's exports. Being the apex body FIEO represents every sector of trade – products and services both.

Export promotion activities include sponsoring business delegations abroad, inviting business delegations from other countries into India, organizing buyer-seller meets in India and abroad, organizing/participating in trade fairs abroad, tie-up with experts in various fields and organise workshops and seminars for exporters to promote best trade practices, encourage exporters to go for quality certification, extending market development assistance to eligible exporters on behalf of the government of India, taking exporters' problems with the concerned authorities/departments to help resolve their issues, advising the government on the formulation of foreign trade policy, budget etc. Identify cost disability of exports and propose measures to reduce it. Highlight concern of exporters through media on wide ranging issues to build public opinion and sensitize decision makers.



Mr. Vincent U
Manager of Research and Information Division
Macao Trade and Investment Promotion Institute
China Macao SAR

Mr. U has been working in Research and Information Division of Macao Trade and Investment Promotion Institute on research regarding trade and export related issues.

The Macao Trade and Investment Promotion Institute organise exhibitions and other promotional events locally. It also participates in such events held outside Macao, as a way to create further trade opportunities. The institute also arranges economic delegations to research business opportunities and welcomes delegations to Macao in order to create channels for exchange and trade co-operation.



Mr. U Zaw Win
Assistant Researcher/Engineer
Post Harvest Technology Application Centre (PTAC)
Myanma Agriculture Produce Trading
Ministry of Commerce
Myanmar

Mr. Win takes part in mobile training to educate farmers to produce better agricultural quality products concerning with handling, storage, processing of post harvest activities. He also takes part in seminars, meetings concerning the standardization of Myanmar agricultural products such as paddy, pulses and beans according to the needs of market in support of export promotion.

The main activities of Post Harvest Technology Application Centre are to provide quality assurance services to exported food grains in products certification, disseminating technologies extensively to improve post harvest practices to ensure the quality and safety of agricultural products. The organisation's main responsibility is to assist the enhancement of better quality crop production and strive for export promotion. It also undertakes various steps of exporting business commencing from identifying the markets for export commodities to final negotiation stage of the shipping documents, undertakes all necessary steps relating to shipment of export commodities and also assists necessary work operations to producers to be able to become successful exporters.



Mr. Ramesh Kumar Shrestha
Executive Director
Trade and Export Promotion Centre
Nepal

Mr. Shrestha worked for 34 years in Nepal Telecommunication Company. He served as the Director in Telecom Training Center of Nepal Telecommunication Company. He is currently Executive Director of Trade and Export Promotion Centre and appointed by the Nepal Government.

The Trade and Export Promotion Centre advises the Government in formulating policies for the development and expansion of trade and export. It supports enhancing the internal and external market for agro-based and other products. The centre also establishes coordination among different commodity associations for increasing the production of exportable products and enhances export market. It also organizes and supports quality improvement related programs to the entrepreneurs. It pleads for technical assistance with national and international organizations for improving quality/standard of exportable products. Additionally, it implements appropriate programs for attracting investment at the national and international level for export and import oriented management project. Furthermore the centre acts as a source of trade information by collecting, disseminating and publishing useful trade-related information. It also implements market study for potential exportable products of Nepal and publish foreign trade statistics of Nepal. The centre, further organizes buyer/seller meetings, conduct training seminars, workshops, national and international trade fairs.



Mr. Mohammad Haddadi
Director General of Foreign Trade Information
Trade Promotion Organisation of Iran
Iran

Mr. Haddadi worked to integrate trade information systems more effectively for developing reliable and cost effective applications that support the business needs of Iran TPO faster; to communicate and work to anticipate future needs of Iran TPO and the customers with business community of the country more efficiently. The integration system affected on both the internal and external operations of the organization. Improving IT systems of Iran TPO enhanced and strengthened organizational infrastructure and capacity by increasing the efficiency of client intake; service coordination and information toward Non-Oil Export Promotion.

Iran TPO is a governmental organization, affiliated to Iran Ministry of Commerce. Established in 1967 as "Export Promotion Center of Iran" and reorganized to Trade Promotion Organization of Iran in 2006. The Iran TPO's core functions of trade policy, trade promotion and trade facilitation support to build productive capacities and expand exports and markets. Main missions are to promote and expand the foreign trade with particular emphasis on the non-oil exports, (goods & services) and to improve the image of "Made in Iran" in markets abroad. Main functions of the organization are to create and facilitate opportunities in international trade for the Iranian companies, to reinforce coordination and cooperation with the relevant international institutions and organizations in support of export expansion, to promote, facilitate and assist in the services areas related to trade to provide consulting services and technical assistance in trade and export production, to conduct marketing studies to identify new markets for the exports of Iranian products and to study on trade and development strategies of regional bilateral & multilateral framework.



Mr. Shuhab Uddin Memon
Trade Development Authority of Pakistan
Director Facilitation
Pakistan

Mr. Memon is currently working as Director Facilitation; he is responsible for providing facilitation of standarization of all ISO Certificates for promotion of Exports in Pakistan to overcome the technical barriers of ISO Certifications for Trade Promotion.

