Standards for trade: ITC publications

Understanding standards is an essential part of international business.

International Trade Centre online publications on standards include its flagship report, the *SME Competitiveness Outlook*; quality management publications with national companion guides; a unique global reference for sustainability standards; publications on non-tariff measures and packaging-related standards.

http://www.intracen.org/publications/collections/
Meeting the standard for trade

SME Competitiveness Outlook: Meeting the Standard for Trade

Standards and regulations have a major impact on SME competitiveness.

By meeting the standard for trade, SMEs increase their chances to connect to international value chains and consumers in a socially and environmentally sustainable manner. The report contains: governance insights for voluntary sustainability standards; new evidence on how standards and regulations affect trade and business performance; guidance for SMEs on how to select and implement standards and regulations; and a policy action plan to strengthen SMEs’ ability to meet standards and regulations.

Published: 2016
Available in: English, French, Spanish

SME Competitiveness Outlook 2015

The SME Competitiveness Outlook argues that small and medium-sized firms are the ‘missing link’ to inclusive growth.

Organized around the theme Connect, Compete, Change for Inclusive Growth, it shows that small and mid-sized firms are generally less productive than large firms. The productivity gap is wider in developing countries, and the wage gap is similar. Firms connected to international markets are more productive and create more employment.

Published: 2015
Available in: English, French, Spanish, Russian, Chinese, Arabic

Voluntary sustainability standards

The State of Sustainable Markets 2018: Statistics and Emerging Trends

Voluntary sustainability standards continue their growth across the world.

This third global report provides new insights into the evolution of certified agriculture and forestry. ITC has teamed up once more with the Research Institute of Organic Agriculture (FiBL) and the International Institute for Sustainable (IISD) to provide data about 14 major sustainability standards for bananas, cocoa, coffee, cotton, palm oil, soybeans, cane sugar, tea and forestry products.

Published: 2017
Available in: English

Social and Environmental Standards: From Fragmentation to Coordination

Voluntary standards have been rising fast, leading to many similar standards operating in the same markets.

This study finds multiple standards in 86 of 90 markets it reviewed, which creates confusion for consumers and producers alike. It offers recommendations for coordination among standard-setting organizations and policymakers. This joint report with the European University Institute is the second of a series on social and environmental standards.

Published: 2017
Available in: English
The State of Sustainable Markets: Statistics and Emerging Trends 2017
This second global report outlines data on area, production volume and producers for 14 major sustainability standards across bananas, cocoa, coffee, cotton, palm oil, soybeans, cane sugar, tea and forestry products.

The report is based on a partnership with the Research Institute of Organic Agriculture and the International Institute of Sustainable Development. The data can help shape decisions of policymakers, producers and businesses, working to address systemic labour and environmental challenges through certified sustainable production.

Published: 2017
Available in: English

The State of Sustainable Markets: Statistics and Emerging Trends 2015
This first global data report on fast-growing voluntary sustainability standards outlines the share of bananas, cocoa, coffee, cotton, forestry, palm oil, soybeans, cane sugar and tea in 14 major standards.

The publication is based on a partnership with the Research Institute of Organic Agriculture and the International Institute of Sustainable Development and offers a structured way to formalize the reporting process with a view to making data on sustainable markets more accessible to all users.

Published: 2016
Available in: English

Social and Environmental Standards: Contributing to More Sustainable Value Chains
This joint ITC-European University Institute report uncovers what makes standards more accessible to producers.

The institutional design of standards and their governance structure can make standards more accessible through cost sharing, assistance and transparency. Country-level characteristics affect the number of standards available and provide guidance for policymakers to support the integration of small businesses into sustainable value chains.

Published: 2016
Available in: English

Influencing Sustainable Sourcing Decisions in Agri-Food Supply Chains
Sustainability initiatives are more effective and efficient when they fully engage the middle tiers of supply chains.

Those creating sustainability initiatives (a standards-setting organization, government or company) will find useful guidance, including corporate approaches to sustainable sourcing, the influence of sustainability standards, and case studies on how intermediaries help expand sustainable production globally.

Published: 2016
Available in: English
Market analysis for three Peruvian natural ingredients

This study outlines the market potential in the United States and Canada for three Peruvian natural ingredients (golden berry, Peruvian mesquite and sacha inchi) that are essential for biodiversity.

