



EAC Quality for Trade Platform

An Introduction

Quality Awareness: Fundamental Principles and
Market Requirement Tools

18.07.2024

Ardhi University, Dar es Salaam

The BIG Question: WHY?

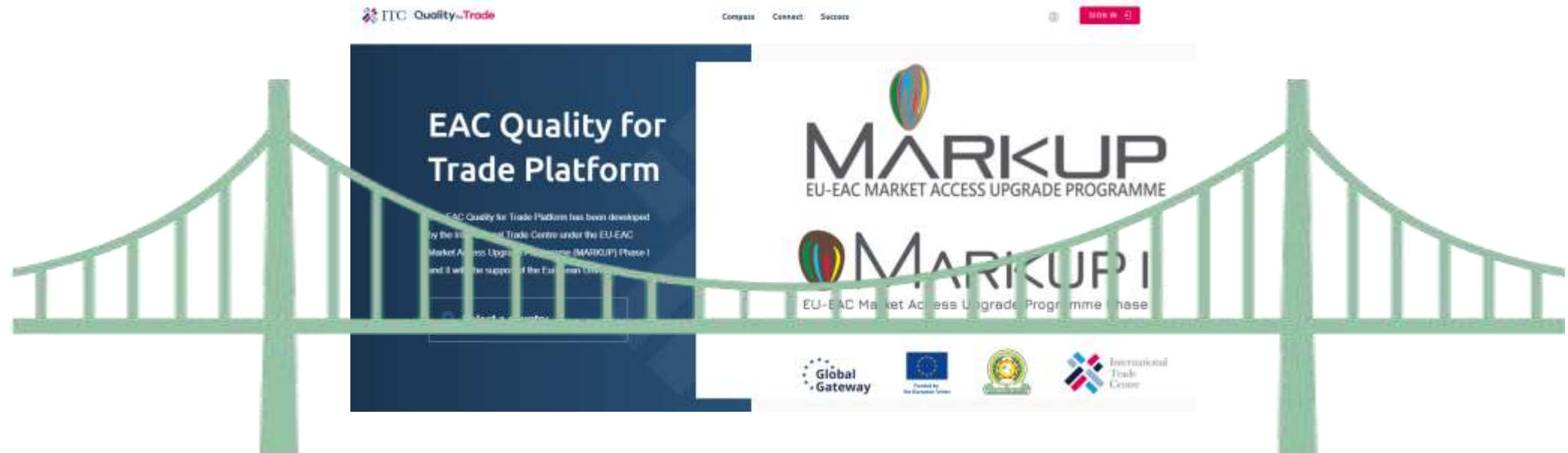
ITC Surveys on MSMEs (NTM Surveys)

- Unclear understanding of quality requirements
- Insufficient knowledge or capacity on the 'how to' of compliance.
- Lack of awareness or access to quality-related services that could help.



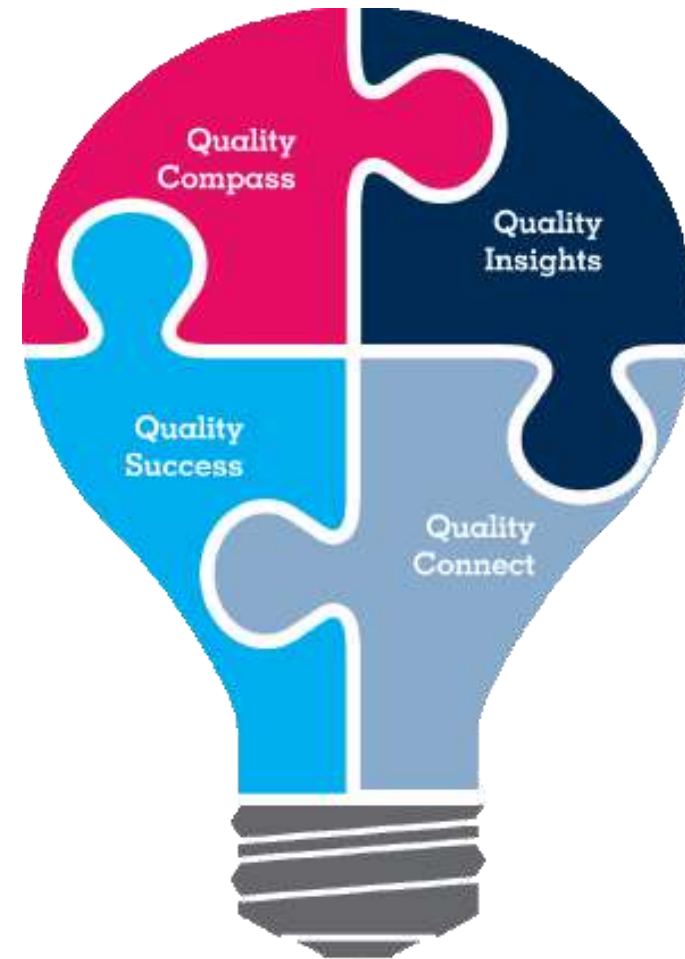
What kind of tool could help address this information gap?