The Trade Development Authority of Pakistan (TDAP) is an organisation working for promotion of Exports in Pakistan. The TDAP is promoting every possible assistance and facilitation to exporters, exporting firms, companies of Pakistan for the Best results in Exports.



Mr. Zakaria Kamarudin
Senior Director, Exporters Development Division
Malaysia External Trade Development Corporation
(MATRADE)
Malaysia

Mr. Kamarudin worked to implement a wide range of assistance programmes provided by the Government to local companies in an effort to encourage companies to develop and market Malaysian products and services to the world.

The main activities and responsibilities of Exporters Development Division are to enhance competitiveness among Malaysian exporters through a wide range of assistance programmes that include tax incentives, financial assistance in the form of grants, loans and insurance as well as institutional support to penetrate and further expand their export markets.



Mr. Azman Md Yusof
Senior Manager, SME Development & Exporters
Training Unit
Malaysia External Trade Development Corporation
(MATRADE)
Malaysia

Mr. Yusof's main responsibility as a Senior Manager at Exporters Training Unit in MATRADE is to organize export training programmes for Malaysian exporters and would-be exporters on trade developments and business opportunities in international market.

MATRADE mainly organises seminars and workshops to nurture new exporters and update existing exporters on trade developments and business opportunities in international market as well as to enhance the awareness among the local business community about export opportunities. It also collaborated with other parties such as Government agencies, private sectors, financial institutions and foreign embassies to organize seminars and workshops.



Mr. Che Wan Darul Redzwan bin Che Wan Deraman
Assistant Manager, Trade Advisory Services Unit
Malaysia External Trade Development Corporation
(MATRADE)
Malaysia

Attached as Trade Advisor at Trade Advisory Unit, Exporters Development Division. Mr. Che Wan Deraman currently handles the MATRADE Help Desk which provides general enquiries on MATRADE's services and programmes for walk in business visitors. He also deals with general enquiries received through telephone from the business community both locally and overseas, forward the enquiries to relevant departments within or outside the organisation for follow up action where required. Other responsibilities are responding to MATRADE's general emails and provide general information on MATRADE in information booth. He also assisted companies on Malaysia Exporters Registry to become a MATRADE member and made presentations to visitors from various organisations and institutions. He managed and was involved in several exhibitions and seminars e.g. International Trade Malaysia Exhibition 2008 (INTRADE 2008), Business and Consultation Session with Exporters and Kuala Lumpur International Trade Forum 2009 (KLITF 2009).

MATRADE is the national export promotion agency under the Ministry of International Trade and Industry which promote, assist and develop Malaysia's external trade and facilitate foreign buyers to meet Malaysia Exporters.



Mr. Syed Mohd Muhsin Sy Mohamad
Assistant Manager, Food & Beverage, Agriculture,
Halal, Biotech, Chemical and Pharmaceutical Section
Malaysia External Trade Development Corporation
(MATRADE)
Malaysia

Mr. Muhsin Mohamad is an Assistant Manager of MATRADE, serves under product and services Development. MATRADE serves to promote Malaysia's external trade with particular emphasis on the export of manufactured and semi manufactured products and services. His responsibilities are to facilitate and handle enquiries of Malaysian Products, especially on Halal, Biotech and Beverages, Pharmaceutical and chemical products.



Ms. Sarah Johana Yusof
Manager Asian & Australasia Unit
Malaysia External Trade
Development Corporation
(MATRADE)
Malaysia

Ms. Sarah Johana is currently working as a manager responsible to assist and facilitate Malaysian exporters in promoting Malaysian products and services to the world market.

MATRADE is currently organising trade promotion activities such as trade fairs, trade and investment mission specialised marketing mission, promotion booth.



Ms. Liew Sook Fern
Assistant Manager, E&E and ICT
Section
Malaysia External Trade
Development Corporation
(MATRADE)
Malaysia

Ms. Liew is currently working as Assistant. Manager E&E and ICT unit. She is responsible to facilitate Malaysia exporters to promote Malaysian products and services to the world market.

MATRADE serves to promote Malaysia's external Trade with particular emphasis on the export of manufactured and semi manufactured products and services. MATRADE also organizes training programmes to enhance the international marketing skills of Malaysia exporters, promote and assist in services related to trade and protect Malaysia's international trade interest abroad.



Mr. Senen Perlada
Director, Bureau of Export Trade Promotion
Executive Director, Export Development Council
Philippines

Mr. Perlada joined the Department of Trade and Industry's Bureau of Export Trade Promotion as the Bureau Director in April 2008 and concurrent Executive Director of the Export Development Council after his more than 20 years in of marketing and development work in the private sector. He handled various marketing and business development positions in a number of Filipino and internationally-engaged firms. He is a university part time lecturer at the John Gokongwei School of Management of the Ateneo De Manila University.

