



UNIDO General Conference

**Meeting Standards Winning Markets:  
Trading through value chains**

Trade Capacity Building Side Event

Wednesday, 4 December 2013  
Westin Lima Hotel & Convention Center

1.00 – 2.30 p.m.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Departamento Federal de Economía,  
Formación e Investigación DEFI  
Secretaría de Estado para Asuntos Económicos SECO



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

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## **Meeting Standards Winning Markets: Trading through value chains**

**Trade Capacity Building Side Event**

**UNIDO General Conference  
Lima, Peru**

The UNIDO General Conference is scheduled to take place from 2 December to 6 December 2013 in Lima, Peru. Within that framework UNIDO TCB is organizing a side event, in order to increase awareness among member states of the importance of the Quality Infrastructure in international trade. The event will consist of a moderated panel session with 4 or 5 panelists. The panel discussion is scheduled to take place during lunch time (1.00 – 2.30 p.m.) on Wednesday, 4 December 2013 at the Westin Lima Hotel & Convention Center.

First, the Minister of Production will open the ceremony. Afterwards the moderator will start with a brief introduction into the topic of “Challenges in standards related and conformity assessment within the context of multiregional and regional trade agreements, such as Trans-Pacific Partnership (TPP) and emergence of Global Standard”. The moderator will then raise a number of issues within this broader theme. For each of these issues/topics, the moderator will address one of the panelists as a key respondent. This key respondent then has about 5 minutes for his input. After that, the moderator will ask two or three other panelists for additional short interventions. All other panelists who also want to comment will, of course, be given the chance to do so. Once all inputs have been given on a certain topic, the moderator will move on to the next key topic. Each panelist will be asked to serve as a key respondent for one topic. At the end of the session, some time will be left for questions and comments from the audience and for discussions among panelists and the audience.

**Format:** Mini-Davos Forum style (Moderator, panelists and invited questions from floor)

Overall, four key topic areas / issues will be discussed (for more details, please see below).

Key Topics	
1:00 – 1:05	<b>Welcome Remarks by Mr. Nishikawa, Deputy to the Director General</b>
1:05 – 1:15	<b>Opening by the Minister of Production of Peru</b>
1:15 - 1:35 Topic 1	<p><b>Setting the stage: Value chains and standards (product, quality, environment, energy, social, safety (SPS), and management system).</b></p> <ul style="list-style-type: none"> <li>▪ The quality value-chain approach. UNIDO</li> <li>▪ What is a standard? Standards-related-measures. Where do we apply it in the value chain?</li> <li>▪ NTMs, TBTs, SPS and beyond (private standards).</li> <li>▪ Examples of rejections due to non-compliance, economic losses/impact, ban trade. Link to AFT.</li> <li>▪ Challenges and needs, examples LDCs, DCs, MICs.</li> </ul>
1:35 - 1:55 Topic 2	<p><b>Standards and compliance infrastructure: diversity and complexity of compliance infrastructure for private and public standards and possible solutions.</b></p> <ul style="list-style-type: none"> <li>▪ How do I conform to a standard? Conformity assessment. INDECOPI.</li> <li>▪ How to ensure competence in conformity assessment?</li> <li>▪ What are the key structures for standard compliance? According to the level of development in a country? Examples for LDCs, DCs, MICs.</li> </ul>
1:55 – 2:15 Topic 3	<p><b>What role can different actors (governments, international development community and the private sector) play? How can they contribute to the efforts of standards compliance in developing countries?</b></p> <ul style="list-style-type: none"> <li>▪ Where can assistance from the international development community be particularly effective and particularly add value?</li> <li>▪ What kinds of service offers from international development agencies are particularly helpful, from your perspective and experience?</li> <li>▪ What can UNIDO do?</li> </ul>
2:15 – 2:30	<b>Question and Answer Session</b>

**Short Biographies**  
**UNIDO General Conference TCB Side Event**

TCB Side Event			
Speaker/ participant	Institution	Participant	Position
<b>Welcome</b>	UNIDO	Mr. Taizo Nishikawa	Deputy to the Director General
<b>Opening</b>	Ministry of Production	Ms. Gladys Triveño	Minister of Production
<b>Moderator</b>	UNIDO	Mr. Nigel Croft	UNIDO Expert
<b>S1</b>	IAAC	Ms. Ileana Martinez	Chair
<b>S2</b>	ALACCTA	Ms. Gisela Kopper	Director
<b>S3</b>	SECO	Mr. Hans Peter Egler	Head of Trade Promotion, Economic Co-operation and Development



**Dr. Nigel Croft**

**UNIDO expert, Moderator**

Dr. Nigel H. Croft is recognized as one of the world's foremost experts in quality management and conformity assessment of management systems. He has been actively involved in Quality Management since 1974, when he began his career in the British steel industry as a student apprentice. After graduating from Cambridge University in 1977, his career has taken him from the British Steel Corporation's graduate training programme, to the University of California (Berkeley, USA), to supplier evaluations in the Oil & Gas Industry, Director of Quality at a specialty steel and superalloy producer, and, more recently, as a world-renowned independent specialist in quality management. Among his many professional activities, Nigel currently holds senior management positions and serves as non-executive board member of a number of commercial and non-profit organizations in Europe, the Middle East, Asia and the Americas. He is a consultant for UNIDO (United Nations Industrial Development Organization) and an Adjunct Professor of Quality Management at the College of Business, UUM Malaysia.

