



Standards Alliance West Africa Orientation Visit

“West Africa Risk-Based Approach to Consumer Protection Orientation Visit”

Washington, D.C.

October 10 – October 13, 2017

AGENDA OVERVIEW

BACKGROUND:

The training activity will take place in Washington, DC from October 10 – 13, 2017 and cover topics related to “A Risk-Based Approach to Consumer Protection.” The primary goal is to help participating West African countries to strengthen their risk-based consumer protection systems. During the Standards Alliance needs assessment process, ANSI learned of growing concern for low quality goods that were being imported into West African countries that pose a risk to citizens (e.g., fake drugs, or electronics that pose fire hazards). The task of surveilling imported goods is a daunting one, but a risk-based approach ensures that constrained resources are directed toward high-risk goods v. low-risk goods. The visit will introduce the various aspects of the U.S. risk-based consumer protection system, and in so doing address topics related to trade facilitation (including import safety and border measures), standards, conformity assessment, and technical regulations (including relevant tests and certifications of imports), the role of the government and the private sector.

This delegation includes 9 participants and 1 observer traveling from West Africa to Washington, DC and includes three delegates each from Cote d’Ivoire, Senegal and Ghana, and one observer from Nigeria. The USAID Assess West Africa project will help facilitate your lodging, meals and incidentals associated with the training, International travel health and accident insurance, and ground transport during the training.

DELEGATION PARTICIPANTS

Edmond Kouassi, Standards Organization of Cote d'Ivoire (CODINORM), Cote d’Ivoire

Gerard Amangoua, Association to Promote Ivoirian Exports (APEXI-CI), Cote d’Ivoire

Idrissa Ouattara, Ministry of Commerce, Cote d’Ivoire

Joyce Okoree, Ghana Standards Authority (GSA), Ghana

Michael Senayah, Ministry of Trade and Industry (MOTI), Ghana

Cynthia Dapaah, Ghana Food and Drug Authority (FDA), Ghana

Malick Wilane, Senegalese National Standards Body (ASN), Senegal

Ousmane Mbaye, Internal Trade Department (DCI), Senegal

Issa Wade, Internal Trade Department (DCI), Senegal

DELEGATION OBSERVER

Chioma Ugwu, Standards Organization of Nigeria (SON), Nigeria



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ABOUT STANDARDS ALLIANCE: A PUBLIC-PRIVATE PARTNERSHIP BETWEEN ANSI AND USAID

The Standards Alliance was announced by USAID in November 2012 as a new funding facility designed to provide capacity-building assistance to developing countries, specifically related to implementation of the World Trade Organization (WTO) Technical Barriers to Trade (TBT) Agreement. The main objectives of the program, which will inform the activities to be conducted, include:

- Increased understanding of WTO TBT principles
- Implementation of the Code of Good Practice for the Preparation, Adoption and Application of Standards
- Improved transparency in the development and/or modification of technical regulations
- More robust and transparent engagement with the private sector in standards development and use.



USAID
FROM THE AMERICAN PEOPLE

ABOUT USAID

The U.S. Agency for International Development (USAID) assists U.S. foreign policy by administering the U.S. foreign assistance program in more than 80 countries worldwide. USAID provides humanitarian assistance and economic support with the goal of promoting international good will, global development, and the expansion of stable, democratic societies and open financial markets.



ABOUT ANSI

The American National Standards Institute (ANSI) is a private non-profit organization whose mission is to enhance U.S. global competitiveness and the American quality of life by promoting, facilitating, and safeguarding the integrity of the voluntary standardization and conformity assessment system. Its membership is made up of businesses, professional societies and trade associations, standards developers, government agencies, and consumer and labor organizations.

Standards Alliance West Africa Orientation Visit Risk-Based Approach to Consumer Protection Orientation Visit

