



BUILDING A QUALITY CULTURE IN TRINIDAD AND TOBAGO – IMPLEMENTATION OF THE NATIONAL QUALITY POLICY PROJECT

ABOUT

The Building a Quality Culture in Trinidad and Tobago – Implementation of the National Quality Policy Project will train staff, advocate for and promote the adoption of quality related measures in specific sectors of industry through targeted efforts. The project, through sensitisation, marketing promotion and capacity building, will create a more quality conscious population and business sector that supports a diversified and competitive economy leading to sustainable economic development.

The project supports Trinidad and Tobago’s National Quality Policy (NQP) which is being implemented by the Ministry of Trade and Industry (MTI) and the Trinidad and Tobago Bureau of Standards (TTBS). The NQP is intended to contribute to higher levels of productivity, innovation, competitiveness and consumer health and environmental protection.

The Government of the Republic of Trinidad and Tobago has promoted the NQP and MTI in collaboration with the TTBS is committed to implementing the necessary initiatives and consistent approach, to effectively increase quality awareness and effect the desired culture change in the population.

The project focuses on the food and beverage manufacturing sector, business, professional and ICT services and agriculture and agro-processing. During implementation, a public awareness and sensitisation programme, a quality intelligence programme and a continuous learning and improvement programme will be developed and executed.

PROJECT BENEFITS

Successful implementation will allow for greater focus on quality which will inevitably lead to an increase in the quality of goods, services, processes and practices used in production. It will also serve to systematically entrench quality related actions throughout the economy. Once organisations conform to international standards and other quality related practices there will be greater access to markets and increased economic opportunities.

The project will provide a wide range of improvements including:

- Ensuring that more businesses particularly Micro, Small and Medium Sized Enterprises (MSMEs) are capable of competing on the regional and international markets due to increased

productivity and the satisfaction of requirements for trade. This includes awareness of the importance of incorporating standards and quality processes in their operations for improving products and service delivery.

- Facilitating innovation and product development through the application of knowledge about quality concepts.
- Boosting domestic commercial activity and enhancing consumer protection.
- Reducing the cost of trade.
- Positive behaviour change towards building a quality culture
- Creating consumers with a deeper understanding of quality concepts and appreciation for the importance of quality in their daily lives.
- Providing access to safer and higher quality goods and services to consumers.
- Better positioning businesses to compete with international goods and services on the local market. Increasing awareness of and the benefits of quality consciousness.
- Increasing the availability of information on quality principles and practices, the quality infrastructure and their application to sectors and activities of national importance thereby promoting a demand driven approach to development and investment.
- Increasing awareness of the knowledge products and services offered by the National Quality Council, MTI and the TTBS, and the provision of information on how to access these services.

EPA AND CSME STANDBY FACILITY

The project was approved for implementation by the EPA and CSME Standby Facility Steering Committee in 2021. The EPA and CSME Standby Facility is a EUR 8.75 million programme financed by the European Union (EU) being managed by CDB to support projects in Antigua and Barbuda, The Bahamas, Barbados, Belize, the Commonwealth of Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Saint Lucia, St Vincent and the Grenadines, Saint Kitts and Nevis, Suriname, and Trinidad and Tobago (CARIFORUM). It is intended to build capacity in the region and better position businesses to trade within CARIFORUM and the EU.