

# Export Quality Management

A Guide for Small and Medium-Sized Exporters

SECOND EDITION



International  
Trade  
Centre

**PTB** Physikalisch  
Technische  
Bundesanstalt  
Braunschweig und Berlin

**© International Trade Centre 2011**

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

**Street address:** ITC  
54-56, rue de Montbrillant  
1202 Geneva, Switzerland

**Postal address:** ITC  
Palais des Nations  
1211 Geneva 10, Switzerland

**Telephone:** +41-22 730 0111

**Fax:** +41-22 733 4439

**E-mail:** [itcreg@intracen.org](mailto:itcreg@intracen.org)

**Internet:** <http://www.intracen.org>

**Physikalisch-Technische Bundesanstalt**  
Technical Cooperation

**Address:** Bundesallee 100  
38116 Braunschweig, Germany

**Telephone:** +49 531 592-82 20

**Fax:** +49 531 592-82 25

**E-mail:** [marion.stoldt@ptb.de](mailto:marion.stoldt@ptb.de)

**Internet:** [www.ptb.de/q5](http://www.ptb.de/q5)

# EXPORT QUALITY MANAGEMENT

## A GUIDE FOR SMALL AND MEDIUM-SIZED EXPORTERS

SECOND EDITION

Geneva 2011

## ABSTRACT FOR TRADE INFORMATION SERVICES

ID=42653

2011

F-09.03 EXP

International Trade Centre (ITC)

Physikalisch-Technische Bundesanstalt (PTB)

Export Quality Management: A Guide for Small and Medium-sized Exporters. Second edition.

Geneva: ITC, 2011. xii, 270 pages

Guide seeking to provide small and medium-sized exporters with a comprehensive understanding of quality-related issues linked to the quality infrastructure – consists of questions and answers related to quality control, technical requirements (standards, technical regulations, sanitary and phytosanitary measures), management systems, conformity assessment (testing, inspection, certification), metrology, accreditation, and the WTO Agreements on Technical Barriers to Trade and the Application of Sanitary and Phytosanitary Measures; answers to questions are followed by relevant bibliographical references and web resources.

**Descriptors: Quality Control, Quality Management, Standards, Conformity Assessment, Inspection, Testing and Exports, Certification, Metrology, Accreditation, SPS, TBT.**

English, French, Spanish (separate editions)

ITC, Palais des Nations, 1211 Geneva 10, Switzerland ([www.intracen.org](http://www.intracen.org))

The designations employed and the presentation of material in this publication do not imply the expression of any opinion whatsoever on the part of the International Trade Centre and Physikalisch-Technische Bundesanstalt concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Mention of firms, products and product brands does not imply the endorsement of ITC and PTB.

Cover design and illustration: © International Trade Centre, Kristina Golubic

© International Trade Centre 2011

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, electrostatic, magnetic tape, mechanical, photocopying or otherwise, without prior permission in writing from the International Trade Centre.

## Foreword

Quality is a prerequisite for successful market access and for improving the competitiveness of exporters. However, meeting technical requirements is a challenge for many exporters, especially in view of the proliferation of standards. Countries impose a growing number of standards to protect the health and safety of their citizens and to meet demands of buyers for their specific needs. This has been confirmed by research conducted by the International Trade Centre (ITC), which has found that most problems faced by exporters are a result of non-tariff measures due to technical regulations, conformity assessment procedures, and sanitary and phytosanitary measures.

Enterprises intending to export their products need up-to-date information about the applicable technical requirements, both voluntary and mandatory, in their target markets. After obtaining this information, they have to adapt their products and processes to satisfy export market requirements and demonstrate compliance with them. They may not readily have access to recognized conformity assessment service providers for this purpose, as the quality infrastructure in their country may not be fully developed. They may have to use foreign certification bodies that are recognized in the export market thereby increasing their cost.

Given this context, ITC and Physikalisch-Technische Bundesanstalt (PTB – the National Metrology Institute of Germany) saw fit to revise the guide for managers of small and medium-sized enterprises (SMEs) in developing countries and transition economies dealing with export quality management. The initial guide, developed in 2001, was based on a global survey to determine the top 100 questions that exporters ask about quality management. This revised guide has taken into account international trade developments during the last decade. It also has built on the tremendous success of the previous edition, with 15 customized versions tailored to the needs of 18 countries, in eight languages. The new edition is based on a survey carried out to determine the relevance of the questions in the first edition and to include additional questions.

The book provides answers to questions on quality, technical requirements (standards, technical regulations, sanitary and phytosanitary measures), management systems, conformity assessment (testing, inspection, certification), metrology, accreditation, and the WTO Agreements on Technical Barriers to Trade and the Application of Sanitary and Phytosanitary Measures.

We hope that this book, which forms part of the ITC Trade Secrets series of question-and-answer guides, will be useful to small and medium-sized firms in their endeavour to export.



Patricia Francis  
Executive Director  
International Trade Centre



Ernst Otto Göbel  
President  
Physikalisch-Technische Bundesanstalt



## **Acknowledgements**

This updated publication was made possible through the expertise, experience and knowledge of many individuals and organizations; they are noted below with thanks and appreciation.

### **Partner**

Physikalisch-Technische Bundesanstalt (PTB), Germany's national metrology institute, partnered with the International Trade Centre (ITC) in the release of this second, updated edition of the publication that was first released by ITC in 2001. PTB's technical cooperation work, including its contribution to this publication, is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

### **Technical development**

The book was developed by a technical team headed by Shyam Kumar Gujadhur, Senior Adviser on Standards and Quality Management, in close collaboration with Ludovica Ghizzoni, Adviser on Export Quality Management, Hema Menon, Trade Training Officer, at ITC; Uwe Miesner, Project Coordinator, Technical Cooperation, at PTB, with the following experts: Subhash Chander Arora, Digby Gascoine, John Gilmour, Martin Kellermann and Eberhard Seiler.

The cooperation of Stefan Wallerath, Martin Stavenhagen and Martin Kaiser at PTB are deeply appreciated.

### **Review**

The technical review was conducted by various individuals from DCMAS, STDF, the Secretariats of the WTO Committees on TBT and SPS, as well as Navin Dedhia in an individual capacity.

### **Contributions**

ITC extends deep gratitude to the many people who responded to the survey conducted to validate the publication outline. Individuals responded from a variety of trade support institutions (including national standards bodies), as well as experts in their individual capacity.

Shirin Abrar, Associate Librarian at ITC, contributed to the research of the information sources.

Flavia Alves and Eu Joon Hur, interns at ITC, contributed to the survey of SMEs and researched sources of information.

Natalie Domeisen, manager of ITC's publications programme, coordinated the publication production and promotion.

Evelyn Jereda at ITC provided administrative support.

### **Editing and layout**

The publication was edited and reviewed by Leni Sutcliffe. Isabel Droste and Carmelita Endaya edited the sources throughout the book. The layout was done by Carmelita Endaya. The cover was designed by Kristina Golubic.

预览已结束，完整报告链接和二维码如下

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_23040](https://www.yunbaogao.cn/report/index/report?reportId=5_23040)