



International
Trade
Centre



Global Platform for Quality

WHY

Quality management is a key factor for export success in today's world but the large majority of SMEs in developing countries only have access to very limited or no support in this area. Given the important role of SMEs in every economy and considering the continuously evolving market requirements requiring SMEs to innovate and operate more and more cost-effectively, it is essential that SMEs adopt and implement the latest best practices in the area of quality management and that they have access to the latest information, training, certification, guidance and support in order to enhance their competitiveness. SMEs having adopted and implemented a quality culture will be much better placed to compete internationally.

In order to comply with a multitude of market access requirements, standards and customer demands and still be cost competitive, there is the need for a rapid, efficient and effective transfer of knowledge and expertise to SMEs on quality management best practices.

ITC is a joint agency of the World Trade Organization and the United Nations assisting small and medium-sized enterprises in developing to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Global Goals for Sustainable Development.

WHAT

To address the above needs, ITC is **joining hands with selected leading global players** offering quality related support services to SMEs in developing countries in order to create a **Global Platform for Quality (GPQ)** where institutions and individuals promoting such good practices can offer – jointly with ITC – a selection of their services and share their experiences globally.

The GPQ is an **outreach mechanism and networking platform bringing together global players in the field of quality management** for the benefit of small and medium size enterprises (SMEs) in developing countries. An IT platform supporting the GPQ will be hosted by ITC and will directly connect to and build on ITC's current services in the area of market access requirements.

HOW

The GPQ will serve as a platform for **SME access to quality-related information and guidance related to specific product-market combinations, to access talent/expertise, advisory services, best practice sharing, learning and professional development.** It will offer direct access to practical solutions and a global talent pool, in addition to supporting the development of local expertise. It will also serve to showcase success stories, support business linkages and enhance internet based exports of services across developing countries.

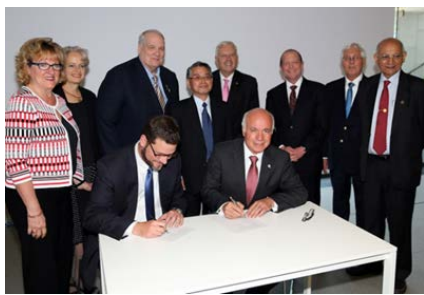
The GPQ will facilitate the reinforcement of local services, the development of local talent and build a **global expert network and community for quality management** allowing for experts and TSIs to reach out more widely with their service offers, collaborate and share. It will allow ITC and its partners to reach out more

widely with an enhanced and integrated and complete quality-related service offer in a cost effective manner.

GPQ BENEFICIARIES:

- 1. SMEs and their staff will access global talent and best in class solutions, use online self-diagnostics and tools, track progress, develop new skills, access local advisory support, get certified and develop new business linkages.**
- 2. Local/regional/global experts & advisers will access ITC support & certification, benefit from a wide range of data sources, best practice and lessons learnt, market their services through the platform and connect with a global expert community.**
- 3. TSIs will benefit from widened and enhanced access to tools and capacity building services from ITC & partners as well as from a global network of experts, services and events. They can also use the GPQ to promote their services, to access expertise and to link up with other institutions.**

PARTNERS



- **American Society for Quality (ASQ)**
- **European Organisation for Quality (EOQ)**
- **International Academy for Quality (IAQ)**
- **Union of Japanese Scientists and Engineers (JUSE)**

The above institutions have committed to joining hands with ITC and signed an MOU with ITC in June 2016. Work related to content development and joint initiatives is ongoing. Additional institutions may join over time.

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“ASQ is proud to be a part of this initiative, which will further the reach and impact of quality worldwide. We believe that quality and continuous improvement tools, principles and systems will help SMEs everywhere become more competitive by accelerating their growth and operating more efficiently and effectively.” William Troy, Chief Executive Officer of ASQ

“The GPQ will allow quality organizations across the world to step up their support for their SME clients. It will also enable quality organizations to provide better and relevant support to ITC and its effort to improve trade for SMEs in developing countries.” Eric Janssens, Director-General of EOQ,

The GPQ is currently in the early stages of development. We invite potential partners as well as donors/sponsors to engage and support its further development.

For more information please contact:



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