



International  
Trade  
Centre

TRADE IMPACT  
FOR GOOD

# EAC Quality for Trade Platform

An introduction to the platform and the different modules

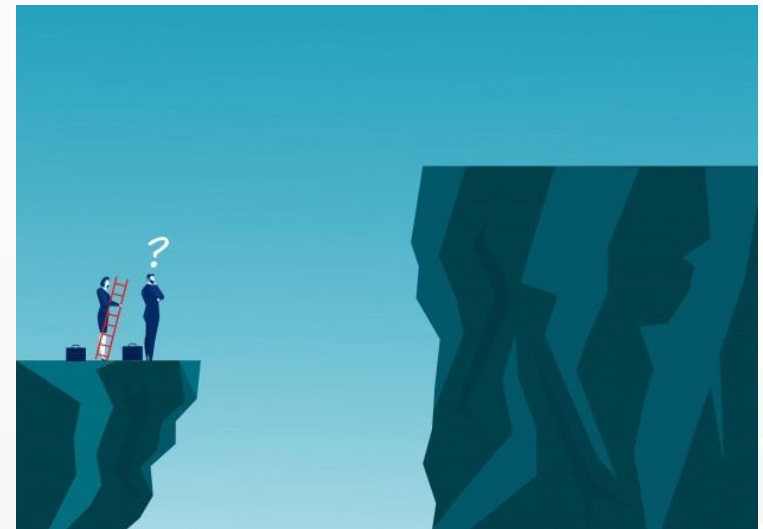


# The BIG question: WHY?

Quality-related problems prevent many SMEs from export success

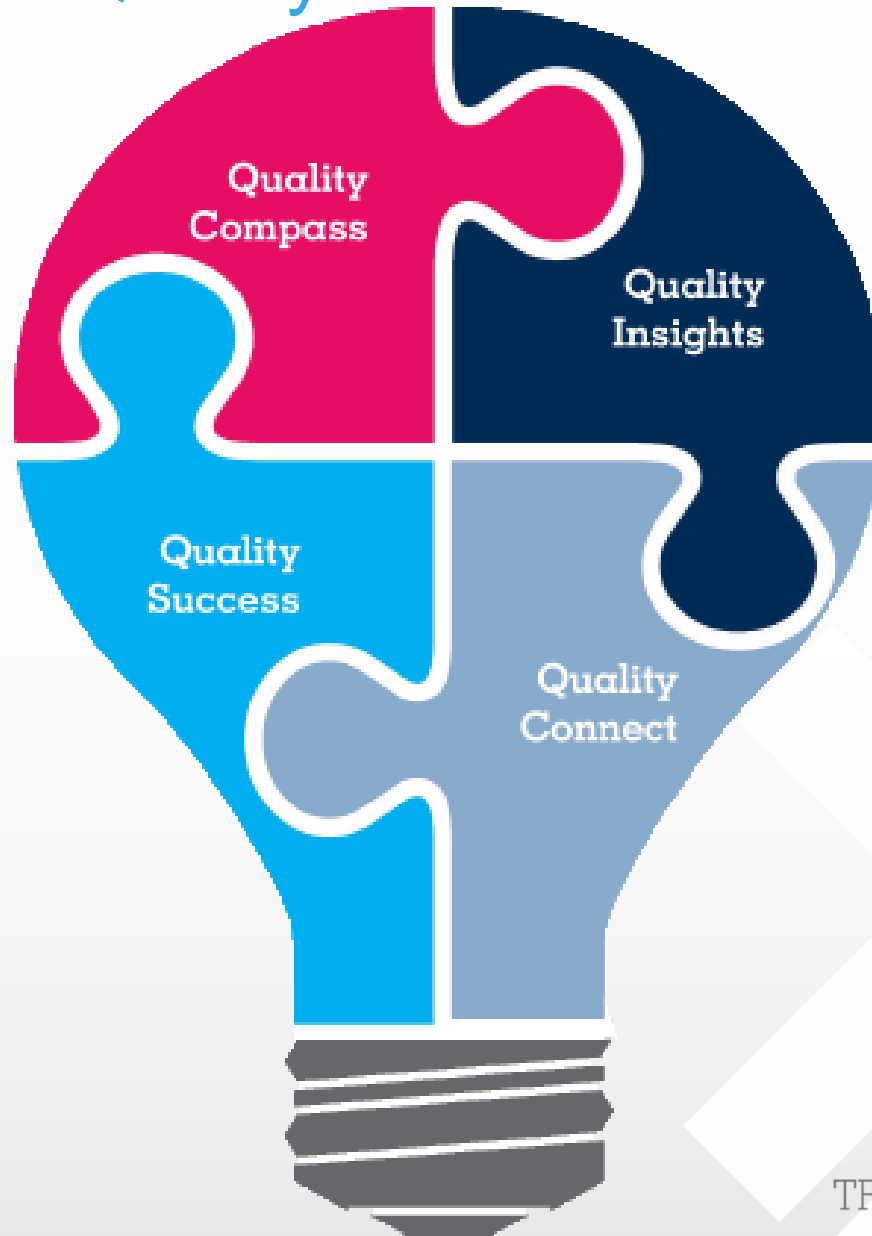
ITC Surveys on SMEs (NTM Surveys)

- Unclear understanding of quality requirements
- Insufficient knowledge or capacity on the 'how to' of compliance.
- Lack of awareness or access to quality-related services that could help.



So what kind of tool could help address these quality hurdles?

# What is the Quality for Trade Platform?



Now, let's have a look at the live tool.

EAC Quality Platform Compass Tool:

<https://un-consulting.ch/eac/compass>

Please use Chrome, Firefox or Safari browsers when using the tool.