



Ensuring Quality to Gain Access to Global Markets: A Reform Toolkit

The World Bank Group and the Physikalisch-Technische Bundesanstalt, the National Metrology Institute of Germany, have partnered to develop the first comprehensive Quality Infrastructure (QI) diagnostic and reform toolkit. It is designed to help development partners and country governments

analyze the QI ecosystem and develop a coherent offering to support QI reforms and capacity development. This toolkit is also a valuable knowledge base for other interested parties to learn more about QI and reform their QI systems or parts thereof.

Such reforms could focus on one, or any combination of, the following objectives:

- Improving the legal and institutional framework for efficient and effective QI
- Enhancing trade opportunities by removing unnecessary nontariff barriers and technical barriers to trade through harmonization of technical regulations and mutual recognition of conformity assessments
- Integrating into global value chains
- Enhancing overall quality of products and services
- Encouraging innovative products to be entered into high-value-added markets
- Increasing productivity and efficient use of scarce resources
- Providing for greater consumer protection

Importance of Quality Infrastructure

In a modern world with rapidly growing international trade, countries compete less based on the availability of natural resources, geographical advantages, and lower-cost of labor and more on factors related to the ability of firms to penetrate and compete in new markets. One of these factors is the ability to demonstrate quality and safety of goods and services and to comply with international standards in target markets. Consumers are the ultimate judges of the quality of goods and services, so products need to comply with specifications that buyers set and they need to prove not to be harmful to human health and the environment. To demonstrate such compliance, a sound Quality Infrastructure ecosystem is essential.

What is Quality Infrastructure?

The Quality Infrastructure ecosystem can be understood as comprising the organizations (public and private), policies, and relevant legal and regulatory frameworks and practices needed to support and enhance the quality, safety, and environmental soundness of goods, services, and processes. The QI ecosys-

tem is required for the effective operation of domestic markets, and its international recognition is important to enable access to foreign markets. It is a critical element in promoting and sustaining economic development, as well as environmental and social wellbeing, and relies on metrology, standardization, accreditation, and conformity assessment (which comprises testing, inspection, and system or product certification).

The Toolkit

The objective of the toolkit is to help development partners and governments analyze a country's QI ecosystem. Based on the results, the toolkit helps identify recommendations to bridge the gaps in the QI ecosystem, support reforms and build the capacity of the institutions. The toolkit is modular and broken down into 12 chapters to provide a valuable knowledge resource because it gives a holistic reference for QI diagnostics, reform interventions and approaches, and monitoring and evaluation, while being supported by practical cases studies and examples.

The structure of the toolkit is depicted below:

- Module 1: Executive Summary
- Module 2: Importance of QI Reform and Demand Assessment
- Module 3: Standards
- Module 4: Metrology
- Module 5: Accreditation
- Module 6: Conformity Assessment
- Module 7: Technical Regulation
- Module 8: The Quality Infrastructure as a Flexible PPP System
- Module 9: Diagnostic Tools
- Module 10: How to Reform: Interventions and Approaches
- Module 11: Challenges of QI Reform
- Module 12: Monitoring and Evaluation: Performance and Impact of the QI Reforms

Contact

World Bank Group
Wafa Aranki
Global Lead Quality Infrastructure World Bank Group
waranki@ifc.org

Physikalisch-Technische Bundesanstalt
Susanne Wendt
Project Coordinator
susanne.wendt@ptb.de

Please do not hesitate to visit www.worldbank.org/qi or ptb.de/qitoolkit.