



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Economic Affairs SECO**



**GLOBAL QUALITY  
AND STANDARDS PROGRAMME**

**STUDY TOUR TO SWITZERLAND**

**1-5 JULY 2019 | ZÜRICH | BERN | GENEVA**



## INTRODUCTION

Global trade is growingly embedded within value chains and is increasingly governed by quality and standard requirements. Despite trade liberalization and globalization in recent years, many exporters from developing countries still face substantial challenges to meet and prove conformity with market entry requirements, and face technical barriers to trade that hinder their ability to access markets. Lengthy procedures and border rejections due to non-compliance with market requirements can result in major financial losses for the producers, particularly for small and medium sized enterprises (SMEs). In order to gain and maintain access to international trade and benefit from global markets, standards compliance and proof of conformity are essential. Setting up a Quality Infrastructure System is one of the most positive and practical steps that a developing nation can take on the path forward to developing a thriving economy as a basis for prosperity, health and well-being.

The Global Quality and Standards Programme (GQSP) is a large-scale programme, which was designed to encourage systematic trade development along specific value chains by strengthening quality infrastructure institutions and service providers, enhancing the compliance capacity of

private sector actors, particularly SMEs, and creating a culture of quality among all stakeholders. GQSP is funded by the Swiss Confederation, through the Swiss State Secretariat for Economic Affairs (SECO) and implemented by the United Nations Industrial Development Organization (UNIDO). The overall objective of the programme is to strengthen the quality and standards compliance capacity of SMEs to facilitate market access. The programme currently consists of eight country projects in Colombia, Ghana, Indonesia, Kyrgyzstan, Peru, South Africa, Ukraine and Vietnam. Other potential target countries for special interventions are Egypt, Georgia, Tajikistan and Tunisia.

In line with the programme's objectives to strengthen quality infrastructure institutions and create awareness on the importance of quality and standards for trade, a study tour was organized.



## OVERVIEW

The overall objective of the study tour was to give participants the opportunity to get an insight into high-level quality infrastructure and trade related institutions in Switzerland and thus benefit from international best practices. In addition, the study tour also established technical linkages and partnerships between the beneficiary countries and Swiss institutions. The continuous strengthening of human resources through international capacity building is crucial to the sustainability of the programme's results and is in line with UNIDO's overall mandate.

The study tour, which was conducted between 1 and 5 July 2019 in Zurich, Bern and Geneva in Switzerland, was attended by representatives from seven beneficiary countries: **Ghana, Georgia, Indonesia, Kyrgyzstan, South Africa, Ukraine and Vietnam**. The 5-day study tour touched upon a variety of topics, with a different focus every day.

**DAY 1: STANDARDIZATION**

**DAY 2: QUALITY INFRASTRUCTURE**

**DAY 3: INDUSTRY PERSPECTIVE**

**DAY 4: WORLD TRADE ORGANIZATION**

**DAY 5: INTERNATIONAL STANDARDIZATION & UNITED NATIONS**

Before the study tour participants were asked to conclude an online training on "Quality Infrastructure and Trade" on the Trade, Investment and Innovation Knowledge Hub (<https://tii.unido.org>) which introduced all participants to the relevance of the topic, ensured a common understanding and allowed for a more technical face-to-face interaction.



## DAY 1

### STANDARDIZATION

Day 1 of the study tour focused on standardization. A visit to the Swiss Association for Standardization (SNV) was conducted, where Mr. Marcel Knecht, Head of Standardization, introduced the organization to participants of the study tour. Special emphasis was put on the organizational structure, including human resources, financing modalities, membership and government contribution. Participants of the study tour thereafter received a tour through the state-of-the-art premises of SNV, which include a solar energy station and wind generators that provide energy to the building.

In the afternoon participants visited Switzerland Global Enterprise, the Swiss export promotion agency, where they got an insight into export and investment promotion activities, mainly focusing on SMEs. The importance of supporting SMEs and the distinct services related thereto were discussed and quality related challenges highlighted. The presentation by Mr. Stefan Barny, Director Global Network, provided participants with an understanding of the importance of quality related services for trade and export.

