

EuropeAid

Project Reference

BGD/75/21A

EC Partner

International Trade
Centre (ITC)

Bangladesh Export
Promotion Bureau

Facts and Figures

- EC contribution € 1.8 million (92.32% of total)
- ITC contribution € 0.15 million (7.68% of total)
- Project period: 2006 to 2009
- 160 persons among private and public sectors strengthened their understanding of the benefits obtainable through the SPS Agreement
- Six local trainers available for conducting training on the SPS Agreement from the business perspective
- Operationalisation of the NEP for SPS
- Study Tour to Thailand on best practice at NEPs



EUROPEAN
COMMISSION

Support Export Diversification in Bangladesh

Meeting technical requirements for export through the WTO Agreement on SPS

"It is only after the intervention of the BQSP project, that the SPS National Enquiry Point at the WTO Cell of the Ministry of Commerce became operational. The Action Plan developed under the BQSP project was instrumental in gaining momentum for the development of our NEP"

Mr. N. Ahmed, Deputy Director, WTO Cell,



Context: Strengthening the capacity of the private sector to understand and comply with technical requirements in export markets

The Bangladesh Quality Support Programme (BQSP) has two components, one implemented by UNIDO for strengthening the quality infrastructure and the other by ITC for export diversification. Prior to start of the BQSP project, Bangladesh had limited understanding of the WTO Agreements on Technical Barriers to Trade (TBT) and the Application of Sanitary and Phytosanitary Measures (SPS), especially on how to benefit from these Agreements for information retrieval and market access. The SPS National Enquiry Point (NEP) was not operational at the start of the project. Furthermore, the cooperation between the public and private sectors regarding these issues was minimal.

Objective

The ITC interventions had the objective to enhance the awareness and the capacity of the private sector:

- to benefit from the WTO Agreements on TBT and SPS
- to cope with technical requirements in export markets.

Capacity building, an important objective under this component, includes strengthening the capability:

- to organize and manage an effective and cost-effective, export-oriented SPS regime for Bangladesh and
- to provide guidance to the private sector to obtain and disseminate information on SPS measures, working in collaboration with the SPS enquiry point.

Impact

- More than 30 senior decision-makers in SPS-relevant agencies upgraded their knowledge on how to organise and manage a cost-effective, export-oriented SPS regime for Bangladesh
- The SPS NEP is operational and works together with the private sector to disseminate information on technical requirements and track proposed SPS measures which can affect Bangladeshi exports
- Formation of the National SPS Committee which brings together all relevant stakeholders to deliberate on SPS issues of national interest and to advise the government on SPS issues of strategic importance to the economy
- Bangladesh's capacity to disseminate information about the WTO Agreement on SPS for the business sector using ITC training material customized for the fisheries sector and the horticulture and agro-processing sectors by a pool of six trained local trainers.

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"I had the chance to participate in an intensive train the trainer programme where I could develop my knowledge in the SPS area. Together with five other colleagues we developed and customized the ITC training material on the SPS Agreement for the business sector. During customization we received continuous guidance and support from ITC, Geneva. Together with the other local trainers, I conducted three workshops across the country using the customised materials where 102 participants attended. The participants from the fishery sector who attended the workshops in Chittagong and Khulna in October found this workshop to be timely and benefited from the discussions, especially in view of the export restrictions on shrimp imposed by GoB. I am looking forward to continuing cascading the knowledge I gained to other people in Bangladesh as I believe it will be so beneficial to strengthen my country's access to international markets. We are planning to share over internet and meet bi-monthly to keep ourselves updated and also to conduct more workshops through trade bodies."

Manzurul Islam Chowdhury, SPS Trainer



Business and Government Representatives familiarising with the benefits of the WTO Agreement on SPS



Manzurul Islam Chowdhury, SPS Trainer transferring knowledge on training skills