

EU-Nepal Trade-Related Assistance: Facilitating Increased Trade and Participation in Coffee and Pashmina Value Chains Project

Quality for Export Success

Trade Facilitation and Policy for Business (TFPB)



Background

Being able to offer the levels of quality required by export markets is essential for business success. The Quality Component of the Nepal Trade and Investment (TIP) project will focus on improving the quality-related infrastructure for coffee in Nepal including the reinforcement of standards, testing and certification services. It will enable small businesses in the coffee sector to clearly understand and comply with quality-related mandatory TBT/SPS¹ requirements, standards and market preferences for specific product-market combinations and develop awareness, training and support services to serve small businesses on a long-term basis helping them improve the quality and food safety of coffee and coffee-related operations.

This component will directly connect to the coffee sector studies and strategies by addressing key quality issues identified at business support level. It will connect to the overall policy side in terms of ensuring that the policy and regulatory framework facilitate SME² compliance with quality requirements. Enterprises benefitting from trade fairs, business linkages as well as in-depth support by coffee experts will be assisted to build desired levels of quality into product offers. The enterprise assistance will be implemented in close cooperation with the other technical support under the coffee component

Results

The following results can be expected after completion of the activities:

- Strengthened national quality infrastructure for coffee, including national standards, testing and certification services;
- Increased awareness of mandatory and market based quality requirements and preferences for coffee at SME level;
- Pool of national quality Champions developed and able to offer quality support to SMEs on long-term basis via one of more national institutions;
- SMEs in the coffee sector having improved the quality of their products and services.

¹ TBT/SPS: Technical Barrier to Trade/Sanitary and Phytosanitary

² SME: Small and medium-sized enterprises

OBJECTIVES:	National quality enhancement (coffee), export quality awareness and SME capacity building for coffee sector
TIME-FRAME:	3 years
KEY ELEMENTS OF THE NEPAL TIP QUALITY COMPONENT:	<ol style="list-style-type: none"> 1. Assessment of quality infrastructure for the coffee sector, stakeholder consultations, identification of priority needs and action planning with partners 2. Implementation of technical support, staff training and coaching to relevant standards/testing/certification bodies 3. Identification and selection of a team of Quality Champions (QCs) to serve businesses through one or more institutions on a long-term basis 4. Technical and soft skills training of above QCs, on-the job coaching and implementation of quality improvement projects in enterprises. Adaptation and transfer of tools, methodologies and materials to local counterpart(s) for long-term use 5. Development of online and offline awareness raising materials and tools regarding key quality requirements of the priority destination markets. Implementation of online and offline awareness initiatives.
COUNTRY FOCAL POINT:	Ministry of Industry, Commerce and Supplies (MoICS), Multilateral Trade and Trade Aid Division.
COVERED ACTIVITIES	3.1.3 & 3.3.1

ITC Quality Management Tools

- Research and mapping tools for quality requirements at product-market level.
- Assessment tools for national quality infrastructure & SPS/TBT.
- ITC Quality for Trade Platform: development of dedicated pages and subpages for Nepal with in-depth quality requirements for priority sectors and markets.
- ITC Quality Champions Programme and World Alliance for Quality joint certification: used for Nepal Quality Champions development and translation & transfer of selected parts to relevant institutions in Nepal.
- ITC training and advisory skills methodology for Quality Champions.
- Workshops: technical workshops will include formal classes, hands-on exercises, role plays, group activities, practice and field visits and will be followed by on-the-job coaching. Training will also be available through ITC's e-learning platform.
- Technical publications and tools on various aspects of quality management will be used, adapted and transferred for long-term used by local experts and counterparts.

ITC Quality focal points

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National Infrastructure Related Activities (3.3.1)

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