## DAY 2

### QUALITY INFRASTRUCTURE

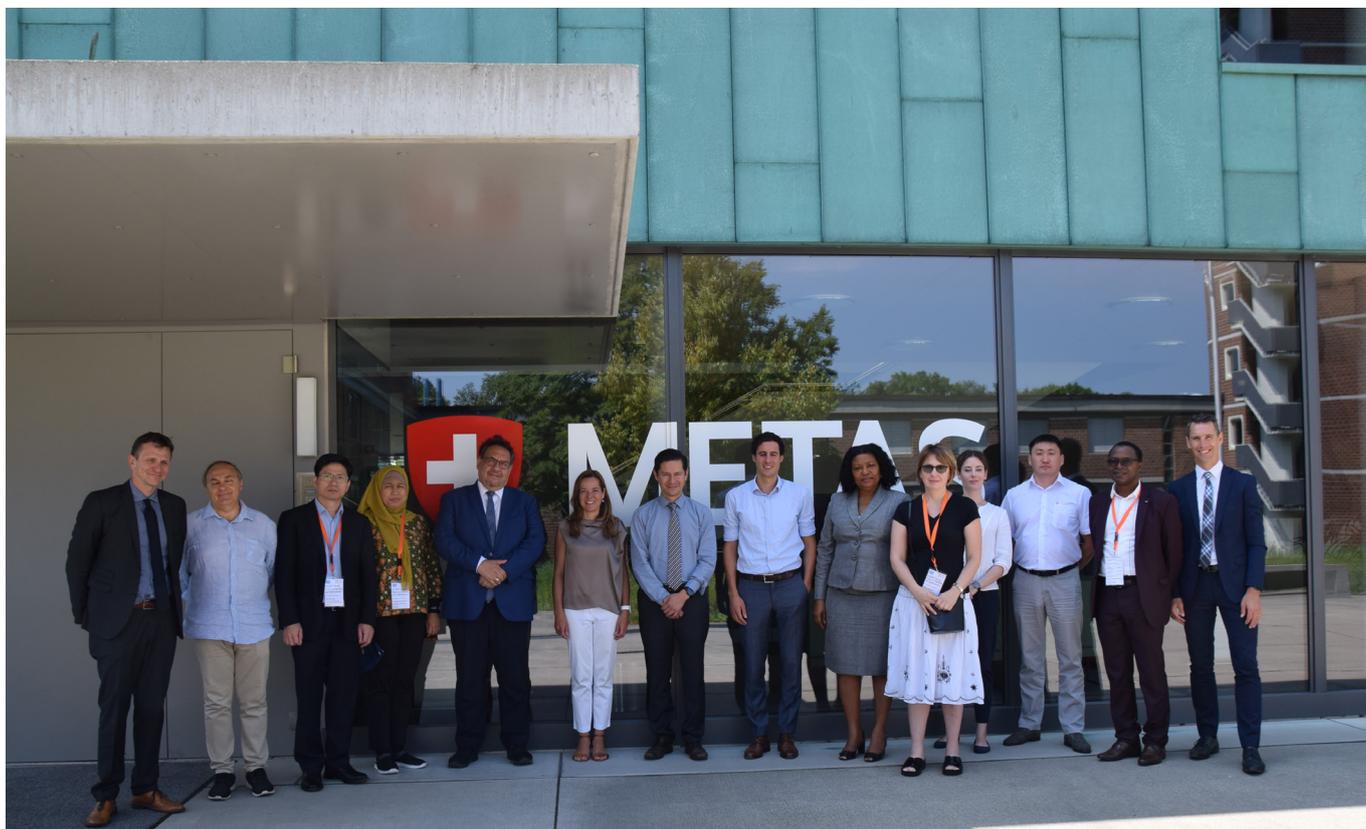
During the second day of the study tour UNIDO organized a workshop on Quality Infrastructure at the premises of the Swiss Federal Institute of Metrology (METAS) in Bern. The main objective of the workshop was to present QI best practices from Switzerland and discuss Global Knowledge Management Tools developed under the GQSP. The overall outcome of the workshop was the gathering of ideas and feedback from participants and to discuss usability of the global tools for future consideration and improvement.

In the morning of the workshop the following technical presentations were held:

**METROLOGY:** The Swiss Federal Institute of Metrology (METAS) presented its long tradition and work in the area of metrology. The relevance of public and private services and the role of certification were discussed. METAS further introduced its work in developing countries, which focuses on training and capacity building. Participants were encouraged to collaborate and apply for related programmes.

**STANDARDIZATION:** SNV presented the importance of standardization in the context of quality infrastructure, explained its role in national and international standards setting and highlighted the importance of stakeholder involvement.





**INDUSTRY PERSPECTIVE:** Swiss-mem, association of mechanical and electrical engineering industry, presented the importance of quality and related standardization, metrology and accreditation from an industry perspective. The importance of stakeholder engagement was highlighted and the role of new technologies and innovation was discussed.