THE BRIDGE: EAC Quality for Trade Platform



- ❖ Discover structured, user-friendly guidance on quality requirements for products in priority markets
- ❖ Obtain information on quality-related topics and share best practices
- ❖ Connect with relevant institutions or individuals who can offer help along the way
- ❖ Gain insight from those who have already experienced success.

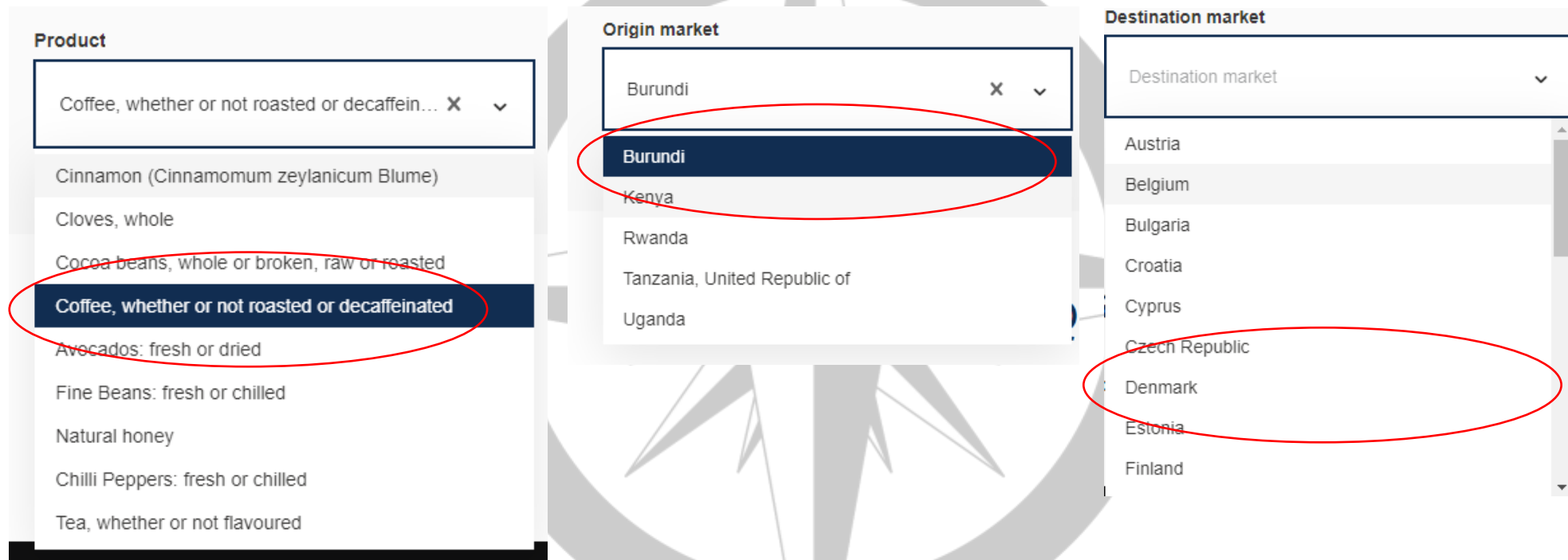
An Integrated Toolbox for the SME Journey...



1. QUALITY COMPASS - Simplify the complexity



1. QUALITY COMPASS - Simplify the complexity



The image shows a web interface for the Quality Compass tool. It features three main sections: Product, Origin market, and Destination market. The Product section has a search bar with a dropdown menu. The Origin market section has a search bar with a dropdown menu. The Destination market section has a search bar with a dropdown menu. Red circles highlight the selected items in each dropdown menu.

Product

Coffee, whether or not roasted or decaffeinated X v

Cinnamon (Cinnamomum zeylanicum Blume)

Cloves, whole

Cocoa beans, whole or broken, raw or roasted

Coffee, whether or not roasted or decaffeinated

Avocados: fresh or dried

Fine Beans: fresh or chilled

Natural honey

Chilli Peppers: fresh or chilled

Tea, whether or not flavoured

Origin market

Burundi X v

Burundi

Kenya

Rwanda

Tanzania, United Republic of

Uganda

Destination market

Destination market v

Austria

Belgium

Bulgaria

Croatia

Cyprus

Czech Republic

Denmark

Estonia

Finland

QUALITY COMPASS

SUBCATEGORIES

- Pesticide Residues
- Heavy Metals
- Microbiological Contaminants
- Mycotoxins
- Other contaminants



QUALITY COMPASS - Simplify the complexity



Three-Level Approach for Information Retention

- The relevant requirement(s)
- Sensitization information (Why is this Important)
- Links to additional resources (Click to Learn More)



