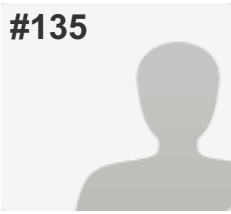


#135

**COMPLETE****Collector:** Web Link 1 (Web Link)**Started:** Friday, February 03, 2017 10:55:32 AM**Last Modified:** Friday, February 03, 2017 11:00:28 AM**Time Spent:** 00:04:55**IP Address:** 195.144.42.131**PAGE 3: B. ABOUT YOU****Q1: Respondent details**

| | |
|---------------|--|
| Name | Bernardo Calzadilla-Sarmiento |
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Q2: Country or Customs territory

AUSTRIA

Q3: Organization

Other (please specify)
 International Organization: United Nations Industrial Development Organization (UNIDO)

PAGE 4: C. ABOUT YOUR CASE STORY**Q4: Title of case story**

Building confidence, compliance, and international recognition for a world-class cosmetic sector in Colombia – Safe+

Q5: Case story focus

Trade Facilitation.

Q6: Case story abstract

In October 2014, UNIDO launched the “Cosmetics Sector Quality Programme”, with the overall objective to foster Colombia’s integration into the regional and multilateral trading systems by enhancing its trade capacities and performance. This will be achieved partly through the strengthening of the National Quality Infrastructure and a first pilot support programme aimed at enhancing and improving the cosmetic sector’s capacity, in particular products derived from natural ingredients, to comply with international quality, private and sustainability standards.

The project provides technical assistance at the policy, institutional and to SMEs level to improve their capacities to produce and verify quality products, which then can be exported to international markets. Furthermore, the project is adopting Good Laboratory Practices of OECD, which will then reduce the need for re-testing and inspection, in line with the WTO Trade Facilitation Agreement.

By ensuring quality along the natural cosmetics value chain products, the project contributes to all three dimensions of inclusive and sustainable industrial development (ISID), namely social inclusiveness, economic competitiveness and environmental sustainability. Furthermore, many people working along the cosmetics value chain are vulnerable female, thus promoting the economic empowerment of women.

Q7: Who provided funding?

Bilateral donor

Q8: Project/Programme type

Single country

Q9: Your text case story

Colombia aims to be integrated into the multilateral trading system and be known as a key global player by 2032. In order to reach this goal, Colombia is focusing on transforming the productive structure and improving the competitiveness level of the productive sectors with export potential.

In 2008, a public-private partnership was signed between the Ministry of Commerce, Industry and Tourism (MINCIT) and the private sector. The aim of this was to identify which Colombian sectors/industries have the greatest potential to become a global player and facilitate the productive transformation of Colombia. Among the 20 industries identified, the Cosmetics and Personal care products sector has great potential to bring sustainable growth, improved competitiveness and generate the much-needed employment to the Colombian Economy.

Cosmetics show a great market potential due to the dynamic world demand that has maintained its trend despite the global economic crisis and customers are increasingly demanding products with natural and organic ingredients. Colombia being the country with the second highest biodiversity in the world, has the potential to use its natural ingredients as a factor of innovation and distinction on the international markets, as there is a growing consumer group who demands innovative natural products.

As Colombia is striving to be known as the world leader in manufacturing and exporting cosmetics based on natural ingredients of Colombian biodiversity, it must be able to meet the standards, technical regulations and market requirements.

This UNIDO/SECO/PTB project, initiated in 2014, assists Colombia to build a quality system that can quickly respond to the changing demands, verify and prove compliance of products with international accuracy and ensure test results are accepted by international buyers.

This will be achieved partly through the strengthening of the National Quality Infrastructure and a first pilot support programme aimed at enhancing and improving the cosmetic sector's capacity, in particular products derived from natural ingredients, to comply with international quality, private and sustainability standards. The project consists of three complementary outcomes to be implemented over a period of 4 years:

- o Outcome 1: The technical capacity of the National Metrology Institute (NMI), the National Accreditation Board (ONAC), and the Superintendence for Industry and Commerce (SIC) are strengthened to serve the cosmetic sector.
- o Outcome 2: The national quality infrastructure is strengthened to provide internationally recognized services to the cosmetic sector, in particular key functions providing conformity assessment (testing, inspection certification and quality related consultancy services).
- o Outcome 3: Compliance with international quality, private and sustainability standards, technical regulations and market requirements is enhanced along the natural ingredients Value Chain (VC) for cosmetic production.

To sustainably improve the compliance and thus competitive capacity of Colombia, this project works two-folds; on one hand it builds a robust national quality infrastructure that is capable of providing conformity assessment services which are internationally recognized – for example: testing, calibration, inspection, and certification services. On the other hand, the private sector is involved in order to improve the quality and compliance capacity of their products.

As the production of cosmetics involves testing of chemicals which is labor intensive and expensive, this project is helping Colombian testing laboratories comply with the OECD Test Guidelines and Principles of Good Laboratory Practice (GLP) so that their test results will be accepted in other OECD member countries for assessment purposes and other uses relating to the protection of human health and the environment (Mutual Acceptance of Data: MAD). MAD states that test data generated in any member country in accordance with the OECD GLP shall be accepted in the other member countries. This initiative will ultimately reduce the need for re-testing and inspection, following the WTO Trade Facilitation agreement.

It is important to highlight the fact that the impact of these interventions is not only confined to the Cosmetics sector, it increases the quality of the physical capital available in the country and complements the other sectors such as Pharmaceuticals.

By ensuring quality along the natural cosmetics value chain products, the project contributes to all three dimensions of inclusive and sustainable industrial development (ISID), namely social inclusiveness, economic competitiveness and environmental sustainability. Furthermore, many people working along the cosmetics value chain are vulnerable female, thus promoting the economic empowerment of women.

Q10: Lessons learnt

- Inter-institutional coordination remains a key obstacle of achieving policy objectives. For example, in the case of the GLP adoption, the lack of knowledge by different government institutions deters the speed at which it can be adopted. Furthermore, in order to
 - Communication gap between ministries and institutions is a reality and needs to be tackled. For example, in the case of GLP, even if the Ministry of Industry (policy level) understands the requirements, this message may not be even conveyed efficiently to the implementing institutions. This feedback mechanism needs to be considered throughout the project planning phase.
 - Building a platform for public-private dialogue has added value so that the requirements on conformity assessment needs can be communicated and understood by both parties.
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