



ACTIVITY BRIEF

OTTAWA AND TORONTO, APRIL 1–5, 2019



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT

Indonesian Government Representatives Participate in Standards Study Visit to Canada

A delegation from Indonesia's Ministry of Trade and Consumer Protection Agency undertook a week-long technical mission to gain insights from Canadian experts on standardization, market surveillance, consumer protection, and quality infrastructure.

Background

A delegation composed of nine government representatives from Indonesia's Ministry of Trade and the Consumer Protection Agency travelled to Ottawa and Toronto on a technical mission to better understand how Canada manages standards. The mission's participants were:

- Frida Adiati, Director of Standardization and Quality Control;
- Chandrini Mestika Dewi, Secretary of Directorate General Consumer Protection and Trade Compliance;
- Sukoco, Deputy Director for Standardization Institution;
- Michael Indra Junias, Deputy Director of Supervision of Circulation Goods and Services;
- Duma Olivia Bernadette, Assistant Deputy Director for International Standard Cooperation;
- Venly Wahyu Nugroho, Assistant Deputy Director for Quality Verification for Imported Products;
- Gusmalinda Sari, Assistant Deputy Director for Consumer Empowerment;
- Aribianto, Assistant Deputy Director of Trade Compliance;
- Arief Safari, Commissioner of the Consumer Protection Agency.

The objectives of the mission included learning from Canada's approach to standardization and quality control, consumer protection and empow-



Presentation from the Standards Council of Canada.

erment, trade compliance, and quality verification for imported goods.

The week-long mission included four days of meetings with government representatives in Ottawa on standards, metrology, and consumer-protection issues, followed by a one-day in Toronto meeting with a standards-development organization and an industry association.

Standardization

The Indonesian delegation wanted to gain a better understanding of Canadian standardization practices. In Ottawa, meetings were held with the Standards Council of Canada, the Canadian General Standards Board, Global Affairs Canada's

Canada

Program undertaken with the financial support of the Government of Canada provided through Global Affairs Canada

IN PARTNERSHIP WITH





National Enquiry Point, Measurement Canada, and the National Research Council of Canada's metrology unit.

"The study tour to Canada held by TPSA was very worthwhile for me. It was a busy agenda; we visited nine agencies in five days. We gained insight into Canadian standards and consumer protection, such as the distribution of legal metrology authority to the private sector by Measurement Canada. There is even an opportunity for cooperation in accepting certificates from laboratory tests with the Canadian Standard Association (CSA Group)."

—FRIDA ADIATI
Director of Standardization and Quality Control

Personnel from these organizations provided delegates with a better understanding of the following:

- the responsibilities of their organization;
- the mechanism Canada uses to respond to draft regulations from trade partners that will affect Canadian trade to that country;
- how Canada responds to other countries' concerns about new Canadian regulations;
- how Canada conducts public hearings about regulations and obtains consensus on developing new or revised standards;
- how Canada, as a member of ISO COPOLCO, benefits from developing standards and adopting consumer-protection measures;
- how Canada determines priority sectors in which to develop standards (criteria) and what reference standards are used;
- how Canada decides on mandatory standards;
- how regions manage standards;
- the role of Canadian standards for the quality of exported products;
- the coordination mechanism among stakeholders (government and business operators) to ensure quality in the supply chain.

Pre-Market and Market Surveillance

Another area of interest to the delegation was market surveillance. A meeting was arranged with Health Canada's Consumer Product Safety Directorate, which helps protect the Canadian pub-



Meeting with officials from the Canadian General Standards Board.

lic by researching, assessing, and collaborating on the management of health risks and safety hazards associated with consumer products. The director of the Risk Management Bureau presented valuable information to the group regarding:

- surveillance issues;
- hazard and risk identification;
- risk assessment and management;
- investigation, inspection, and prosecution of offenders;
- testing and research on consumer products;
- the provision of information on health and hazard risks to manufacturers and importers.



Delegates tour the metrology laboratory at the National Research Council.



Consumer Protection

Delegates wanted to gain a better understanding of how Canada manages consumer protection, the creation of consumer groups, consumer complaint handling, and measurement of consumer empowerment. At Innovation, Science and Economic Development Canada (ISED), delegates met with the director of the Office of Consumer Affairs (OCA), as well as its Consumer Awareness and Consumer Measures committees. The director spoke about promoting and protecting the interests of Canadian consumers. Delegates learned about:

- the profile of consumers in Canada;
- OCA's research and analysis work, including marketplace issues and consumer complaints;
- OCA's contribution program, which provides financial support to not-for-profit and voluntary consumer organizations to create meaningful, evidence-based input on public policy in the consumer interest;
- education and awareness initiatives undertaken by OCA, involving the development and dissemination of relevant and timely consumer information to help Canadians make informed decisions.

"The program was very useful for us as we obtained information directly about Canadian institutions and its regulatory process mechanisms and standards. We also learned about the risk management mechanism for determining the monitoring target and creating technical regulations to provide protection to the public from the risk of consuming a product. The information we received will enrich our ability to develop the Indonesia National Quality Infrastructure that is currently being established. The National Quality Infrastructure aims to integrate work among institutions related to product quality control in order to provide protection for Indonesian consumers."

—CHANDRINI M. DEWI
Secretary of the Directorate General of Consumer Protection and Trade Order



Delegates meet with representatives from the Canadian Standards Association (CSA Group) in Toronto.

Quality Infrastructure

In Toronto, the delegation met with the president of the Coffee Association of Canada (CAC) and the Director of Government Relations at the Canadian Standards Association (CSA Group). CAC offered an industry perspective on standards development and outlined what is required for the coffee industry to adhere to standards and regulations when importing coffee products.

The CSA Group provided an overview of the Canadian standardization system and the work it does. The presentation and discussion focused on:

- how Canada applies risk-based assessment and testing for imports, exports, and domestic products;
- conformity assessment and accreditation in Canada: state bodies, their functions and interconnection;
- ensuring the availability of quality infrastructures to cover all customers across Canada.

Indonesia's Quality Assurance System

At each meeting, the delegation delivered a presentation on how consumer protection works in Indonesia, as well as sharing their current plan and vision for Indonesia's national quality assurance system (QAS) and export quality infrastructure program. After the presentation of their QAS, they asked for feedback from the Canadian experts on how they can strengthen the program. The delegation was happy to receive feedback that they can use to modify their strategy and vision for the national quality assurance system.



Meeting at the National Research Council.

Delegate Feedback

The delegates actively participated in all the meetings, asking questions to gain a better understanding of the Canadian standardization system and practices.

At the end of the week, the delegates filled out a feedback questionnaire. They all reported that their skills and knowledge had improved as a result of the study visit and that they would use the knowledge obtained during the visit in their work. Twenty-two per cent reported that their new level of confidence in applying that knowledge was excellent and the remaining 78 per cent said it was very good.

About the TPSA Project

TPSA is a five-year, C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and

medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;
- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.

For further information, please contact the Project Office in Jakarta, Indonesia:

Mr. Gregory A. Elms, Field Director
Canada-Indonesia Trade and Private Sector Assistance (TPSA) Project
Canada Centre, World Trade Centre 5, 15th Floor
Jl. Jend. Sudirman Kav 29-31 Jakarta 12190, Indonesia

Phone: +62-21-5296-0376, or 5296-0389

Fax: +62-21-5296-0385

E-mail: greg@tpsaproject.com