

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
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- 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
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- 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
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- 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

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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

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

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

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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, ITC

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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

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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

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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

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

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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

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- Mr. Ridwan Kasim, Director of Standards, Standards Malaysia

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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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