Washington, D.C., USA

October 10, 2017

Day 1

8:45am	Arrive USTR Annex Building (1724 F St. NW – 4th floor, Washington, DC 20006)
9:00 – 9:10am	Opening remarks, overview of the schedule <ul style="list-style-type: none"> - David Jankowski, ANSI - Nicholas Klissas, USAID
9:10 – 10:15am	Presentations/Meeting with USTR Bennett Harman, DAUSTR, Africa Office Kent Shigetomi, USTR, WTO & Multilateral Affairs Office
10:15 – 10:30am	Leave USTR; walk to American National Standards Institute (1899 L St NW, 11th floor, Washington, DC 20036)
10:30am – 11:45am	American National Standards Institute (ANSI) Presentation David Jankowski, Program Manager of International Development <ul style="list-style-type: none"> - Introduction to ANSI and overview of the U.S. Standards System - Q&A
11:45am – 1:00pm	LUNCH (catered at ANSI)
1:00pm – 1:50pm	Presentation by the International Association of Plumbing Mechanical Officials (IAPMO) Dain Hansen, Senior Vice President for Government Relations Christopher Lindsay, Director of Government Relations <ul style="list-style-type: none"> - Overview of IAPMO - Q&A
1:50 – 2:50pm	The Toy Association Presentation Alan Kaufman, Senior Vice President of Technical Affairs Joan Lawrence, Senior Vice President of Standards and Regulatory Affairs <ul style="list-style-type: none"> - Overview of the Toy Industry and international standards for toys - Q&A
2:50 – 3:00pm	Coffee/Tea Break
3:00 – 4:00pm	Alcohol and Tobacco Tax and Trade Bureau (TTB) Presentation Karen Welch, Director, International Affairs Division <ul style="list-style-type: none"> - TDB - Q&A
4:00 – 5:00pm	Wine Institute Presentation Katherine Bedard, International Trade Policy Manager <ul style="list-style-type: none"> - Microbiologically, Wine is a Low Food Safety Risk Consumer Product - Q&A
5:00pm	END OF DAY 1 – DEBRIEF



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SPEAKERS: DAY 1



ABOUT USTR

The Office of the United States Trade Representative (USTR) is the U.S. government agency responsible for developing and recommending U.S. trade policy to the President of the United States. The USTR negotiates directly with foreign governments to create trade agreements, to resolve disputes, and to participate in global trade policy organizations. The USTR also meets with governments, business groups, legislators, and public interest groups to gather input on trade issues and to discuss the President's trade policy positions.



ABOUT IAPMO

The International Association of Plumbing and Mechanical Officials, or IAPMO, coordinates the development and adaptation of plumbing, mechanical, swimming pool and solar energy codes to meet the specific needs of individual jurisdictions both in the United States and abroad. IAPMO develops and publishes the Uniform Plumbing Code (UPC); Uniform Mechanical Code (UMC); Uniform Swimming Pool, Spa and Hot Tub Code (USPSHTC); Uniform Solar Energy Code (USEC); and the Green Plumbing and Mechanical Code Supplement (GPMCS).



ABOUT THE TOY ASSOCIATION

Founded in 1916 as the Toy Manufacturers Association, the Toy Association, Inc. is the not-for-profit (501(c)(6) trade association for producers and importers of toys and youth entertainment products sold in North America. Toy safety is the number one priority for the toy industry. The Toy Association has a long history of leadership in toy safety including development of the first comprehensive toy safety standard more than 40 years ago, and working with government, consumers and industry on ongoing programs to ensure safe play. For more information, visit www.toyassociation.org.



ABOUT TTB

The Alcohol and Tobacco Tax and Trade Bureau (TTB) is a bureau under the Department of the Treasury. We employ staff across the country, including our Headquarters Offices in Washington, D.C., and the National Revenue Center in Cincinnati, Ohio. Our staff are highly educated and technically trained; more than half are analysts, chemists, investigators and auditors. In addition, a large number of employees serve as financial, legal, information management, and computer specialists. Our main responsibilities are protecting the public and collecting the revenue. We carry out these responsibilities by developing regulations, analyzing products, and ensuring tax and trade compliance with the Federal Alcohol Administration Act and the Internal Revenue Code.



ABOUT THE WINE INSTITUTE

Wine Institute is the premier organization representing California wineries in the United States and around the world. With 1,000 winery and affiliated business members, the organization initiates and advocates public policy that enhances the ability to responsibly produce, promote and enjoy wine. Wine Institute works to bolster the economic and environmental contributions of California's signature agricultural industry by encouraging sustainable winegrowing and winemaking practices. California represents more than 85 percent of U.S. wine production and 97 percent of U.S. wine exports.