Mr. Perlada was the DTI's Trade Representative assigned to the Philippine Consulate General, Kobe, Japan in 1988 to 1992. Presently, his tasks essentially include formulation and execution of aggressive export promotion programs through business matching, business missions and other supply and market development activities and the enabling services of strategy development and knowledge management in support of export development related activities.

Mr. Perlada is also responsible for Export Development Council policy advocacies that seek to improve the business climate for export, and strengthen networks with government agencies and the private stakeholders.

The Bureau of Export Trade Promotion develops, promotes and expands Philippine exports through formulation strategies, plans and programs for products and markets, maintenance and analysis of trade related database, trade facilitation and business matching and information services.



Mr. Madduma Kaluge Udayapala
Director
Services Division
The Sri Lanka Export Development Board
Sri Lanka

Mr. Udayapala has the overall responsibility of the Services Division that consists of number of professional staff who handle following work programmes: simplifying and streamlining trade procedures, organizing and conducting training programmes on Export/Import procedures and operational aspects of international trade, registration of exporters and maintaining a data base on Exporters, implementation of scheme to refund cess to exporters, development of Entrepot trade and port related services. Mr Udayapal is also responsible for Organizing of Exporters' Forum regularly to resolve problems/issues of enterprises, in Colombo and provinces. He is Representing EDB at the Executive Committee, this consists of other relevant agencies including Sri Lanka Standard institute, SLSI, of the National Packaging Centre. NPC is the premier agency for Development of packaging in Sri Lanka and is the focal point for disseminating information related to packaging.

Mr. Udayapala has wide experience in the Export Development Board as he previously worked as Deputy Director in Services Division, Assistant Director in Projects Division and Project Officer in Policy and Planning Division.



Ms. Malee Choklumlerd
Deputy Director General
Department of Export Promotion
Thailand

Ms. Malee is currently Deputy Director-General, Department of Export Promotion in the Ministry of Commerce, Royal Thai Government. Before taking up this position she worked as an Executive Director for the Office of Export Planning Department of Export Promotion. Between 2002 and 2007 she was the Minister (Commercial) in the Office of Commercial Affairs, Royal Thai Embassy London, UK. During the years of 1996-2002 she held a position as the Minister Counsellor (Commercial) in the Office of Commercial Affairs, Royal Thai Embassy Vienna, AUSTRIA. Before that she was the Counsellor (Commercial) in the Office of Commercial Affairs, Royal Thai Embassy Jakarta, INDONESIA. She also held positions as First Secretary (Commercial) in Office of Commercial Affairs, Royal Thai Embassies of Singapore and Philippines. She also worked as an economist until 1990 in the Department of Business Economic Ministry of Commerce.



Ms Nittayanee Khawtepawan
Senior Policy and Plan Analyst
Department of Export Promotion
Thailand

Ms. Khawtepawan is working as a Senior Policy and Plan Analyst at the Department of Export Promotion in Thailand. She accompanied Ms.Choklumlerd during the event.



Ms. Ngoc Diep Tran
Deputy Director of Export Development
Vietnam Trade Promotion Agency
Vietnam

Ms. Tran is working for Vietrade since 2001, at Export Development Department, with main responsibilities as monitoring and evaluating national trade promotion programs aiming at developing exports. She is also working closely to cooperate with international promotion organisations in export promotion and handle issues related to export policy.

Vietrade is a governmental trade promotion organisation. Main activities consist of assisting domestic and foreign enterprises to identify business opportunities, provide consulting services and technical assistance in trade and export promotion. The agency also proposes government policies and measures for export support activities. Additionally, the agency cooperates with international counterparts in trade promotion.

NATIONAL STANDARDS BODIES (NSBs)



Dr. Syed Humayun Kabir
Director, Standards
Bangladesh Standards and Testing
Institution (BSTI)
Bangladesh

Dr. Kabir started his job as analytical chemist in 1980. Thereafter he was appointed as Assistant Director in 1988 and since then he has been functioning as a Standards Officer in various capacities. Now he is the full fledged Director of Standards Wing of BSTI. He supervises the standards development activities of all standards officers. He is working as head of TBT cell and also he is fully devoted to promote export of his country where work is being continued by him. He attends all local meetings related to trade promotion as well as he participates in trade related meetings held in foreign countries. He is also working as Programme Director of newly born South Asian Regional Standards Organisation (SARSO).

BSTI is responsible for developing national standards on commodities and systems. At present participation in International Standardisation is less, but steps are being taken to increase it. BSTI acts also as certification body for product and system certification. BSTI is responsible for metrological services throughout the nation. BSTI is the national TBT Enquiry Point.



Mr. Samuela Baleinamuka Moce
Senior Economic Planning Officer
Ministry of Industry, Tourism, Trade &
Communications
Fiji

Mr. Moce facilitates trade and investment through policy advice and reviewing trade policies to enhance investment and trade facilitation consultation with the private sector on export policies.