Personalized Bookmarks and Dashboard



Self-Assessments, Tracking, and Suggestions



Source Documents

Under MARKUP 1: Currently available product mappings

– Quality requirements

European Union Quality requirements for the following sectors:

- Coffee
- Tea
- Cocoa
- Avocado
- Fine Beans
- Chillies
- Cinnamon
- Cloves

2. QUALITY CONNECT – Building a network of expertise

QUALITY CHAMPIONS

The International Trade Centre has developed and qualified experts in quality management together with leading institutions in the field of quality. These experts are called Quality Champions. Quality Champions have been trained using the latest tools and techniques for ensuring quality and food safety in a business and implement quality improvement projects in enterprises.

[ALL](#)
[BURUNDI](#)
[KENYA](#)
[RWANDA](#)
[TANZANIA, UNITED REPUBLIC OF](#)
[UGANDA](#)

 Beatrice Opiyo	 Chebet Brenda Koëch	 Kibunje Mageme Kulwa	 MUGENYI Musenze Robert
 MUSSA MVUNGI	 Rose Mkamburi Uzel	 Sylvie Mugabekazi	 TWAGIRIMANA SERVERIEN
 Kayiranga Jean de Dieu	 Fabien Matsiko	 Murindwa Murindwa	 JEAN DE Dieu UMUTONI

individual
+ institutional

Consulting/Advisory Services

 Pangolin Quality Consulting Company Limited	 Polocon Service Kenya Limited
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Quality Associations

 Rwanda Alliance for Quality (RAQ)	 Association of Quality Professionals	 Quality Assurance Association Uganda LTD	 National Quality Association of Tanzania (NQAT)
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Business/Sector Association

 Ameda Agrisolutions Consultancy Limited	 TANZANIA COFFEE ASSOCIATION - TCA	 Tanzania Chamber of Commerce - Kilimanjaro Region
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3. QUALITY INSIGHTS – Explore more...

Topic: |
 Products focus: |
 Country:

Browse Quality Insights

CLOSE ALL



Quality Insights = resource library for learning more about quality-related topics

To serve as a central repository for:

- browsing quality topics (e.g., Lean management, quality tools)
- practical guides
- quality-related technical materials

This tool remains under development and additional features and information will become available over time.

4. QUALITY SUCCESS – Showcasing and learning from successes



Topics

Food Safety, Quality Control, Quality Management, Standard Operating Procedures (SOP), Quality Champions Programme

Products

Cinnamon and cinnamon tree flowers, Ginger, saffron, turmeric (curcumin), Spices, bay leaves, curry and other spices

Countries

Tanzania, United Republic of, East African Community

Tiny kitchen firm rises to trade in Dar es Salaam and beyond

Started from a tiny kitchen in their house in Dar es Salaam, TUNU has not let the baggage of a small beginning haunt them in their march to a bright future.

The company, presently located in Gongo la Mboto area in Dar es Salaam, was established in 2017 and initially focused on selling virgin coconut oil. However, in 2018 they shifted to spices after realising that most of the locally processed spices were of poor quality.

TUNU specializes in the production of spices including masala spices for various delicacies, cinnamon



Rwanda, East African Community 5.1.2022

MARKUP helps Nova Coffee keep the family's interest in coffee business burning



East African Community, Uganda 5.1.2022

Mbale Arabica: MARKUP intervention pushes a once little-known firm to be a certified coffee exporter in the competitive Ugandan market



East African Community, Tanzania, United Republic of 5.1.2022

Korongo 3 Company Limited enjoys fruits of processing and exporting avocado from their own yard



Tanzania, United Republic of, East African Community 5.1.2022

How Suvacor overcame challenges to become a paragon of planning and doubled production



Uganda, East African Community 5.1.2022

How a quality intervention opened local and international market doors for Commodity Solutions Limited



Rwanda, East African Community 5.1.2022

Green Mountain welcomes Quality Champions support to export more arabica coffee



Tanzania, United Republic of, East African Community 4.1.2022

From Bukoba to the world: the story of Amir Hamza's phenomenal rise



Kenya, East African Community 4.1.2022

Bryson Express' journey to world class service



East African Community, Kenya 17.3.2021

Quality Champions in Kenya - How an Agro-Producer Strikes International Business Deals

KEY TAKEAWAYS



1. EXPLORE and MAXIMIZE



2. JOIN and CONTRIBUTE



3. SHARE and SUSTAIN



Homepage: <https://qualityfortrade.intracen.org/EAC>

Quality Compass Tool: <https://qualityfortrade.intracen.org/EAC/compass>

Quality Connect Tool: <https://qualityfortrade.intracen.org/EAC/connect>

Quality Success Tool: <https://qualityfortrade.intracen.org/EAC/success>

For more information



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