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Washington, D.C., USA
October 11, 2017
Day 2

9:00am	Arrive at the U.S. Consumer Product Safety Commission (4330 East West Highway, Bethesda, MD 20814)
9:30am – 12:00pm	Visit U.S. Consumer Product Safety Commission (CPSC) Sydney Lucia, Program Manager for Europe & International Organizations Sabrina Keller, Office of Import and Surveillance Patricia Adair, Director, Office of Hazard Identification and Reduction <ul style="list-style-type: none"> - Overview of CPSC - CPSC Risk Assessment and Risk Management Systems - Q&A
12:00 – 1:45pm	LUNCH in Bethesda <i>Return to ANSI (1899 L Street NW – 11th floor, Washington, DC 20036)</i>
1:45 – 2:45pm	ASTM International Presentation Len Morrissey, Director of Consumer Product Safety <ul style="list-style-type: none"> - An overview of the Consumer Safety landscape in the U.S. - The role of voluntary standards in protecting U.S. consumers - Q&A
2:45 – 3:00pm	Coffee/Tea Break
3:00 – 4:00pm	Government Accountability Office (GAO) Presentation Kim Gianopoulos, Director, International Affairs & Trade team Alicia Puente Cackley, Director, Financial Markets & Community Investment team <ul style="list-style-type: none"> - An overview of the GAO and its role including specific examples from GAO's work on consumer protection and trade policy - Q&A
4:00 – 5:00pm	Nathan Associates Presentation Victoria Waite, Principal Associate, Program Manager/Macroeconomist <ul style="list-style-type: none"> - Implementing measures uniformly at border points - Disciplines behind the articles - How to leverage projects and best practices - Q&A
5:00pm	END OF DAY 2 - DEBRIEF



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SPEAKERS: DAY 2



ABOUT CPSC

CPSC is charged with protecting the public from unreasonable risks of injury or death associated with the use of the thousands of types of consumer products under the agency's jurisdiction. Deaths, injuries, and property damage from consumer product incidents cost the nation more than \$1 trillion annually. CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed to a decline in the rate of deaths and injuries associated with consumer products over the past 40 years.



ABOUT ASTM INTERNATIONAL

Over 12,000 ASTM standards operate globally. Defined and set by ASTM, they improve the lives of millions every day. Combined with innovative business services, ASTM standards enhance performance and help everyone have confidence in the things they buy and use – from the toy in a child's hand to the aircraft overhead. Working across borders, disciplines and industries ASTM harnesses the expertise of over 30,000 members to create consensus and improve performance in manufacturing and materials, products and processes, systems and services.



ABOUT GAO

The U.S. Government Accountability Office (GAO) is an independent, nonpartisan agency that works for Congress. Often called the "congressional watchdog," GAO investigates how the federal government spends taxpayer dollars. Our Mission is to support the Congress in meeting its constitutional responsibilities and to help improve the performance and ensure the accountability of the federal government for the benefit of the American people. We provide Congress with timely information that is objective, fact-based, nonpartisan, non-ideological, fair, and balanced. Our work is done at the request of congressional committees or subcommittees or is mandated by public laws or committee reports. We also undertake research under the authority of the Comptroller General.



ABOUT NATHAN ASSOCIATES

Nathan Associates has been expanding choices in developing countries for more than 60 years, sharing its knowledge of the possible and illuminating the path from the possible to the feasible to the actual. Nathan Associates delivers assistance in production improvement, charts strategies for firm and industry growth, hones competence in trade practices, and provides prudent counsel on government policy. Their experts help micro, small, and medium-sized businesses adapt to new trade flows; assist governments in devising policies—fiscal, trade, and labor; and map out the demanding process of regional economic integration.

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Washington, D.C., USA
October 12, 2017
Day 3

