

# QUIS Better Goods and Service:

## Helping Georgian businesses increase competitiveness through better quality infrastructure

***Please explain the QUIS Better Goods and Service project in more detail. When did the activity start? How does it plan to leverage better infrastructure to help Georgian businesses become more competitive? How does the project see its work improving inclusive and sustainable economic growth in Georgia?***

QUIS is a project aimed at Enhancing Company Competitiveness through Quality Infrastructure. It began in February 2024 with financial support from the EU and the German government. The primary objective of the project is to foster inclusive and sustainable growth in Georgia, aligning with the implementation of the Deep and Comprehensive Free Trade Agreement

(DCFTA) and related EU commitments. Georgia is moving towards adopting EU regulations, with some already in effect and others set to become mandatory soon. Businesses must be ready to meet these requirements, such as the EU Construction Products Regulation (305/2011) for construction materials, EU Directive 2009/48/EC for toys, and REACH for textiles, in order to stay competitive and compliant. The QUIS project helps Georgian companies align with these standards and/or obtain necessary certification as well.

The project aims to leverage improved quality infrastructure to help Georgian businesses become more competitive. By enhancing the availability and accessibility

of reliable testing, certification, and accreditation services, the project enables companies to understand international standards more easily. Through capacity building and technical support, QUIS will empower local businesses to better manage quality control processes, ensuring that their products are not only competitive but also compliant with regulations. This will facilitate smoother market access under the DCFTA, boosting export potential, and economic integration. The potential of quality infrastructure is very much driving sustainable economic development; therefore, it is essential to understand the existing gaps and strengthen key components within the system.

**How will the project improve the quality of infrastructure in Georgia? What challenges exist in QI and how are they affecting the country's ability to benefit fully from the DCFTA?**

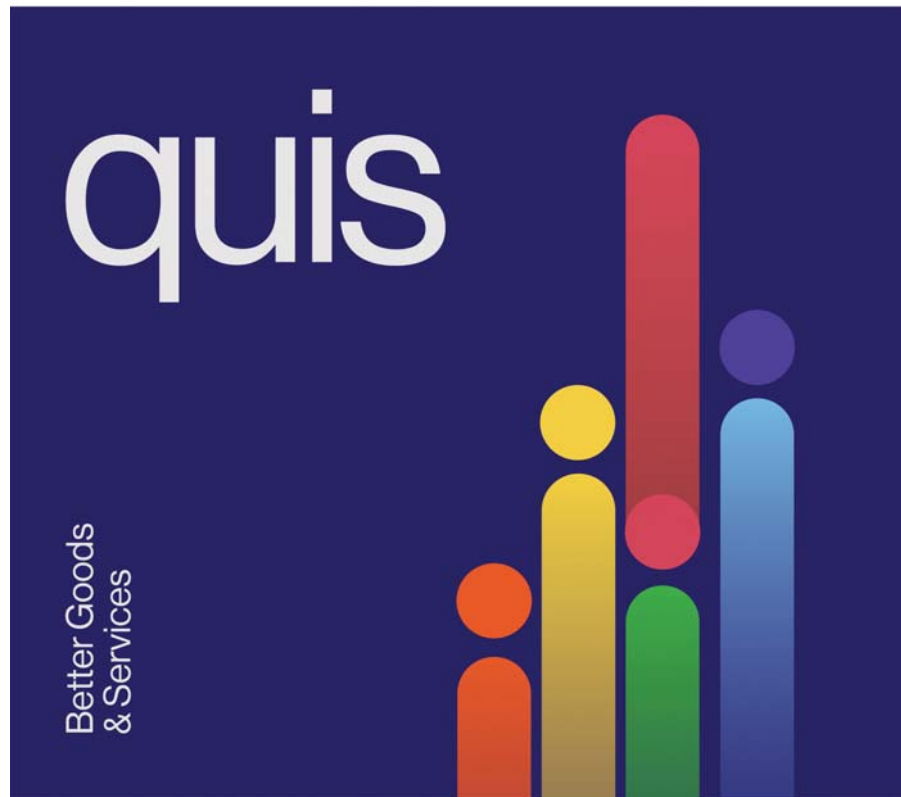
The QUIS project aims to significantly improve Georgia's quality infrastructure (QI) by addressing key challenges that currently hinder the country's ability to fully take advantage of the opportunities presented by the DCFTA. A well-functioning QI is crucial for facilitating trade, as it minimizes technical barriers that arise from non-harmonized standards, technical regulations, and conformity assessment procedures. The EU-funded QUIS project directly addresses these challenges by strengthening Georgia's QI infrastructure. Through targeted interventions — such as aligning Georgian standards with EU regulations, improving testing and certification services, and building the capacity of local businesses to meet international quality requirements — the project will enhance the competitiveness of Georgian enterprises. Key industries such as construction materials, apparel and fashion, toys, wood and furniture, and packaging materials, which are vital to Georgia's economy and hold significant export potential, will particularly benefit from these efforts. By improving QI, the QUIS project will help businesses in these sectors better meet EU market standards, enabling them to fully leverage the trade opportunities provided by the DCFTA and to strengthen local economy.