Within the standards development arena, Dr Croft has been involved in ISO/TC176 (the ISO Technical Committee responsible for the ISO 9000 series of standards) since 1995, currently serving as Chair of SC2, the subcommittee responsible for the ISO 9001 and ISO 9004 standards. He has represented TC 176 at ISO's Conformity Assessment Committee ("ISO/CASCO"), where he served on the Chairman's Policy Committee, and as a member of the strategic-level ISO/ILAC/IAF Joint Working Group which provides oversight of global management systems certification.

Born in the UK, but currently with dual British and Brazilian citizenship, Dr Croft holds a first class honours degree in Natural Sciences from Cambridge University, England, and a Doctorate in Materials Science from Sheffield University. He is a Chartered Engineer and Chartered Quality Professional in the UK, a Fellow of the Chartered Quality Institute and a Senior Member of the American Society for Quality.



**Ileana Martinez**

**President of the Inter American Accreditation Cooperation (IAAC)**

Ileana Martinez is an International Affairs Advisor in the Standards Coordination Office at the National Institute of Standards and Technology (NIST). She also serves as International Affairs Advisor to the National Voluntary Laboratory Accreditation Program (NVLAP) at NIST and is President of the Inter American Accreditation Cooperation (IAAC).

Ms. Martinez has expertise in the U.S. approach to standards, regulations, conformity assessment, laboratory accreditation, as well as in the National Technology Transfer and Advancement Act (Public Law 104-96), U.S. trade obligations under the World Trade Organization (WTO) Technical Barriers to Trade Agreement (TBT), the U.S. Inquiry Point, and related topics. From 1996 through 2000, Ms. Martinez served as the NIST Regional Standards Attaché at the U.S. Embassies in Buenos Aires, Argentina and in Brasilia, Brazil, with standards-related responsibilities for South America, seeking to reduce technical barriers to trade in the region. Ms. Martinez earlier worked as a Standards Engineer in a variety of industrial sectors for both U.S. and overseas organizations gaining hands-on experience in national, regional and international standardization and conformity assessment activities. Ms. Martinez earned a bachelor's degree in Mechanical Engineering from the Catholic University of America in Washington, D.C., and did graduate work at the American University in Washington, D.C. in Science/Technology Policy.



**Gisela Kopper**

**Director of Latin American and Caribbean Food Science and Technology Association (ALACCTA)**

Since 2013 Gisela is executive Director of the International Institute of Life Science in Costa Rica and has been director of the Latin American and Caribbean Food Science and Technology Association for a long time.

Before that, Gisela Kopper was the International Regulatory Analyst of the US Food and Drug Administration (FDA) Latin American Regional Office in San José, Costa Rica from January 2010 to May 2013. Before joining the FDA, she served as Academic Director of the Masters Program in Food Safety Management at the University for the International Cooperation, Costa Rica. Mrs. Kopper was General Director of the National Center of Food Science and Technology CITA and Vice-Dean of the Agronomy Department of the University of Costa Rica. She was full time professor at the Food Technology School in areas of Food Processing and Engineering, Food Dehydration, Food Shelf-life, Packaging and Food Toxicology. She participated as member of the Scientific Committee of the Research Institute of Agronomy at the same University. In addition, Mrs. Kopper has served as Invited Professor at EARTH University in Costa Rica and the Catholic University of Uruguay. Mrs. Kopper has been consultant to FAO, USAID, LATU and at various food industries in different areas of expertise: agri-food related project management, food packaging legislation, food safety, product innovation and development. Actively involved in professional organizations, she served as president of the Latin America and Caribbean Association of Food Science and Technology (ALACCTA) and the Costa Rican Association of Food Science and Technology (ASCOTA). She is member of the Editorial Board of the IFT/IUFOST World of Food Science electronic journal and the International Division Executive Committee of IFT.

Mrs. Kopper is a food technologist from the University of Costa Rica and pursued her Master of Science degree in Iowa State University.



**Hans-Peter Egler**

**Head of the Division for Trade Promotion of the Swiss State Secretariat for Economic Affairs (SECO)**

Hans-Peter Egler has been Head of the Division for Trade Promotion of the Swiss State Secretariat for Economic Affairs (SECO) since 2001 and is responsible for trade-relevant technical cooperation, including environmental and social standards, with developing and transition countries.

After studying economics and history, Egler entered Swiss government service in 1988 at the then BAWI (Federal Office for Foreign Economic Affairs). Having started his career with the introduction of office information, he was next assigned responsibility within BAWI for bilateral economic relations between Switzerland and Latin America. He then worked in the Swiss Development Cooperation Office in La Paz, Bolivia, and until his appointment to his present post his work mainly focused on trade promotion in the area of investment funding measures and export financing in Latin America, Asia and Africa. Egler has been a guest of the SIPPO advisory board since 2000 as contact partner at SECO for programme and project implementation. Egler holds a Master's degree in political science and business administration from the University of Berne.