



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

“There are already visible improvements in the quality of products and, because of this, fewer rejected products. The fishing industry, for example, has provided more self-control analyses, as they are motivated to improve their product's quality.”

Maria Luiz, local fish inspection laboratory

Competing, with Quality

The Mozambique Private Sector and Quality Promotion Programme – “Competir com Qualidade” –aimed to enhance the country’s development level and the quality and competitiveness of Mozambican products by strengthening related institutional and private sector capacities. The project covered essential aspects such as policy, institutions, service providers, and the value-adding use of international standards and conformity assessment procedures for the private sector.

UNIDO’S APPROACH

The ability of countries like Mozambique to exploit commercial opportunities, to compete on global markets and to participate in international value chains is often challenged by their difficulties in demonstrating compliance with quality requirements and trade rules.

Setting up a Quality Infrastructure System, to facilitate the implementation of international standards and demonstrate compliance, is one of the most positive and practical steps on the path towards developing a thriving economy as a basis for prosperity, health and well-being.

This project was a follow up to the “Business Environment Support and Trade Facilitation project for Mozambique” (BESTF Project) which concluded in 2011.

IMPACT

Through the sustainable development of the private sector, the competitiveness of Mozambican products and their capacity to compete on international markets has been strengthened.

To build a strong and sustainable National Quality Infrastructure (NQI), which is

following a systemic approach and is demand-driven, the project rested on five pillars:

Quality Policy formulation: UNIDO helped Mozambique to formulate its National Quality Policy to build the foundation for effective trade.

National Institute for Standardization and Quality: The National Institute for Standardization and Quality (INNOQ) is the main institution responsible for the dissemination of standards and quality in Mozambique was strengthened. INNOQ was strengthened through the capacity building of its personnel. Its sustainability was increased and accreditation acquired for certain scopes in calibration and management systems certification (ISO 9001).

Conformity Assessment: Technical support was provided to a number of testing laboratories, enabling them to assess the quality of products against international standards.

Private Sector Enterprises: The project helped private sector enterprises apply

international standards, such as ISO 9001 for Quality Management.

Increase the quality of products and services: It is the combination of this support that contributes to the increased quality of Mozambican products and services, something which is of essential importance for local consumption and export.

WAY FORWARD

Further assistance should build on the solid base put in place by BESTF and COMPETIR projects, and should focus more on private sector-oriented and demand-driven support consisting of:

- Strengthening quality infrastructure services along key priority value chains for greater market access and competitiveness (demand driven NQI development).
- Work with domestic enterprises on their upgrading to benefit from opening market opportunities in priority value chains.

AT A GLANCE

| | |
|----------------------------|---|
| Project title | Competing, with Quality |
| Thematic area | Competitive Trade & Corporate Social Responsibility |
| Donor | European Union, , Government of Austria |
| Project counterpart | Ministry of Industry and Commerce (MIC) |
| Budget | 5,377,161 EUR |
| Duration | September 2012 – June 2016 |