

INCREASED MARKET ACCESS THROUGH BETTER QUALITY AND SUSTAINABILITY

ALBANIA

Albania's rich biodiversity represents an important avenue for economic development and has led to Albania becoming one of Europe's top producers of medicinal and aromatic plants (MAPs) & fruit and vegetables (F&V) in recent years. Despite current positive developments and initiatives resulting in export, enterprises along the MAPs & F&V value chains in Albania, especially small and medium-sized enterprises (SMEs), face quality-related challenges in demonstrating conformity with standards and requirements in high-end markets in which consumers are concerned about the sustainability features of products.

There is a need to provide support to ensure that SMEs can benefit through improving quality and strengthening sustainability along MAPs & F&V value chains. The GQSP Albania aims to make a difference through specific measures, including:

Leveraging global knowledge and good practices

Methodologies, tools and best practices in the GQSP framework will be tailored to analyze the value chains and their gaps, and develop solutions for strengthening the capacity of MAPs & F&V value chain actors for improved quality assurance and sustainability. Global knowledge dissemination and application of good practices will enable the quality infrastructure (QI) system in Albania to provide modern services, supporting the sustainable development and trade of the MAPs & F&V sector.

Aligning with QI systems QI institutions in Albania will be capacitated, in line with international standards, guidelines and good practice, to boost their governance and participation in related regional and international QI systems.

Strengthening stakeholder engagement along value chains Public and private MAPs & F&V value chain stakeholders will be engaged, and their roles and responsibilities for assuring quality and increasing sustainability strengthened, to mainstream international quality standards and requirements.

Turning competitive advantage into trade benefit International quality standards and new technologies will be promoted to farmers, producers and exporters to improve their production and quality management practice, and support them in improving compliance with international standards and foreign technical regulations.

The Global Quality and Standards Programme (GQSP) is a global initiative to strengthen the export competitiveness of twelve partner countries, supported by Switzerland through the Swiss State Secretariat for Economic Affairs (SECO).



GLOBAL QUALITY
AND STANDARDS PROGRAMME

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