

**giz** ACCESS-PROGRAM "ENHANCING SERBIA'S QUALITY INFRASTRUCTURE"

**"GOVERNMENTAL DEVELOPMENT STRATEGY FOR QUALITY INFRASTRUCTURE"**

**STATUS January 2013**

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**Introduction**

MFE is in charge to lead the process of the development of the "National Quality Infrastructure Strategy" with significant emphasis on participation of MoFIT and other relevant ministries. MFE highlights the importance of a module-structured support which leads to a "step by step" establishment of an overall NQI Strategy, adequate for governmental approval and later implementation. Beside the Strategy as the main goal, several support measures to major QI institutions are part of the project.

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**ACCESS program at a glance:**

- Finance source: German Federal Ministry of Cooperation (BMZ)
- Program volume phase 1: 4.7 Mio €
- Partner program PTB phase 1+2: 0.6 Mio €
- Overall duration: 3 phases, 2011-2019 (PTB 2011-2016)
- Phase 1: 2011-2013 (proof of results, indicators)
- Phase 2: 2014-2016 (design project contents)
- Phase 3: 2017-2019
- 4 components
- 4 sectors
- Coverage: all Serbia

} Mid 2013

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**Program objective**

**„Conditions for enhanced competitiveness of Serbian SMEs on regional and EU internal markets have improved.“**

⇒ **A functional Quality Infrastructure is a pre-condition**

The program covers all of Serbia and consists of four interlinked components:

1. Business and investment climate (BIC),
2. Development of innovation systems (IS),
3. Promotion of quality infrastructure (NQI),
4. Absorption capacity for EU programs

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**Project Approach >**

**MoU and „Concept Note“:**

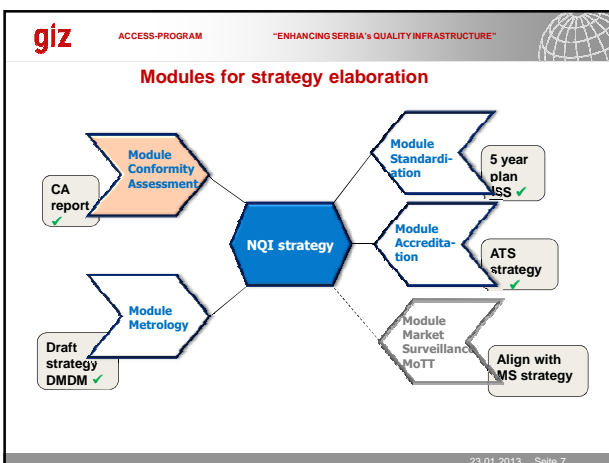
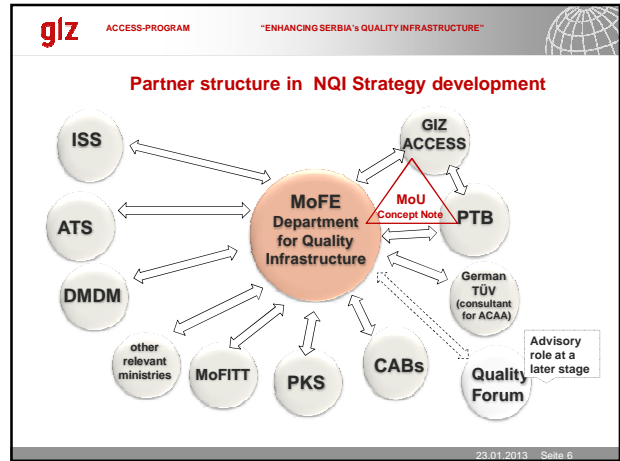
⇒ define partner activities between MoERD, GIZ-ACCESS and PTB

**Twofold approach:**

⇒ **strategy-related assessments and analysis**

⇒ support-related activities with major QI- Institutions prior and during elaborating of strategy, jointly agreed upon

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- NQI Strategy - related activities > Status January 2013**
- **Analysis of industry needs with regard to conformity assessment** (demand side) ✓
  - **Analysis of CABs** (provider side) ✓
  - Assessment (Institutions' strategies) DMDM, ATS and ISS ✓
  - Analysis of functionality of a new system of NQI (**in progress**)
  - Benchmarking of NQI with EU countries ✓
  - Building of an advisory "Quality Forum/Platform" (**phase 2**)
  - Awareness activities, publications (**in progress**)
  - Preparation for ACAA negotiation process (**in progress**)
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**Major Findings CAB Analysis (report extracts):**