**DEVELOPMENT PERSPECTIVE:** SECO presented the importance of trade development from a development perspective and highlighted priority areas, new approaches (from country projects to global programmes) and the need for private sector engagement. Ms. Monica Rubiolo, Head of Trade Promotion, emphasized the importance of collaboration under the GQSP and highlighted the need for country engagement for successful impact.

In the afternoon a more specific working session on the GQSP was held. Participants had the opportunity to present the quality infrastructure set-up and related challenges in their respective countries and discuss similarities/differences between the countries.

UNIDO's global knowledge management tools developed under the programme were presented and discussed.

**QUALITY INFRASTRUCTURE DEVELOPMENT INDEX:** A tool to rapidly collect data on the overall state of quality infrastructure development of a country/region, which provides sufficient and comparable information to measure progress over time and develop targeted interventions.

**TRADE REJECTION ANALYSIS:** an interactive web-tool to provide information on border rejections in major export markets (containing information related to rejected products, reasons for rejection, exporting country, importing country).

**LABORATORY NETWORK:** A platform for conformity assessment bodies (CABs) and those seeking conformity assessment services, including:

- » Laboratory mapping (information on conformity assessment bodies in developing countries so that producers, exporters, etc. may more easily identify service providers to address their specific needs) and;
- » Capacity building for CABs (repository of information and training).

**CULTURE FOR QUALITY:** A tool to identify the gaps in values, behavior and actions towards ensuring quality in a selected value chain, assessing the culture for quality of different influencers that can affect the promotion, adoption/implementation of best practices and demonstration of the value of quality assurance.

The combination of technical presentations and specific working sessions allowed participant to gain an in-depth understanding of quality infrastructure and relate to the context of the GQSP, the work of the global component and country projects.

The day concluded with an extended networking dinner (including a cultural performance), in which representatives from SNV, SECO and UNIDO participated.





## DAY 3

### INDUSTRY PERSPECTIVE

Day 3 focused on the application of metrology from an industry perspective. A tour through METAS laboratories provided participants with an insight into state-of-the-art metrology services. The contact with technical staff at METAS was enabled and relevant topics were discussed.

A company visit to the OMEGA/Swatch Company in Biel enabled participants to develop an understanding of the application of metrology, testing and calibration in the watch industry, one of Switzerland's most important industries. The group was accompanied by a representative of the quality assurance department who was available to answer any related questions.

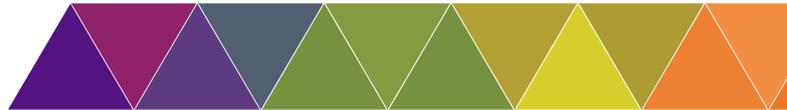


## DAY 4

### WORLD TRADE ORGANIZATION

During Day 4 the group had the opportunity to participate at the World Trade Organization (WTO) Aid for Trade Global Review 2019. The event was held from 3 to 5 July under the theme “Supporting Economic Diversification and Empowerment” at the WTO’s headquarters in Geneva. The Global Review discussed how Aid for Trade supports economic diversification and empowerment, with a focus on eliminating extreme poverty, particularly through the effective participation of micro, small and medium enterprises, women and youth. It also provided the opportunity for a broader discussion on trade and development, and the continuing role that trade can play in stimulating sustainable development.

Participants attended the UNIDO/SECO organized event “Adding Value: Quality Infrastructure for Sustainable Development”, which highlighted the programmatic approach to quality and standards development as practiced under the GQSP. Participants engaged in different discussions related to the topic and were able to make valuable contacts with high-level representatives from international organizations, such as the International Organization of Legal Metrology (OIML), the International Standardization Organization (ISO), etc.





## DAY 5

### INTERNATIONAL STANDARDIZATION & UNITED NATIONS

The last day of the study tour brought participants to international organizations in the area of standardization, such as the International Standardization Organization (ISO), the International Telecommunication Union (ITU) and the International Electrotechnical Commission (IEC), all members of the World Standards Cooperation (WSC). Participants were able to discuss standards development in different contexts and relate to standards development procedures in their respective countries.

In the afternoon participants visited the United Nations (UN) Office of Geneva, where presentations by the United Nations Forum on Sustainability Standards (UNFSS) and the United Nations Economic Cooperation for Europe (UNECE) focused on the increasing relevance of sustainability standards for global trade. Participants were able to learn about other cross-cutting matters such as sustainability, gender mainstreaming and international standards setting by international organizations. The day concluded with a tour through the UN premises.