The Ministry of Industry have developed a national export strategy for the nation to be used and implemented by relevant stakeholders with an annual budget of \$2 million.



Mr. Didit Yuan Peramadi
Head of Division for International Cooperation
on Standardization
National Standardization Agency of Indonesia
(BSN)
Indonesia

Mr. Peramadi is assisting in handling the notification body and enquiry point of TBT WTO in which support the industries/exporters to meet the customers' requirements.

As the National Notification Body and Enquiry Point representing Indonesia in TBT WTO, to assist the exporter in gaining the information of standard, technical regulation, conformity assessment procedures implemented by importing countries.



Ms. Nezhat Montazeri
Senior Expert in Inspection of Goods
Institute of Standards and Industrial Research of
Iran (ISIRI)
Iran

Ms. Montazeri is supervising the executive operations on inspection companies with dealing with export and import affairs, developing standards, procedures and guidelines.

The Institute of Standards and Industrial Research of Iran is responsible for quality control of exported goods to the country, to prevent export of low and poor quality goods. Experts carry out tests and comply samples of goods with relevant standards.



Mr. Ridzwan Kasim
Director of Standards
Department of Standards Malaysia
Malaysia

Mr. Kasim is currently the Director of Standards, since 1 August 2009, he is responsible for development of standards and ensuring compliance to international requirements and practices. Previously Director of Accreditation: He is also responsible for the implementation and development of accreditation schemes for conformity assessment and ensuring the quality system complies with the requirements of international standards and guidelines.

The Standards Malaysia is currently the national standards body and concurrently an accreditation body for conformity assessment bodies. The role of Standards Malaysia as a policy organisation at the apex of the standards and conformance infrastructure is essentially that of assuring that acceptable and credible services for standards and conformity assessment are readily available for exporters.



Ms. Noraiza Abdullah
Assistant Director
Department of Standards Malaysia
Malaysia

Ms. Abdullah currently holds the position of the Assistant Director of Standards Division. One of her responsibilities is to manage and monitor Malaysia's participation in the international standardisation activities particularly in the ISO. Duties also include managing the National Standards Committee and represent DSM in 3 Industry Standards Committees (ISCs) in the area of Chemicals and Materials, Petroleum and Gas and Fire Safety and Prevention.

The Standards Malaysia is currently the national standards body and concurrently an accreditation body for conformity assessment bodies. The role of Standards Malaysia as a policy organisation at the apex of the standards and conformance infrastructure is essentially that of assuring that acceptable and credible services for standards and conformity assessment are readily available for exporters.



Ms. Nor Latifah Hussin
Principal Assistant Director
Department of Standards Malaysia
Malaysia

Ms. Hussin is currently the the Principal Assistant Director of Standards Division. Her responsibility is to manage and monitor the implementation of the national standardisation policies that include the development of Malaysian Standards, promotion of Malaysian Standards and participation in regional and international standardosation activities.

The Standards Malaysia is currently the national standards body and concurrently an accreditation body for conformity assessment bodies. The role of Standards Malaysia as a policy organisation at the apex of the standards and conformance infrastructure is essentially that of assuring that acceptable and credible services for standards and conformity assessment are readily available for exporters.



Mr. Hussalmizzar Hussain
Principal Assistant Director
Department of Standards Malaysia
Malaysia

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Ms. Thida Win
Vice principal
Loikaw Technological University
Myanmar

Ms. Win participates as NSB technical representative in negotiation with the trade organization for border trade.

Loikaw Technological University Participate in NSB as an academic representative from Myanmar.



Mr. Deo Muni Shakya
Deputy Director General
Nepal Bureau of Standards and Metrology
Nepal

Mr. Shakya oversees the analysis of industrial products as a facilitator of national enquiry point for TBT to assist implementation of WTO related policies and procedures.

The Nepal Bureau of Standards and Metrology laboratory has been testing various commodities, industrial products for its quality and certification for trade.



Mr. Riyaz Ahmed Memon
Director (WTO)
Pakistan Standards and Quality Control Authority
(PSQCA)
Pakistan

Mr. Memon currently deals with the issues arising out of the WTO/TBT. He is career officer of Pakistan Customs and is well versed with the linkages of quality and international trade. His multidisciplinary exposure of customs and NSB works as a bridge between two organizations. He has also liaised with Ministry of Commerce and Pakistan's Permanent mission in the WTO.

PSQCA in its capacity of NSB has been mandated by the statute to deal with the quality related aspects of exports. In recent years, due to its proactive approach the stake holders are getting sensitized to the standards, technical regulation, and conformity assessment dealt by this Authority.



Mr. Dan Yansom
Assistant Director, Technical Standards Division
National Institute of Standards & Industrial
Technology (NISIT)
Papua New Guinea

Mr. Yansom by qualification, he is an Engineer having been involved with quality assurance and quality management system in the petroleum sector for 8 years before joining NISIT as the Director of the Division which is responsible for standards development work in the country. He joined in early 2007.

