



PAGE 3: B. ABOUT YOU

Q1: Respondent details

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Q2: Country or Customs territory

UNITED STATES

Q3: Organization

Public sector

PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

Peru's progression to higher value technologies with Standards Alliance support

Q5: Case story focus

Trade Facilitation.

Q6: Case story abstract

USAID and the American National Standards Institute (ANSI) recently agreed to collaborate on a new, multi-year public-private partnership to provide concrete assistance for developing countries in effectively implementing their commitments under the World Trade Organization's Technical Barriers to Trade (TBT) agreement with the larger goal of promoting trade and economic development. This case study will focus on the Alliance's assistance to Peru over three years, moving from introductory TBT principles to good regulatory practices in support of Organisation for Economic Co-operation and Development review to support for exporters in higher value technologies, such as medical devices. The training programs focused on building the quality infrastructure needed to support participation in these key value chains, while also improving Peru's ability to meet its own commitments under the TBT agreement.

Q7: Who provided funding?

Other (please specify)
ANSI/Private sector (public-private partnership with USAID)

Q8: Project/Programme type

Multi-country

Q9: Your text case story

The Standards Alliance launched in 2013 as a public-private partnership between the ANSI and USAID. Its primary goal is to support developing countries with implementing their commitments under the WTO Technical Barriers to Trade (TBT) Agreement. There are 10 partner countries/regions active in the Standards Alliance, including Peru, the subject of this case study. The scope of program activities is flexible, as long as it supports one of the following overarching objectives:

- Increased understanding of WTO's TBT principles
- Implementation of the Code of Good Practice for the Preparation, Adoption and Application of Standards
- Improved transparency in the development and alteration of technical regulations
- Expanded and transparent engagement with the private sector in standards development and usage.

Peru was one of the first Standards Alliance partner countries, and work began in summer 2013 with a series of training workshops, introducing key TBT-related principles, such as international standardization, conformity assessment, and metrology. These training programs were solidified through an orientation visit to Washington, D.C. by Peruvian decision-makers. Through the visit, the delegation gained access to U.S. regulators and other government officials, standards developing organizations, and other public and private sector leaders in quality infrastructure. A key output of the visit was a framework for future collaboration, including a list of training topics jointly developed by Peru and the U.S. participants.

Building off that foundation, work continued in 2014 with a focus on good regulatory practices. USAID organized a training workshop on analytical tools for regulatory decision-making for Peruvian regulators. This training directly supported Peru's strategic goal of completing OECD review of its regulatory policy, and included key practices, such as regulatory impact assessment and risk-based analysis. ANSI coordinated the content for the training in partnership with the Office of the U.S. Trade Representative, the Office of Management and Budget – Office of Information and Regulatory Affairs, and regulators such as the U.S. Department of Agriculture, and the U.S. Environmental Protection Agency.

In 2015 and 2016, Standards Alliance worked with Peru to move to specific value chains. Training programs were organized on the standards and regulatory requirements to export to the United States for textiles and medical devices. These programs included content from the relevant U.S. regulator, private sector standards-developing organization(s), and industry representatives. The training reinforced that to export to the United States, it is important to understand not only customs and other import-based requirements, but also the technical requirements related to the product area, which may be a mix of mandatory and voluntary, or private sector-driven requirements. By participating in the Standards Alliance trainings, Peruvian firms gained knowledge to better prepare them to enter or compete in the U.S. market.

The progression from sectors such as textiles to higher-value technologies like medical devices represents a positive trajectory for Peruvian industry and the development of its national economy. The program's training enabled a progression on basic principles to establish and improve the national quality infrastructure.

Q10: Lessons learnt

The Standards Alliance engagement with Peru has been very successful. All major objectives have been met, including improvement in national infrastructure for standards and quality, as well as support for local industry by engagement with the U.S. on key value chains. A major factor of this success has been the investment and leadership of Peru's Ministry of Foreign Commerce and Tourism) and National Institute of Quality in the continued success of the project.

The program emphasized sustainability of results for all project activities. Training in the area of medical devices will continue with an advanced course in early 2017, and train-the-trainer programs are possible to continue progress locally.

INACAL has reported that priorities for the immediate future include:

- Institutional strengthening and promoting technical assistance, financing mechanisms and technology transfer to strengthen national, regional and local capacities for the development of quality infrastructure
 - Continued support and further training in the area of medical devices (Phase III)
 - Further training workshops in the areas of petroleum, diesel, and gasoline
 - Further training and internship opportunities in laboratory accreditation (e.g. clinical, acoustic, electrical, geotechnical) on greenhouse gas.
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