

Managing Quality in Jordan

A directory of services for SMEs



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MANAGING QUALITY IN JORDAN

A DIRECTORY FOR SMEs

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Companion guide and supplement to the forthcoming ITC-PTB guide, Export Quality Management: A
guide for small and medium-sized enterprises (2011), country adaptation for Jordan.

This publication provides an overview of the country's national quality infrastructure that includes food
safety and animal and plant health; it also provides contacts of quality-related service providers in Jordan.

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Foreword

Success of today's business lies in being competitive along the whole supply and value chains. This success demands innovation, use of modern technology, applying good management practices, price competitiveness, and most importantly fulfilment of quality characteristics as well as meeting regulatory and market requirements set in standards.

In order for Jordan to become globally competitive in an open trading system, the existence of an appropriate quality infrastructure is essential to support Jordanian exports. The Jordan Standards and Metrology Organization (JSMO) together with other national organizations are responsible for providing Jordanian stakeholders with services relevant to the quality infrastructure. Such organizations are also responsible for developing and implementing technical regulatory frameworks and conformity assessment systems. As a result, such organizations play a vital role in supporting the industry and businesses which help sustain Jordan's economic growth and prosperity. JSMO in addition to the other government agencies are responsible for ensuring that appropriate quality policies are not only formulated but also implemented effectively.

The development of the quality infrastructure components, namely: standardization, metrology, conformity assessment and accreditation will support new technological advances developed and used by economic players and especially the industrial sector. In addition, the development of the information, training, and consulting services help in knowledge transfer.

The market surveillance activities ensure that only safe and compliant products are placed on the market. Such measures reduce the number of accidents which affect consumers using unsafe products. Moreover, markets surveillance enhances confidence in products available in the market, especially Jordanian made products.

The Conformity mark demonstrates to local market surveillance authorities and to market surveillance authorities in importing markets, the compliance of the products to national and international safety requirements.

Accreditation has a positive effect on promoting national exports and on facilitating cross border trade. Exporting products to international markets require conformity of products to the requirements of technical regulations and standards of the importing countries. This kind of conformity is demonstrated through product test reports and conformity certificates issued respectively by local competent laboratories and certification bodies. At the same time the laboratories and the certification bodies are assessed by the Jordanian accreditation body in accordance with international requirements. Such process will reduce the cost of re-inspection and re-testing of exported products before entering the importing countries. Moreover, the reinforcement of the national metrology system protects the rights, safety and health of the citizens, supports innovation and industry, and ensures rights of all parties involved in trade.



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Foreword by ITC and PTB

Today's competitive global trade environment demands that small and medium enterprises (SMEs) invest in productivity and quality. Having goods and services that can compete in international markets requires attention to standards and meeting the technical requirements behind these standards. For many SMEs, however, this can be a challenge – especially in view of the growing number of these standards, both public and private.

Governments impose a range of legitimate technical requirements to protect the health and safety of their citizens as well as to safeguard plant and animal life and the environment. Industry associations, multinationals and retailers also develop a range of “voluntary” private standards to meet the increasingly discerning demands of consumers. ITC surveys of businesses in over 30 countries, including Jordan, have shown that exporters and importers face many challenges related to non-tariff measures. As documented in the recently published book *“Making regional integration work – Company perspectives on NTMs in Arab States”*, quality-related technical regulations, sanitary and phytosanitary measures and related conformity assessment procedures are among the most significant challenges, especially for smaller businesses.

To ensure that enterprises can remain competitive and participate in value chains, they need up-to-date information about the applicable technical requirements in their target markets. These SMEs must adapt their products and processes to satisfy market requirements and demonstrate compliance with these regulations. They must check whether recognized conformity assessment services are available in their country, or whether they must turn to recognized but more costly foreign certification bodies. Gathering such information is costly and burdensome for small businesses, but necessary if they are to internationalize into regional and global markets.

Given this context, the International Trade Centre (ITC) and Physikalisch-Technische Bundesanstalt (PTB – the National Metrology Institute of Germany) are joining forces with partners in developing countries to help SMEs gain wider access to relevant quality management information. ITC and PTB are working with national partners to develop a series of customized national versions to accompany the ITC/PTB guide, *Export Quality Management: A Guide for Small and Medium-sized Exporters*.

National versions are tailored to the needs of each economy. They explain the quality infrastructure and Sanitary and Phytosanitary (SPS) system in the economy, outline local services related to standards, metrology, accreditation and conformity assessment; and point to further information sources on standards, technical regulations and SPS measures in target markets. The national publications also serve as directories, with contacts for quality-related institutions. These targeted documents are published in English and, wherever possible, in the national language of the economy. They are accompanied by a series of training programs for SMEs to raise awareness and knowledge of how to improve market access through compliance with standards, technical regulations and SPS measures.

We are confident that this guide will be a useful resource and practical tool for SMEs in Jordan in their efforts to improve competitiveness and increase their participation in international trade.



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