In 2007, he was involved with the National Fisheries Authority in establishing the National Fish Export Standard. The Standard has been launched and is now being used widely in the Fisheries Sector to ensure Fish and Fishery Products from PNG meet the importing country's quality requirements, especially in the European Market.

In 2008, together with the Department of Trade and Department of Agriculture, he established a trial export program with a New Zealand spice importer. The program started off with ginger and now, exploring the possibility of including pyrethrum in this program.

A joint project currently underway between the Department of Trade and NISIT is on the engagement of a Quality Expert to assess the kind of quality infrastructure available in PNG to support trade. This project is funded by the European Union under its Trade Related Assistance Program or EU TRAP. He is also directly involved with this project.

NISIT is an established government institution with the sole responsibility to be the peak standards body in PNG. Its operation is wholly funded by the Government through an annual budget. The two main objectives of the Institute are; to enable PNG made products to be competitive in the international market, and at the same time, prevent the country to be a dumping ground for sub-standard and unsafe products produced both locally and imported.

In order to meet these two main objectives, the Institute established four divisions namely Standards Development, Metrology (Measurement), Laboratory Accreditation, and Certification. In Standards Development, the focus of the Division is on adoption of regional and international standards. In metrology, NISIT holds the physical standards of measurement for PNG and disseminates them to industries through its calibration services. It is also the authority for legal metrology in the country. In Laboratory Accreditation and Certification, companies are accredited and certified to ISO 17025 and ISO 9000, ISO 14000, & HACCP.

The above activities and programs enable companies and/or organisations and their products to be competitive both in the local and international markets. This is seen through the number of requests we are receiving from both government and private sectors and especially our colleagues at the Department of Trade who continue to seek advice regarding standards and quality issue.



Ms. Anne Daisy T. Omila
Senior Trade and Industry Development Specialist
Bureau of Product Standards (BPS)
Department of Trade and Industry
Philippines

Ms. Omila is presently assigned in the International Relations Group which is responsible for the regional and international affairs of the BPS which includes development of MoUs and monitoring the developments in the Asia Pacific Economic Cooperation Sub-committee on Standards and Conformance (APEC SCSC), ASEAN Consultative Committee on Standards and Quality (ACCSQ) and the ISO (DEVCO and RLO matters). Prior to this, she was involved in the development of standards as a technical officer for several technical committees and in the promotion of standards.

The Bureau of Product Standards is the national standards body of the Philippines. It is mainly involved in the development, implementation and promotion of standards.



Ms. Dayani Dahanayake Yapa
Assistant Director
Sri Lanka Standards Institution (SLSI)
Sri Lanka

Ms. Yapa is a qualified auditor for QMS, FSMS and fishery product and presently involved with anything of export oriented food and agriculture products.

Sri Lanka Standards Institution is involved with standard formation, product testing, certification and training, calibration activities. Presently SLSI is operating in pre-export inspection scheme for fishery products and cashew a happy to expand this scheme next year.



Ms. Chaowalee Ratanamungmeka
Director
Standardization Promotion and Development Bureau
Thai Industrial Standards Institute (TISI)
Thailand

Ms. Ratanamungmeka provides the Thai industry with better knowledge and understanding in standardization as well as to promote the wide implementation of international standards so as to enhance their competitiveness in the global market.

Thailand Industrial Standards Institute as a national standards body provides the readiness for export of the Thai products by establishing database on relevant information, preparing guides and organizing seminars for entrepreneurs.



Mr. Minh Hai Phan
Director
Small and Medium Enterprise Development Support
Center 1 (SMEDEC1)
Vietnam

Mr. Phan is responsible for organizing management training and consulting services to Vietnamese enterprises, especially the SMEs.

Small and Medium Enterprise Development Support Center 1 carries out training and consulting in the fields of quality, environmental, productivity improvement, metrology, management skills, soft-skills, provide information and guidance, organize seminar and provide technical service.

INTERNATIONAL EXPERTS



Mr. Alan Reynolds
International Consultant on Trade Support
United Kingdom

Mr. Reynolds worked in a national trade promotion organisation for 20 of his 35 years in the British public service, concluding with the position of Director Export Services in charge of the market information services and the organisation of companies groups at trade fairs abroad.

For 10 years he has offered independent consultancy advice to international bodies engaged in foreign trade promotion, for example ITC, the European Commission, and the World Bank and national ones in Malta, Kuwait, and Tunisia. He has visited more than 60 countries, for professional or personal reasons and have wide geographical experience.

He gives advice on all aspects of foreign trade promotion with particular emphasis on conducting organisation reviews and the adoption of best practice based on his experience in the UK trade promotion organisation and of reviewing those in other countries. His starting point for most reviews has been conducting a needs analysis of existing and potential customers, how those needs are being met, and what gap in services might be filled by the client he is advising.



