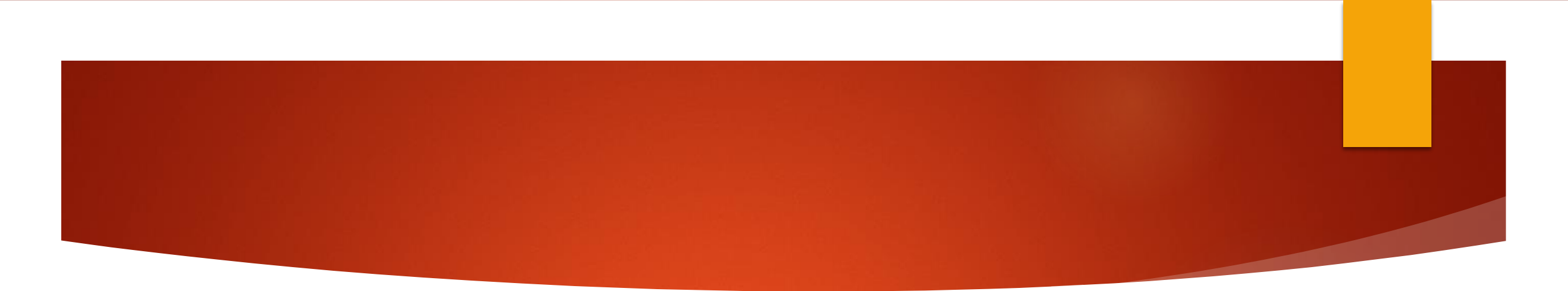




CERTIFICATION: TYPES AND IMPORTANCE TO EXPORT TRADE

DEFINITION OF CERTIFICATION

Certification is an official document attesting that an object, person or organization has complied to certain standards.

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- ▶ **The organization performing the certification on the company's product, process or service is called a *certification body* or *certifier*.**

IMPORTANCE OF CERTIFICATION

- ▶ **Certification confers characteristics such as quality, safety, trust, integrity etc. on a product, process or service.**
- ▶ **It gives written assurance that a product, process or service is in conformity with certain standards.**

IMPORTANCE OF CERTIFICATION CONT'D

- ▶ It shows that the supplier complies with certain standards which might be more convincing.
- ▶ It gives the products competitive advantage in the international market.

TYPES OF CERTIFICATION

- **Mandatory certification**
- **Non mandatory (voluntary) certification**

MANDATORY CERTIFICATION

•Mandatory certification is a form of **COMPULSORY** conformity by the certification body of compliance of objects with the requirements of the regulations.

Examples includes NAFDAC certificate, SON, MANCAP, NAQS phyto-sanitary certificate, etc.

NON-MANDATORY(VOLUNTARY) CERTIFICATION

Non-Mandatory (Voluntary) Certifications are global certifications, trusted by consumers and end-users of products and services, and are attained, based on the reputation of the certifying bodies, through a procedure conducted by a third party.

NON-MANDATORY (VOLUNTARY) CERTIFICATION CONT'D

- **Voluntary standards are standards established by private-sector bodies, and are available for use by any person or organization, private or government.**

EXAMPLES OF NON-MANDATORY (VOLUNTARY) CERTIFICATION

- **Food Safety Management System: ISO 22000, HACCP, BRC, etc.**
- **Quality Management System for Processes: ISO 9001, ISO 22716(GMP), etc.**
- **Environmental Management System: ISO 14001, ISO 26000, etc.**
- **Halal, GlobalGAP, Organic, etc.**



This is a farm assurance programme translating consumer requirement into good agricultural access. Global gap is specific to fresh fruits, vegetables entering global markets.



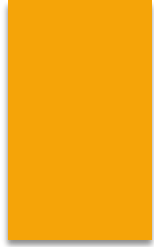
This is a product certification that achieves greater equity in international trade, offer better trading conditions to disadvantage producers and secures the right of workers . It ensures goods are made with care to people and plants .



Halal is a niche requirement that ensures the features and quality of the products are according to the rules established by the Islamic Council. It cuts across the fashion, cosmetic, logistics, tourism, food, travel, pharmaceutical and finance industry.



This is a system that provides the framework for monitoring total food system from harvesting to consumption, to reduce the risk of food borne illness. It prioritizes and controls potential hazards in food production



Kosher proves that product obtained respects the presence of the Jewish religion. It covers everything from the composition and ingredient of a product to the production process.



The British Retail Consortium Global Standard is a trade association for retail businesses in the United Kingdom. It includes requirement for HACCP system, quality management, factory environment standard and product and process control.

RELEVANCE OF CERTIFICATION TO MARKET ACCESS

- **Importers and consumers are willing to pay premium for globally certified quality products that adhered to international or private non-mandatory certifications.**

RELEVANCE OF CERTIFICATION TO MARKET ACCESS CONT'D

- **Global certifications give confidence to buyers and consumers, which underline their relevance in International trade.**
- **Certification of a product or a process to ensure high level of compliance to quality standards provides measure of trust and confidence in the product; thus making easy access to both domestic and export markets.**



THANK YOU