



HEMA MENON

TRADE TRAINING OFFICER

INTERNATIONAL TRADE CENTRE (ITC)

SPEAKER BIOGRAPHY

Since joining ITC in 2000, Hema Menon has worked on a range of areas significant to improving the competitiveness of SMEs in international trade, focusing on policy, institutions, and enterprise levels. In her present role at ITC's Quality for Trade unit, she technically coordinates the development, planning and implementation of needs-based interventions geared towards helping SMEs overcome TBT and SPS related constraints ensuring coherence with national and regional developmental priorities.

Her experience includes enabling formulation of quality and standardization strategies, building capacities in national quality infrastructure institutions related to standardization, testing, inspection, metrology, and accreditation, supporting food safety, plant, and animal health agencies, as also related to the WTO TBT and SPS Agreements. She has designed and implemented numerous initiatives that build awareness of SMEs on the importance of quality and standards helping them to apply quality management, environmental management, and food safety systems towards certification to improve their ability to access international markets including sustainability and leveraging digital systems and platforms.

Engaging with regionally diverse projects across Asia including Central Asia, Africa, Latin America and the Caribbean and in countries at various stages of economic development, she has most recently worked on quality related initiatives in Burundi, Iraq, Malaysia, Philippines, and Uzbekistan.

Ms. Menon holds a Master's Degree in Arts and a Bachelor's Degree in Science.



WP.6 34th Session

Agenda item 8:
Panel discussion: Quality infrastructure helping to prevent a green and digital divide

Geneva
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Salle V

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