

QUIS – Better Goods and Services

Duration: 01.01.2024 - 31.12.2026

Countries:
Georgia

EU contribution: € 11 525 000

Total budget: € 12 025 000

Implementer:
Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH, Czech Development
Agency

Website(s):

Project description:

Funded by the European Union and the German Government, the QUIS – Better Goods and Services project is dedicated to enhancing the competitiveness of companies through the improvement of Quality Infrastructure.

The project's primary objective is to foster inclusive and sustainable growth in Georgia, aligning with the implementation of the Deep and Comprehensive Free Trade Agreement (DCFTA) and associated EU commitments, guiding Georgia to commit to adopting European standards and fostering free-market competition with a particular emphasis on business, trade, environment, and skills development, its overarching goal is to enhance the competitiveness and sustainability of Georgia's local private sector.

The project is implemented by GIZ in collaboration with the Czech Development Agency (CzDA), within this framework, the project aims to develop Quality Infrastructure (QI) and support the private sector in adhering to European standards.

The project closely collaborates with its key partners such as the Ministry of Economy and Sustainable Development of Georgia, the Georgian National Agency for Standards and Metrology, the Georgian Accreditation Center, the Market Surveillance Agency, Enterprise Georgia, and Georgian Competition and Consumer Agency.

Expected results:

- **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



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