Mr. Martin Gerhard Kellermann
International Consultant on Standards, Technical
Regulations and Conformity Assessment
South Africa

Mr. Kellermann is a Mechanical Engineer from South Africa. He worked in research laboratories before joining the South African Bureau of Standards in 1976 where he advanced through the ranks to Vice President, with overall responsibility for standards, conformity assessment and regulatory activities. He represented South Africa in the WTO TBT Technical Committee, and was a member of the ISO Technical Management Board. Since 2002 he consults for the World Bank, PTB, ITC, UNDP and UNIDO on standardization, conformity assessment and technical regulation mainly in Africa and Central Asia.

mmk Solutions CC is a consultancy specializing in providing analytical services to develop policy, legislative, system and organizational solutions for national quality infrastructures (i.e. standards, metrology, accreditation and conformity assessment) and technical regulation frameworks at national and regional level.



Mr. Rajinder Sud
Standardisation Expert
Malaysia

Mr. Sud is a consultant in standards conformance with a focus on trade related aspects with more than several years of experience in implementing and managing a range of programs in institution building, conducting studies and training in a number of countries. Formerly Director of Standards in DSM, Malaysia and General Manager of a certification body. Work undertaken includes developing and implementing policies and plans on enhancing national economic development and export competitiveness through standards and conformance.

Work experience has included representation in the national, regional and international organizations and committees in ASEAN, APEC, ISO, WTO/TBT Committee and also in bilateral negotiations. The projects and studies undertaken on trade capacity development have addressed operational, policy and structural issues in several countries including Bangladesh, Kyrgyzstan, North Korea, Brunei Darussalam, Malaysia and Indonesia as an international expert for several international organizations. My area of special interest is in developing country issues with regard to standards, conformance and technical regulation infrastructure.

QUALITY MANAGEMENT: LINKING TPOs AND NSBs FOR EXPORT SUCCESS

PARTICIPANTS' LIST

Bangladesh

Mr. M Abdur Rahman
Director (Policy)
Export Promotion Bureau
TCB Bhaban (4th Floor) 1, Kawran Bazar,
Dhaka
Tel: + 88 02 8151501
Fax: +88029119531
Email: dir-policy@epb.gov.bd

Dr. Syed Humayun Kabir
Director, Standards
Bangladesh Standards and Testing Institution (BSTI)
Dhaka
Tel: + 88 02 8821462, 9898115
Fax: + 88 02 913 1581
Email: bstistd@bangla.net
drhkabir_bsti@yahoo.com

Bhutan

Mr. Pema Khandu
Trade Officer
Department of Trade, Ministry of Economic Affairs
Dhoebum Lam, Thimphu
Tel: +975 2322407
Fax: +975 2321338
Email: pemakhandu@yahoo.com

Fiji

Ms. Tupou Raturaga
General Manager
Fiji Islands Trade and Investment Bureau
6th Floor Civic Towers, Victoria Parade,
Suva, Fiji Islands
Tel: +679 331 5988
Fax: +679 3301783
Email: tupour@hotmail.com

Mr. Samuela Baleinamuka Moce
Senior Economic Planning Officer
Ministry of Industry, Tourism, Trade & Communications
Suva, Fiji Islands
Tel: + 679 330 54 11
Fax: + 679 330 2617
Email: samuela.moce@govnet.gov.fj;
samumoce@yahoo.com

India

Mr. Chandranath Som
Director
Federation of Indian Export Organisations
Niryat Bhawan, Rao Tula Ram Marg,
New Delhi
Tel: +91-11-46042121
Fax: +91-11-26150066
Email: csom@fieo.org, chandranathsom@gmail.com

Indonesia

Mr. Didit Yuan Permadi
Staff of Centre for International Cooperation on
Standardization
National Standardization Agency of Indonesia (BSN)
Tel: +62 21 574 7043
Fax: +62 21 574 7045
Email: didit@bsn.go.id

Iran

Mr. Mohammad Haddadi
Director General of Foreign Trade Information
Trade Promotion Organisation of Iran
Chamran Expressway,
Tehran International Fair Ground,
P.O.BOX 1148, POSTDODE 1999613954
Tehran
Tel : +98-21-22664062
Fax: +98-21-22663889
Email: haddadi@wtpo.net

Ms. Nezhat Montazeri
Senior Expert in Inspection of Goods
Institute of Standards and Industrial Research of Iran
(ISIRI)
Tel: +98 21 8888 6663
Fax: + 98 21 8865 4039
Email: haiqtc@gmail.com

China Macau SAR

Mr. Vincent U
Manager of Research and Information Division
Macao Trade and Investment Promotion Institute
918, Av Amizade, World Trade Centre Building, 3rd Floor
Tel: +853 8798 9235
Fax: + 853 287228208
Email: vincertu@ipim.gov.mo

Malaysia

Mr. Zakaria Kamarudin
Malaysia External Trade Development Corporation
(MATRADE)
Senior Director, Exporters Development Division
Menara matrade, jalan hidmat usaha, off jalan duta
Kuala Lumpur
Tel: +606 3-6207 7077 (ext. 7500)
Fax: +606 3-6203 7250
Email: zak@matrade.gov.my

