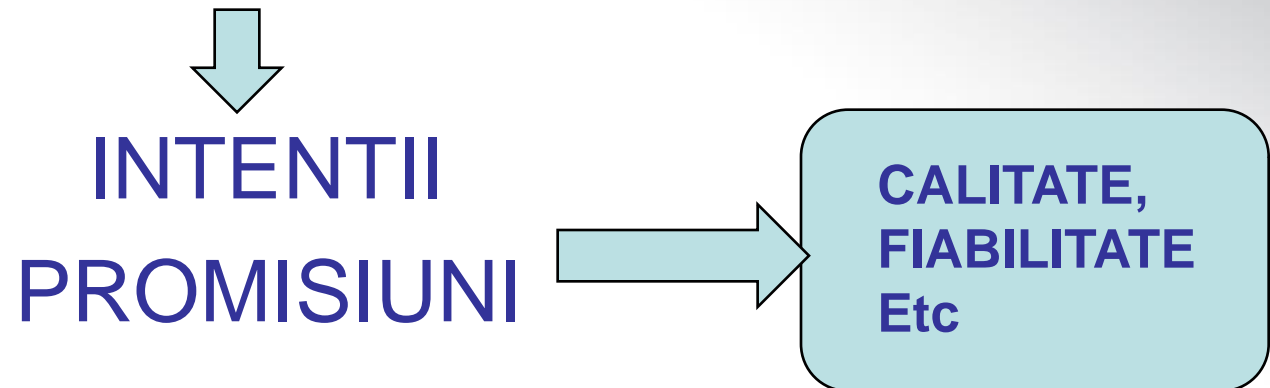


# **Calitatea serviciilor , a construi INCREDERE!**

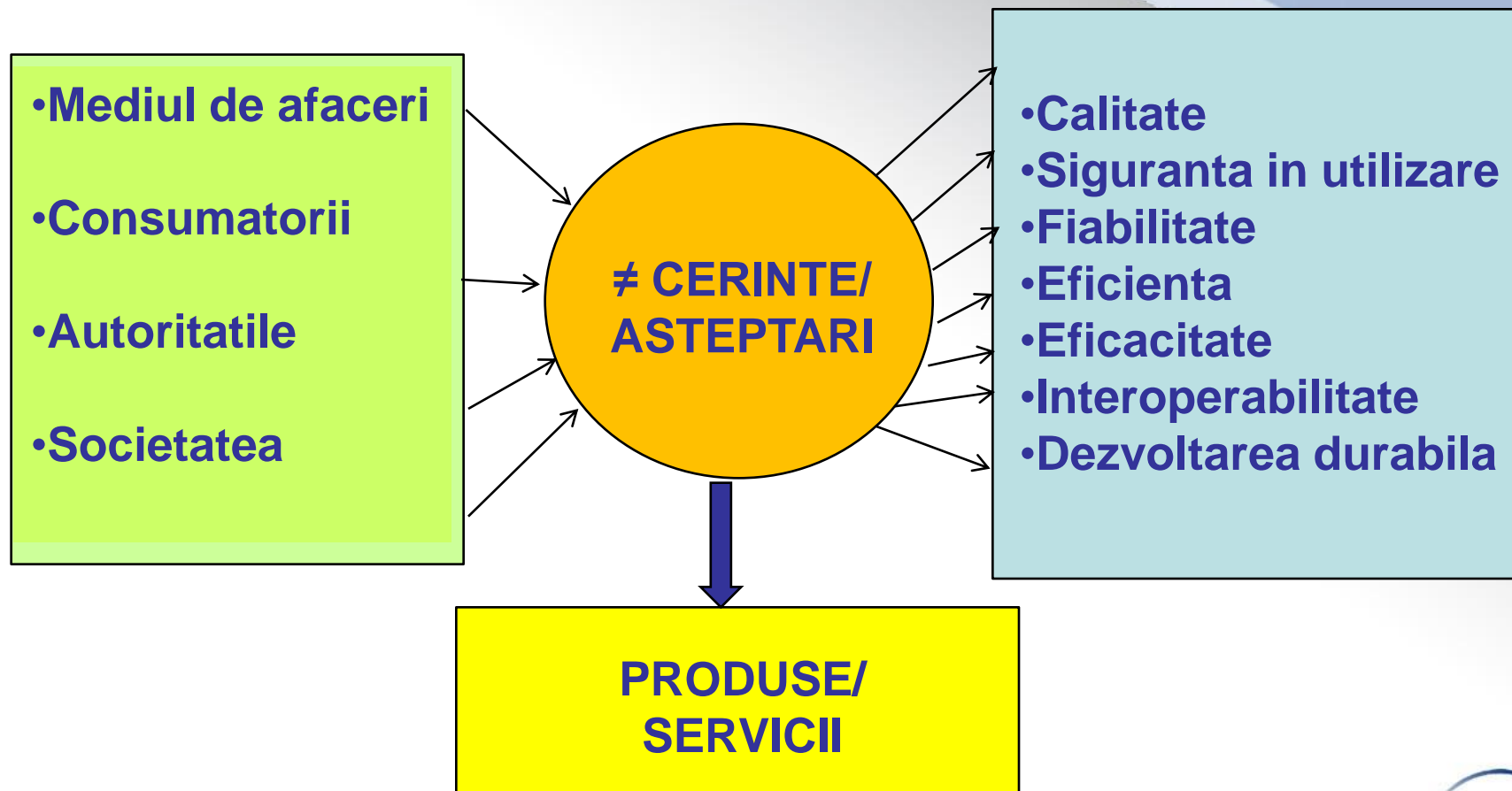
**Mihaela Sarbu- Director General  
TÜV NORD ROMANIA**