**What activities have you conducted already? What are your plans for the next year? What are particular milestones or accomplishments you can share with our readers?**

Our efforts combine regulatory harmonization with the voluntary adoption of industry best practices, complemented by initiatives aimed at improving testing facilities and laboratories and offering technical support to businesses. This comprehensive approach to quality infrastructure not only ensures businesses meet essential regulations but also plays a critical role in instilling confidence in the products, services, and systems that drive market success as an effective quality infrastructure promotes and enables the production of better goods and services, as well as plays a critical role in ensuring the competitiveness of companies and supporting environmental, health, safety, occupational safety, and general consumer protection.

As for more precise interventions, we intend to do the following in collaboration with relevant stakeholders and institutions:

- **Improvement of Product Quality and Safety:** Improving compliance with European regulations and international standards for local producers to improve quality assurance for SMEs by strengthening business associations



- and service providers.
- **Improvement of Service Quality:** Enhancing compliance with European regulations and international quality standards for conformity assessment bodies, including laboratories and business service providers.
- **Awareness Raising:** Informing consumers and Georgian companies about state regulations and international standards, including the services provided by public and private organizations within the system of quality infrastructure.
- **Optimizing the Regulatory and Policy Framework:** Streamlining the quality infrastructure in accordance with EU and international requirements while focusing on enhancing the national quality infrastructure framework to boost the competitiveness of Georgian goods and services.
- **Support for Innovation and Technology:** Implementing innovative approaches and modern technologies in quality management processes through collaboration with the private and public sectors and creating targeted financial support mechanisms.

**What role do private businesses/private sector associations have in the project? How can they get involved if they are interested in taking part?**

Private sector associations play a crucial role in the QUIS project, especially as advocates for the needs and challenges of businesses in meeting quality standards

and regulatory requirements. They act as a bridge between the project and the companies they represent, providing valuable feedback on the practical obstacles businesses face. This input helps us tailor our interventions to address specific industry concerns, making the project more effective. Associations also play an important role in raising awareness among their members about the benefits of participating in the QUIS project—helping companies understand how adopting best practices in quality infrastructure can improve their competitiveness and open up new market opportunities.

As for private businesses, we've seen a growing interest, particularly from key sectors that we are cooperating with. These industries are increasingly recognizing the importance of enhancing their quality infrastructure to meet international standards and improve export opportunities particularly under agreements like the DCFTA.

By offering targeted interventions — ranging from capacity-building workshops to support with certification and testing services — the QUIS project is helping businesses strengthen their quality infrastructure and align with European regulations.

While this is a process that takes time, we're committed to making it happen, and we know that it will only succeed if companies and stakeholders are equally invested and engaged.