

# Rapid QI Market Potential in Green Transformation and selected Value Chains



Calidena action plans in the 5 Eastern partnership countries



# The countries of the Eastern Partnership want to benefit more from trade with the European Union.

To do this, they must:

Competitiveness	Harmonization	Quality Infrastructure
Strengthen the competitiveness of their companies	Harmonise their regulatory framework with that of the European Union	Develop their national quality infrastructure

# Trade is a key instrument for sustainable development

- EaP countries pursue their own sustainable development strategy (SDGs 2030)
- The EU Green Deal catalyzes the green economic transformation
- The new paradigm of the economy is green trade.
- QI is challenged to develop and offer appropriate services.



# Identification of product value chains in EaP countries



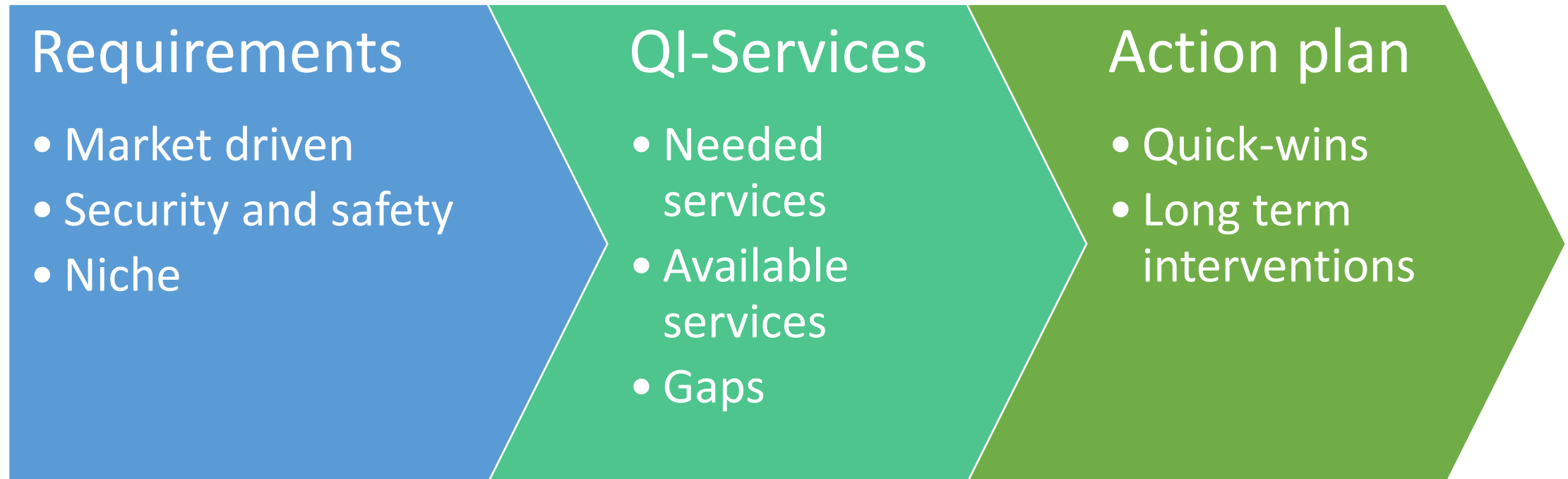
## Selected product value chains

- Cables in Ukraine
- Construction materials in Azerbaijan
- Light bulbs in Moldova
- Pharmaceuticals in Armenia
- Sandwich panels in Georgia





# Quality value chain assessment (Calidena)



# Possible outcomes of the action plans

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Adoption and translation of  
European harmonised standards

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Elaboration of Good  
Manufacturing Practices Guide

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Practical analysis and training on  
calibration needs

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Feasibility studies for conformity  
assessment bodies





# Regional exchange and learning



All EaP countries face similar challenges.

Each value chain is also relevant for all other EaP countries.

EaP countries can learn from and with each other.

PTB project promotes the exchange of experience between EaP countries and with the European Union





Thanks for your  
attention!

- <https://www.eastern-partnership.ptb.de/home/>
- <https://www.calidena.ptb.de>