## OVERALL ACHIEVEMENTS

Overall the study tour provided participants with diverse perspectives on trade and development, including national institutions, the private sector and international organizations, and the United Nations. Throughout the programme participants were challenged to relate the information provided to their national context and encouraged to engage with the technical experts.

**5 DAYS**   **7 BENEFICIARY COUNTRIES**

**6 NATIONAL ORGANIZATIONS**

**8 INTERNATIONAL ORGANIZATIONS**

**15 TECHNICAL PRESENTATIONS**

**1 WORKSHOP**   **4 GUIDED TOURS**

**1 GLOBAL FORUM**



## EVALUATION

Overall the study tour was a full success and the feedback received by all participants and presenters was very positive. The diversity of the programme and the high relevance of the technical presentations were confirmed through the final evaluation by the participants, who consistently rated the study tour as good or excellent.

The excellent collaboration between SNV and UNIDO led to equally positive reviews regarding the organization of the study tour

All participants indicated that they will use what they have learned in their future work and all of them would recommend the study tour to their colleagues.



**“Excellent content and well prepared presenters, the speakers pointed out weaknesses that I can address in our quality infrastructure framework at home.”**

**“We have learned about culture, friendship, networking, private sector and government.”**

**“The programme is intense but very useful. We learned a lot.”**

“Standards are the wallflowers of technical progress. Although not a single race car would work without them, but no ten-year-old dreams of becoming ISO Secretary General.”

Reto U. Schneider NZZFolio, Februar 2005





## DETAILED PROGRAMME



DAY 1 ZURICH	DAY 2 BERN	DAY 3 BERN/BIEL	DAY 4 GENEVA	DAY 5 GENEVA
STANDARDIZATION	QUALITY INFRASTRUCTURE	INDUSTRY PERSPECTIVE	WORLD TRADE ORGANIZATION	INTERNATIONAL STANDARDIZATION & UNITED NATIONS
Welcome at SNV	QI Workshop Presentations by METAS, SNV, Swissmem, SECO	Guided Tour METAS Laboratories	World Trade Organization: Aid for Trade Global Review 2019	World Standards Cooperation Presentations by ITU, IEC, ISO
Group Lunch	Group Lunch	Group Lunch	Individual Lunch	Group Lunch
Switzerland Global Enterprise (export promotion)	QI Workshop Global Knowledge Management Tools	Guided Tour Omega/Swatch Company	UNIDO/SECO event: Adding Value - Quality Infrastructure for Sustainable Development	United Nations Presentations by UNFSS and UNECE
Group Dinner	Extended Networking Dinner & Cultural Performance	Group Dinner	Individual Dinner	Feedback Dinner

## NATIONAL AND INTERNATIONAL ORGANIZATIONS



**International Electrotechnical Commission, IEC**

[www.iec.ch](http://www.iec.ch)

**International Organization of Legal Metrology, OIML**

[www.oiml.org](http://www.oiml.org)

**International Standardization Organization, ISO**

[www.iso.org](http://www.iso.org)

**International Telecommunication Union, ITU**

[www.itu.int](http://www.itu.int)



**Omega Watches**

[www.omegawatches.com](http://www.omegawatches.com)

**Swiss Association for Standardization, SNV**

[www.snv.ch](http://www.snv.ch)

**Swiss Federal Institute of Metrology, METAS**

[www.metas.ch](http://www.metas.ch)

**SwissMem, Association of Mechanical and Electrical Engineering Industry**

[www.swissmem.ch](http://www.swissmem.ch)



**Switzerland Global Enterprise**

[www.s-ge.com](http://www.s-ge.com)

**Switzerland State Secretariat for Economic Affairs, SECO**

[www.seco.admin.ch](http://www.seco.admin.ch)

**United Nations Economic Cooperation for Europe, UNECE**

[www.unece.org](http://www.unece.org)

**United Nations Forum on Sustainability Standards, UNFSS**

[www.unfss.org](http://www.unfss.org)

**United Nations Industrial Development Organization, UNIDO**

[www.unido.org](http://www.unido.org)



**World Trade Organization, WTO**

[www.wto.org](http://www.wto.org)









**GLOBAL QUALITY  
AND STANDARDS PROGRAMME**



Auf Wiedersehen.



**GOSP**

**GLOBAL QUALITY  
AND STANDARDS PROGRAMME**