8:45am	Arrive at ANSI: 1899 L Street NW – 11th floor, Washington, DC 20036
9:00 – 10:00am	American Chemistry Council (ACC) Presentation Alexa Burr, Director of Regulatory & Technical Affairs <ul style="list-style-type: none"> - Overview of the Risk-Based Chemicals Management framework in the U.S. including technical regulations and voluntary industry initiatives - Q&A
10:00am – 11:45am	National Institute of Standards and Technology (NIST) Presentation Warren Merkel, Chief Standards Services, Standards Coordination Office (SCO) <ul style="list-style-type: none"> - Overview of NIST and the Standards Coordination Office - Risk-based approaches for selecting conformity assessment - Q&A Dr. Yaw Obeng, Senior Scientist <ul style="list-style-type: none"> - Counterfeit goods - Q&A
11:45 – 1:00pm	<i>Walk to Ronal Reagan Building & International Trade Center (1300 Pennsylvania Ave NW, Washington, DC 20004) for LUNCH</i> <i>Walk to the U.S. International Trade Administration, Room #1414, first floor</i> <i>*Passports are required to enter the Department of Commerce</i>
1:00 – 3:00pm	Presentation/Meeting with the International Trade Administration (ITA) Leila Odom, TBT & GRP Expert Drew Roberts, Trade Facilitation Expert Tracy Gerstle, Cosmetics Expert Maria D'Andrea-Yothers/Homer Boyer, Textiles & AGOA Experts <ul style="list-style-type: none"> - Overview of ITA - Open Dialogue regarding TBT and Sectoral points of interest
3:00 – 3:30pm	Personal Care Product Council (PCPC) Presentation Jay Ansell, Vice President of Cosmetic Programs <ul style="list-style-type: none"> - Overview of PCPC - Q&A
3:30 – 5:00pm	Grocery Manufacturers Association (GMA) Presentation Nick Gardner, Director of Global Standards <ul style="list-style-type: none"> - Overview of GMA - Best practices and considerations for consumer protection systems and the role of the private sector - Q&A
5:00pm	END OF DAY 3 - DEBRIEF



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SPEAKERS: DAY 3



ABOUT ACC

The American Chemistry Council (ACC) represents a diverse set of companies engaged in the business of chemistry. An innovative, \$768 billion enterprise, we work to solve some of the biggest challenges facing our nation and our world. Our mission is to deliver value to our members through advocacy, using best-in-class member engagement, political advocacy, communications and scientific research. We are committed to fostering progress in our economy, environment and society.



ABOUT NIST

The National Institute of Standards and Technology (NIST) was founded in 1901 and is now part of the U.S. Department of Commerce. NIST is one of the nation's oldest physical science laboratories. Congress established the agency to remove a major challenge to U.S. industrial competitiveness at the time—a second-rate measurement infrastructure that lagged behind the capabilities of the United Kingdom, Germany, and other economic rivals.



ABOUT ITA

The International Trade Administration (ITA) strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad. ITA is organized into three distinct but complementary business units: The Global Markets, The Industry and Analysis (I&A) unit and The Enforcement and Compliance unit.



ABOUT PCPC

Based in Washington, D.C., the Personal Care Products Council is the leading national trade association representing the global cosmetic and personal care products industry. Founded in 1894, the Council's more than 600 member companies manufacture, distribute, and supply the vast majority of personal care products marketed in the U.S. and are global leaders committed to product safety, quality and innovation.



ABOUT GMA

The Grocery Manufacturers Association is the voice of more than 250 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe. Based in Washington, D.C., GMA's member organizations include internationally recognized brands as well as steadily growing, localized brands.



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Washington, D.C., USA
October 13, 2017
Day 4

9:45am	Arrive at Center for Food Safety and Applied Nutrition (CFSAN) 5001 Campus Dr., College Park, MD 20740
10:00 – 12:00pm	Visit U.S. Food & Drug Administration (FDA) Center for Food Safety and Applied Nutrition (CFSAN) Kelly McCormick, International Policy Analyst, CFSAN, FDA Kazuhiro Okumura, International Policy Analyst, CFSAN, FDA - Overview of FSMA and international outreach opportunities - Q&A
12:00 – 12:15pm	Closing Remarks and debrief
12:15	LUNCH (Return to National Mall for tour of the Capitol)
2:30pm	END OF DAY 4 Self-Guided tour of the Monuments and Museums along the National Mall



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SPEAKERS: DAY 4



ABOUT FDA and CFSAN

The U.S. Food and Drug Administration (FDA) is responsible for protecting the public health by ensuring the safety, efficacy, and security of human and veterinary drugs, biological products, and medical devices; and by ensuring the safety of our nation's food supply, cosmetics, and products that emit radiation. FDA also has responsibility for regulating the manufacturing, marketing, and distribution of tobacco products to protect the public health and to reduce tobacco use by minors. FDA is responsible for advancing the public health by helping to speed innovations that make medical products more effective, safer, and more affordable and by helping the public get the accurate, science-based information they need to use medical products and foods to maintain and improve their health.

The Center for Food Safety and Applied Nutrition (CFSAN), in conjunction with the Agency's field staff, is responsible for promoting and protecting the public's health by ensuring that the nation's food supply is safe, sanitary, wholesome, and honestly labeled, and that cosmetic products are safe and properly labeled.