It provides market, regulatory and technical requirements; has contact details for finished-product companies that already use Peruvian natural ingredients; and provides recommendations for Peruvian producers to obtain the capacity to produce consistent quality.

Published: 2013
Available in: English

The North American Market for Natural Products: Prospects for Andean and African Products

The North American natural products market has prospects for selected South American and African products.

The report provides a market overview, a description of products, prices and distribution channels, and access requirements related to regulations, standards, product presentation and application forms.

Published: 2012
Available in: English

Trends in the Trade of Certified Coffees

This report presents an overview of the market trends for coffee certified as ‘sustainable’ over most of the past decade.

It highlights the importance of certification in traditional and emerging markets; outlines the main sustainability certification and verification schemes such as Fairtrade, FLO, Organic, Utz Certified, Rainforest Alliance and 4C and provides volumes of traded coffee for each; and considers the impact of these standards on coffee producers and the industry.

Published: 2011
Available in: English, French, Spanish

Packaging-related standards

Packaging for Organic Foods

This paper guides exporters, packers and processors of organic food products through packaging sourcing and selection options.

It helps them understand requirements and formulate their own packaging strategies and includes an overview of packaging functions and design; regulations relating to food-contact materials; packaging material and technology options; transport packaging; and guiding examples.

Published: 2012
Available in: English
Export quality management and standards


This book is a unique contribution to the field of export quality management.

This second edition brings together information about various issues such as standardization, conformity assessment, metrology, technical regulations, accreditation, sanitary and phytosanitary measures, and WTO Agreements on Technical Barriers to Trade. It provides exporters in developing countries with a comprehensive understanding of crucial issues linked to quality infrastructure. The previous edition from 2001 exists in 15 versions and is tailored to the needs of 18 countries, in eight languages.

Published: 2011
Available in: English, French, Spanish, Arabic, Russian

**Building Linkages for Export Success**

This handbook describes the role of quality in export competitiveness and its implications for developing country exporters and support institutions.

It considers the role of national standards bodies and that of trade promotion organizations in providing information and market intelligence, capacity building and advisory services, and in connecting suppliers, manufacturers, and exporters with markets.

Published: 2011
Available in: English, French and Spanish

**Managing Quality: National companion guides**

Standards-related non-tariff measures affect small businesses heavily. These national guides give small businesses access to quality management information for their sanitary and phytosanitary measures, with an overview of the national quality infrastructure and contacts for quality-related service providers. They are guides for the book **Export Quality Management: A Guide for Small and Medium-Sized Enterprises** and are distributed locally.

**Managing Quality in Egypt: A Directory of Services for SMEs**

Published: 2017
Available in: English

**Managing Quality in Nepal: A Directory of Services for SMEs**

Published: 2017
Available in: English

**Managing Quality in Jordan: A Directory of Services for SMEs**

Published: 2016
Available in: English, Arabic

**Managing Quality in Palestine: A Directory of Services for SMEs**

Published: 2016
Available in: English, Arabic

**Managing Quality in Bangladesh: A Directory of Services for SMEs**

Forthcoming: 2018
Available in: English

**More quality management guides and bulletins**
ISO 14046: Water footprint - A practical guide for SMEs

Water use and management have become central to the global debate on sustainability and are part of the UN Sustainable Development Goals.

ISO 14046 provides sound principles, requirements and guidelines to assess water footprint and make informed decisions to minimize negative environmental impact with regard to water use. To help small businesses be informed on the requirements of ISO 14046, and prepare themselves to implement this standard, ISO and ITC have jointly published this guide on water footprint.

Published: 2017
Available in: English, French, Spanish

ISO 31000: Risk Management – A practical guide for SMEs

While most small and medium-sized enterprises (SMEs) adopt loss prevention and reduction measures, they do not engage in formal risk management processes.

SMEs need support and skills to implement a risk management strategy sequentially. This handbook provides in-depth guidance for SMEs looking to improve their risk management practices.

Published: 2016
Available in: English, French, Spanish

ISO 50001: Energy management Systems – A practical guide for SMEs

Energy management techniques are at the fingertips of small and medium-sized enterprises with this guide based on tried-and-true management systems – allowing them to reduce energy costs and boost profitability.

The guide is structured in a Question and Answer format with a CD tool to diagnose a company’s energy footprint, and addresses energy use, consumption and efficiency.

Published: 2015
Available in: English, French, Spanish

ISO 14001, Environmental Management Systems

This handbook/CD helps small businesses achieve the benefits of implementing an environmental management system based on ISO 14001.