**SWOT Local System Certification Bodies**

<p><b>Strengths:</b> local offices and staff; wide range of scopes accredited; competitive prices compared to large international CAB with international accreditation</p>	<p><b>Weaknesses:</b> missing market overview; missing marketing capacity; formal approach to management systems</p>
<p><b>Opportunities:</b> acquisition of clients with quality approach in MS certification; reforms in public procurement and public sector in general will generate new markets</p>	<p><b>Threats:</b> unfair competition by non-accredited CABs; price decline</p>

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**Major Findings CAB Analysis (report extracts):**

**SWOT International System Certification Bodies**

<p><b>Strengths:</b> Large service portfolio, both directly (local) and indirectly through international resources; scope of accreditation can be extended; professionals can draw on experience from international network; quick service delivery</p>	<p><b>Weaknesses:</b> some not accredited by ATS (which is often expected by local clients); not always affordable for local SME</p>
<p><b>Opportunities:</b> New clients due to transition from formal (focus on certificate) to quality centered approach in management systems; reforms in public procurement and public sector in general will generate new markets</p>	<p><b>Threats:</b> very slow development in potentially interesting market segments</p>

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**Major Findings CAB Analysis (report extracts):**

**SWOT Product Certification Bodies**

<p><b>Strengths:</b> well-known with good reputation; competent and experienced staff</p>	<p><b>Weaknesses:</b> inflexible and "heavy" organizational setup; lack of strategic and commercial planning; insufficient networking with EU bodies and (potential) EU customers</p>
<p><b>Opportunities:</b> maintain existing client base benefiting from "credit of trust"; win new clients through new services and fields of operation; win new clients through networking and collaboration with EU/international CABs</p>	<p><b>Threats:</b> overwhelmed by strong EU/international competition after transition phase; insufficient visibility vis-à-vis communication strategies of competitors</p>

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**Major Findings CAB Analysis :**

**SWOT Laboratories**

<p><b>Strengths:</b> competent and experienced staff; scientific background at high level; wide range of scopes accredited; competitive prices compared to large international labs with international accreditation</p>	<p><b>Weaknesses:</b> lack of strategic and business planning; missing market overview; change from authority to service provider; missing customer orientation; insufficient networking with EU bodies and (potential) EU customers; still lacking exhaustive knowledge of legal framework, rulebooks, aged equipment</p>
<p><b>Opportunities:</b> equipment via IPA funds, client pool "credit of trust" and acquisition of new clients; CE-marking and Triple A-marking; industry-awareness on responsibilities through "self-declaration"; new infrastructure projects</p>	<p><b>Threats:</b> phasing out of mandatory testing; strong EU/international competition after transition phase in general; strong EU/international competition for notified bodies in particular; organizational setup, big overheads</p>

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**Most obvious conclusions :**

→ **Establish /re-activate CAB/lab-association(s)**

→ **Awareness, consultancy, knowledge dissemination**

→ **Business plan-, marketing-, CRM-training for CABs**

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**Most obvious conclusions:**

**CAB/Lab-association(s)**

Establish through consultancy support a framework encouraging for the establishment of CAB associations for labs and certification bodies. ATS and MoFE support the idea.

Advantage: regulators and industry have a defined contact approach, the real service offer is visible to industry, formulate efficient working relations with ATS, ministries, chambers. Memberships in European associations. By introducing codes of conduct un-ethic practices can be tackled best within associations.

A voluntary Central Certification Register may also contribute to a fair market playground.

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**Most obvious conclusions:**

**Awareness, consultancy, knowledge dissemination**

Assessment shows there is still room for improvement regarding awareness of "new approach", recently transposed Serbian and European directives, harmonized standards.

Who is doing what:

MoFE:

- Editing "handbooks" on 5 directives and horizontal legal framework
- "Tehnis" info-homepage ([www.tehnis.mfp.gov.rs](http://www.tehnis.mfp.gov.rs))
- Permanent industry-feedback on functionality of legislative framework

▪ **ATS:** consultancy to CABs on accreditation

▪ **ISS:** training center planned, standard dissemination

▪ **DMDM:** consultancy on calibration, weighing instrument industry, plans to become notified body

▪ **Chamber(s):** organizes knowledge flow for members

▪ **Private consultants:** in-house consultancy MS, CE-marking

▪ **CABs:** consult on testing, certification complying with impartiality, "training-academies"

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**Most obvious conclusions :**

**Business plan-, marketing-, CRM-training for CABs**

Besides "technical competence" of CABs enhance CABs in business planning, active marketing, customer-relation management.

Assessment showed why industry customers choose Serbian or foreign CABs:

1. Hardware and test-standard related
2. Service – related
3. Improve customer relation management (CRM)
4. More service – provider than authority
5. Know the market in which you act
6. Know your test statistics, react on new demands
7. Compete in future with CABs from the region or EU

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Thank you for your attention