Mr. Azman Md Yusof
Senior Manager, Sme Development & Exporters Training
Unit
Malaysia External Trade Development Corporation
(MATRADE)
Menara matrade, jalan khidmat usaha, off jalan duta
Kuala Lumpur
Tel: + 603-6207 7077 (ext. 7502)
Fax : +603-6203 7250
Email: azman@matrade.gov.my

Mr. Che Wan Darul Redzwan Che Wan Deraman
Assistant Manager, Trade Advisory Services Unit
Malaysia External Trade Development Corporation
(MATRADE)
Menara matrade, jalan khidmat usaha, off jalan duta
Kuala Lumpur
Tel: +603-6207 7077 (ext. 7635)
Fax: +603-6203 7250
Email: redzwan@matrade.gov.my

Ms. Sarah Johana Yusof
Manager Asean & Australasia Unit
Malaysia External Trade Development Corporation
(MATRADE)
Menara matrade, jalan khidmat usaha, off jalan duta
Kuala Lumpur
Tel: + 603-6207 7077 (ext. 7112)
Fax: + 603-6203 7250
Email: sarah@matrade.gov.my

Mr. Syed Mohd Muhsin Sy Mohamad
Assistant Manager, Food & Beverage, Agriculture, Halal,
Biotech, Chemical and Pharmaceutical Section
Malaysia External Trade Development Corporation
(MATRADE)
Menara matrade, jalan khidmat usaha, off jalan duta
Kuala Lumpur
Tel: +603-6207 7077 (ext. 7672)
Fax: +603-6203 7250
Email: muhsin@matrade.gov.my

Ms. Liew Sook Fern
Assistant Manager, E&E and ICT Section
Malaysia External Trade Development Corporation
(MATRADE)
Menara matrade, jalan khidmat usaha, off jalan duta
Kuala Lumpur
Tel: +603-6207 7077 (ext. 76687)
Fax: +603-6203 7250
Email: liew@matrade.gov.my

Mr. Ridzwan Kasim
Director of Standards
Department of Standards Malaysia
Phone: +603-8318 2225
Fax: +603-8319 1511
E-Mail: ridzwan@standardsmalaysia.gov.my

Ms. Noraiza Abdullah
Assistant Director
Department of Standards Malaysia
Tel: +603-8319 146
Fax: +603-8319 1511
E-Mail: aiza@standardsmalaysia.gov.my

Mr. Hussalmizzar Hussain
Principal Assistant Director
Department of Standards Malaysia
Tel: +603-8319 1445
Fax: +603-8319 1511
E-Mail: mizzar@standardsmalaysia.gov.my

Ms. Nor Latifah Hussin
Principal Assistant Director
Department of Standards Malaysia
Tel: +603-8319 1443
Fax: +603-8319 1511
E-Mail: norlatifah@standardsmalaysia.gov.my

Myanmar

Mr. U Zaw Win
Assistant Researcher/Engineer
Post Harvest Technology Application Centre (PTAC)
Myanma Agriculture Produce Trading
Ministry of Commerce
PTAC Staff Avenue, Kyun Galay village, Hlegu
Yangon
Tel: +95 01 629043, +95 01 629044, +95 01 629655
Email: uzawwin57@gmail.com

Ms. Thida Win
Vice principal
Loikaw Technological University
Myanmar
Tel: + 95 9 201 5702
Fax: + 95 83 21 578
Email: malthida@gmail.com

Nepal

Mr. Ramesh Kumar Shrestha
Executive Director
Trade and Export Promotion Centre
Na tole, Pulchowk, Lalitpur
Kathmandu
Tel: +977-1-5525898, + 9851024975
Email: info@tepc.gov.np
rameshkumarshrestha@hotmail.com

Mr. Deo Muni Shakya
Deputy Director General
Nepal Bureau of Standards and Metrology
Tel: + 977 1 43 50 818
Fax: + 977 1 43 50 689
Email: devmuni@hotmail.com
mail@mbsm.gov.mp
mbsm@gov.mp

Pakistan

Mr. Shuhab Uddin Memon
Director Facilitation
Trade Development Authority of Pakistan
Gulshan Iqbal, Block 6,
Karachi
Tel: +9221 34981485
Fax: +9221 99201505
Email: shuhabmemon@hotmail.com

Mr. Riyaz Ahmed Memon
Director (WTO)
Pakistan Standards and Quality control Authority (PSQCA)
Tel: +92-21-9206544
Fax: +92-21-99206263, 99205385
Email: engrriyaz@hotmail.com

Papua New Guinea

Mr. Dan Yansom
Assistant Director, Technical Standards Division
National Institute of Standards & Industrial Technology
(NISIT)
Tel: + 675 323 1852
Fax: + 675 325 8793
Email: dan.yansom@nisit.gov.pg