The guide provides a checklist that enables managers of an organization to determine its current environmental performance and helping them identify areas for improvement.

Published: 2010
Available in: English, French, Spanish

ISO 9001:2008 Diagnostic tool - Implementing Quality Management Systems

The Diagnostic Tool enables businesses to score and assess readiness to implement an effective ISO 9001:2008 Quality Management System.

It covers planning; resource management; business processes; measurement, analysis and improvement; documentation and implementation.

Published: 2008
Available in: English, French, Spanish
Non-tariff measures

Non-tariff measures (NTMs) can be a major barrier to trade. Exporters seeking access to foreign markets and companies importing products need to comply with a wide range of technical regulations, product standards and customs procedures.

Navigating Non-Tariff Measures: Insights from a Business Survey in the European Union

European exporters have similar experiences with non-tariff measures (NTMs) as developing countries.

An ITC-European Commission survey, based on 8,100 company interviews in all 28 European Union countries, reveals that more than a third of European exporters encounter burdensome NTMs. The report, unprecedented in scope, provides insight into trade-related technical assistance and serves as a foundation to integrate the voice of European businesses in trade negotiations and policymaking.

Published: 2016
Available in: English

The invisible barriers to trade: How businesses experience non-tariff measures

Small firms in the world’s poorest countries are hit hardest by non-tariff measures, according to this study.

These invisible barriers to trade are mostly a combination of conformity and pre-shipment requirements requested abroad, and weak inspection or certification procedures at home. Over 11,500 exporters and importers in 23 developing countries participated in the surveys.

Published: 2015
Available in: English, French, Spanish

Making regional integration work: Company perspectives on non-tariff measures in Arab States

Intra-regional trade among Arab States is low compared with other regions.

This publication offers insights into the main challenges to trade, both within and beyond the region, and suggests how to address them. It shares the perspectives of exporters and importers, which were captured through business surveys conducted by ITC in Egypt, Morocco, the State of Palestine and Tunisia.

Published: 2015
Available in: English and Arabic, soon in French

Regulatory and procedural barriers to trade in Kazakhstan

Kazakhstan's trade performance can grow by focusing on its domestic capacity to trade, according to this ITC-UN Economic Commission for Europe survey.

Those surveyed seek stronger trade regulations and procedures, better transport and logistical services, and infrastructure for standardization, quality assurance, accreditation and metrology. Capacity building and enhanced public-private sector consultation would benefit state agencies, exporting and importing companies, transport and logistics providers.

Published: 2015
Available in: English, Russian
**Non-tariff measures and the fight against malaria: Obstacles to trade in anti-malarial commodities**

This paper focuses on non-tariff measures (NTMs) that could affect the affordability and accessibility of anti-malarial commodities. It includes the results of a business perception survey on NTMs faced by importers and exporters of anti-malarial commodities.

Published: 2011
Available in: English

**Taxing health: The relevance of tariff revenue from anti-malarial commodities**

This report deals with potential fiscal revenue losses in malaria endemic countries, resulting from elimination of import duties and tariffs on anti-malaria products. It examines the size of possible losses if tariff rates on such products were cut off in countries with high and medium malaria endemic rates.

Published: 2011
Available in: English

**ITC series on non-tariff measures: Company perspectives**

This collection of business survey in 31 countries provides a unique perspective on barriers to trade.

Bangladesh
Benin (French)
Burkina Faso (French)
Ecuador (Spanish)
Guinea (French)
Cambodia
The Comoros (French)
Côte d'Ivoire (French)
Egypt
Indonesia
Jamaica
Kenya
Kyrgyzstan (also in Russian)
Madagascar
Malawi
Mali (French)
Mauritius
Morocco (French)
Nepal
Paraguay (Spanish)
Peru
Peru (Spanish)
Philippines
Rwanda
Senegal
Sri Lanka
State of Palestine
The United Republic of Tanzania
Thailand
Trinidad and Tobago
Tunisia (French)
Uganda
Uruguay (Spanish)

Contact person: Natalie Domeisen
E-mail: domeisen@intracen.org
Telephone: +41-22 730 0111
Street address: ITC, 54-56, rue de Montbrillant, 1202 Geneva, Switzerland
Postal address: ITC, Palais des Nations, 1211 Geneva 10, Switzerland
Internet: www.intracen.org