

**Speech of Ambassador Angelina Eichhorst  
Head of Delegation of the European Union to Lebanon**

**"Quality Day in the Public Sector"**

Thursday, 18 April 2013

*CHECK AGAINST DELIVERY*

H.E. the Minister of Economy and Trade Nicolas Nahas,  
H.E. the Minister of State for Administrative Reform Mohamad Fniesh,  
Excellencies,  
Mr Roger Nasnas, President of the Economic and Social Council,  
Dr Ali Berro, Director of Qualeb,  
Quality experts, representatives of the public and private sector,  
Ladies and Gentlemen,

For almost ten years the European Union and Lebanon have been working together in the areas of quality, of strengthening quality infrastructures, of quality assurance, verification and certification.

Our support is targeted at improving Lebanese products to make them more competitive, and hence increase exports, diversify the economy and ultimately, generate jobs.

I am pleased to share with you the fact that is shared already by Dr. Berro. When we last surveyed 50 beneficiary companies, they had all recorded increases in their turn-over (following assistance from the EU-funded intervention). This is encouraging. In our current Quality programmes there is now a particular focus on improving market access for Lebanese products,

especially to the EU market, and of course more specifically for agro-foods which hold a great export potential for Lebanon.

Ladies and Gentlemen,

Today's event is called "*The Quality Day in the Public Sector*". Indeed, quality is not just about products. It is also about having systems in place to ensure quality – quality management systems. This is the approach we are currently using in our support to Lebanon, including through two major programmes: the Quality Management III programme which started last summer, and which aims at further strengthening Quality management, capabilities and infrastructure in Lebanon; and a Twinning programme between the British quality authority (British Standards Institution Royal Charter) and the Lebanese Ministry of Economy and Trade.

Quality standards are important for every player and partner, private or public. A quality certification process can be a valuable learning process for a private company, and for a public institution, which at the end of the day is a service provider for the citizens.

As public servants and as citizens, we should all strive to do better and identify where we can improve.

I would like to thank both Ministers Nahas and Fniesh for the good cooperation we have, and the Quality team for your continued efforts to achieve quality results for Lebanon. I look forward to continuing our fruitful cooperation.

Thank you.