Philippines

Mr. Senen Perlada
Director, Bureau of Export Trade Promotion
Executive Director Export Development Council
2nd floor, DTI International Building 375 Sen. Gil Puyat Ave.
Makati City, Philippines 1200
Email: smperlada@dti.gov.ph

Ms. Anne Daisy T. Omila
Senior Trade and Industry Development Specialist
Bureau of Product Standards (BPS)
Philippines
Tel: +632 751 4749
Fax: + 632 751 4706
Email: anneomila@dti.gov.ph

Sri Lanka

Mr. Madduma Kaluge Udayapala
Director
Services Division
The Sri Lanka Export Development Board
Email: udaya@edb.tradenetsl.lk

Ms. Dayani Dahanayake Yapa
Assistant Director
Sri Lanka Standards Institution (SLSI)
Sri Lanka
Tel: + 94 11 26 71 567 – 72
Fax: + 94 11 26 71 579
Email: dayani@slsi.slt.lk

Thailand

Ms. Malee Choklumlerd
Deputy Director General,
Department of Export Promotion,
Ministry of Commerce,
Royal Thai Government
Tel: + 662 -507-8083
Fax: + 662 -547-5748
E-Mail: malee@depthai.go.th

Ms. Nittayanee Khawtepawan
Senior Policy and Plan Analyst
Department of Export Promotion
Royal Thai Government
Thailand
Tel: +66-(0)2507-7785
Fax: +66-(0)2547-5667
E-mail: nittayaneek@depthai.go.th

Ms. Chaowalee Ratanamungmek
Director,
Standardization Promotion and Development Bureau
Thai Industrial Standards Institute (TISI)
Thailand
Tel: + 662 202 34 27
Fax: + 662 354 3315
Email: chaowlee@tisi.go.th

Vietnam

Ms. Ngoc Diep Tran
Deputy Director of Export Development
Vietnam Trade Promotion Agency
20 Ly Thuong Kiet,
Hanoi, Vietnam
Tel: + 844 39347628, +844 39347654
Fax: +844 39344260, +39348142
Email: dieptn@vietrade.gov.vn

Mr. Minh Hai Phan
Director
Small and Medium Enterprise Development Support
Centre 1 (SMEDEC1)
Vietnam
Tel: + 844 375 64 245
Fax: + 844 375 64 244
Email: haiqtc@gmail.com

CONSULTANTS' LIST

Mr. Alan Reynolds
Independent Consultant on Foreign Trade Promotion
38-40 Leyburn Gardens,
Croydon, United Kingdom
Tel: +44 20 86 86 20 10
Email: alan@alanreynolds.com

Mr. Martin Gerhard Kellermann
Independent Consultant on standards, technical
regulations and conformity assessment
233 Oom Jochems Place
Erasmusrand, 0181 Pretoria, South Africa
Tel: +27 12 347 6961
Fax: +27 12 347 6961
Email: kellermg@mweb.co.za

Mr. Rajinder Sud
Consultant
6, Jalan SS14/7E
Subang Jaya, MALAYSIA
Tel: +60356336102
Fax: + 60356336102
Email: rajinder.raj.s@gmail.com

ITC PARTICIPANTS

Mr. Shyam K. Gujadhur
Senior Adviser on Standards and Quality Management
Enterprise Competitiveness Section
Email: gujadhur@intracen.org
Tel: +41 22 730 03 96

Mr. Bertrand Jocteur-Monrozier
Senior Adviser, Trade Support Institution Strengthening
Email: monrozier@intracen.org
Tel: + 41 22 730 01 93

Ms. Ludovica Ghizzoni
Adviser on Enterprise Value Chain - Export Quality
Management
Enterprise Competitiveness Section
Email: ghizzoni@intracen.org
Tel: +41 22 730 06 38

Ms. Sophie Krantz
Adviser, Export Strategy and Competitiveness
Export Strategy Section
Email: krantz@intracen.org
Tel: +41 22 730 02 83

ISO PARTICIPANTS

Mr. Beer Budoo
Director
Development & Training Services
E-mail : budoo@iso.org
Tel. +41 22 749 01 11 (Reception)
Tel. +41 22 749 05 15 (Direct)

Ms. Roswitha Franz
Project Manager
Development and Training Services
Email: franz@iso.org
Tel: +41 22 749 02 00



International
Trade
Centre

Street address: ITC,
54-56, rue de Montbrillant,
1202 Geneva, Switzerland

Postal address: ITC,
Palais des Nations,
1211 Geneva 10, Switzerland

Telephone: +41-22 730 0111

Fax: +41-22 733 4439

E-mail: itcreg@intracen.org

Internet: <http://www.intracen.org>



International Organization for Standardization (ISO)
1, ch. de la Voie-Creuse,
Case postale 56
CH-1211 Geneva 20, Switzerland
Telephone +41 22 749 01 11
Fax +41 22 733 34 30
E-mail: central@iso.org
Web: www.iso.org