# MECANISME DE PIATA

- **CERINTE & AȘTEPTĂRI**  
**versus**
- **OFERTE** : Produse / Servicii



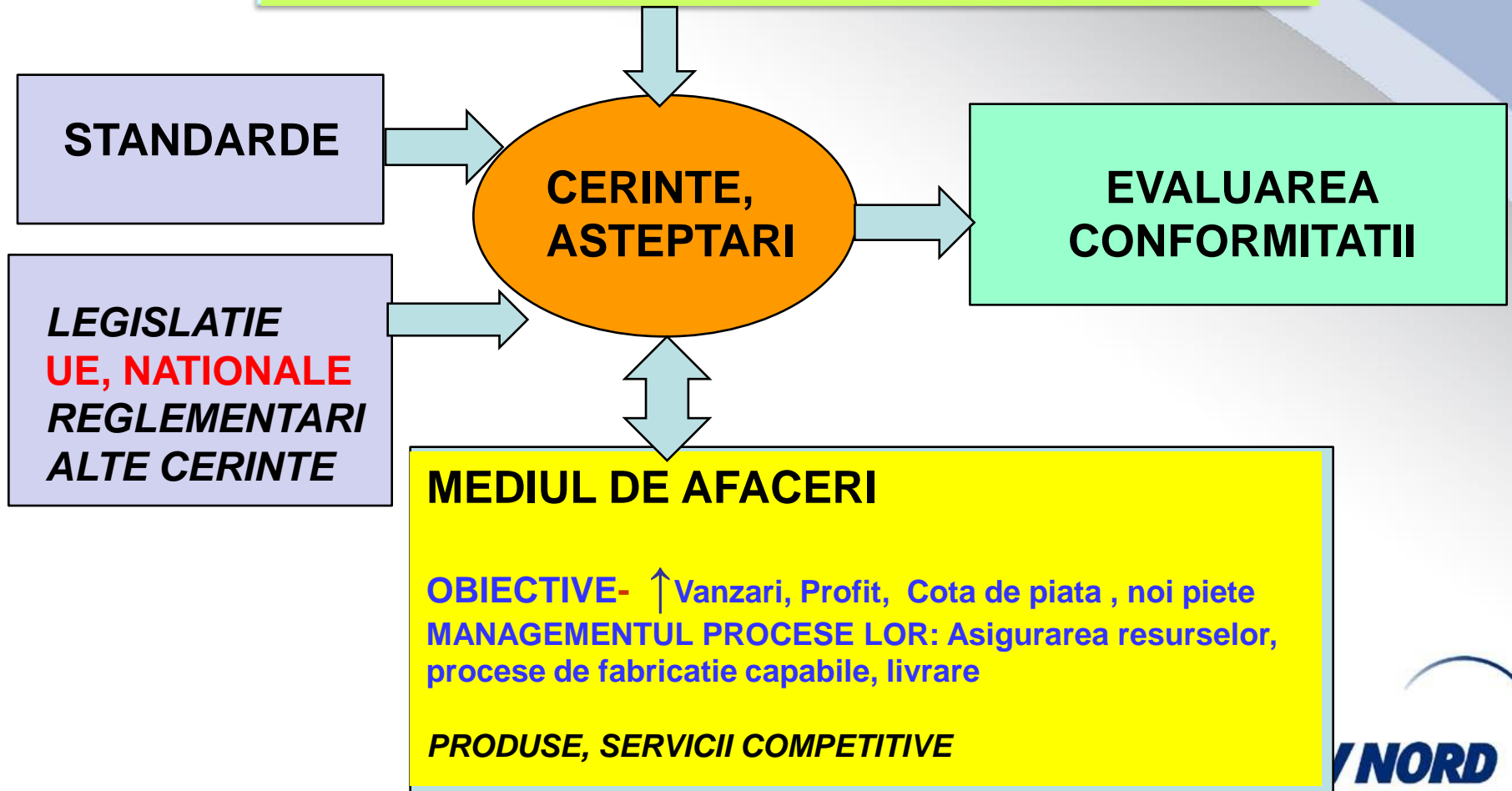
# CERINTE & ASTEPTARI



# SOCIETATEA/ PARTI INTERESATE

**OBIECTIVE-** Nivel de trai, sanatate si securitate ocupationala, protectia mediului, protectia consumatorilor, dezvoltare durabila

Mecanisme legislative coerente : dezvoltarea mediului de afaceri si protejarea partilor interesate



# Construirea capacitatii comerciale - Abordarea UNIDO- cei 3 „C“

United Nations Industrial Development Organization (UNIDO)

## Obiective:

- Sustinerea tarilor in curs de dezvoltare si a celor cu economii in tranzitie
- Dezvoltarea unor economii consolidate
- Accelerarea cresteri economice pe baze durabile
- Reducerea saraciei
- Armonizarea schemelor de evaluare a conformitatii si recunoasterea/acceptarea rezultatelor acestora la nivel international

# Abordarea UNIDO- cei 3 „C“ – BUILDING TRUST!

***“CONSTRUIREA” INCREDERII***

**CAPABILITATE  
FURNIZARE  
PRODUSE/  
SERVICII  
COMPETITIVE**

**DEMONSTRAREA  
CONFORMITATII**

**CONECTARE,  
PLASARE PE  
PIATA**

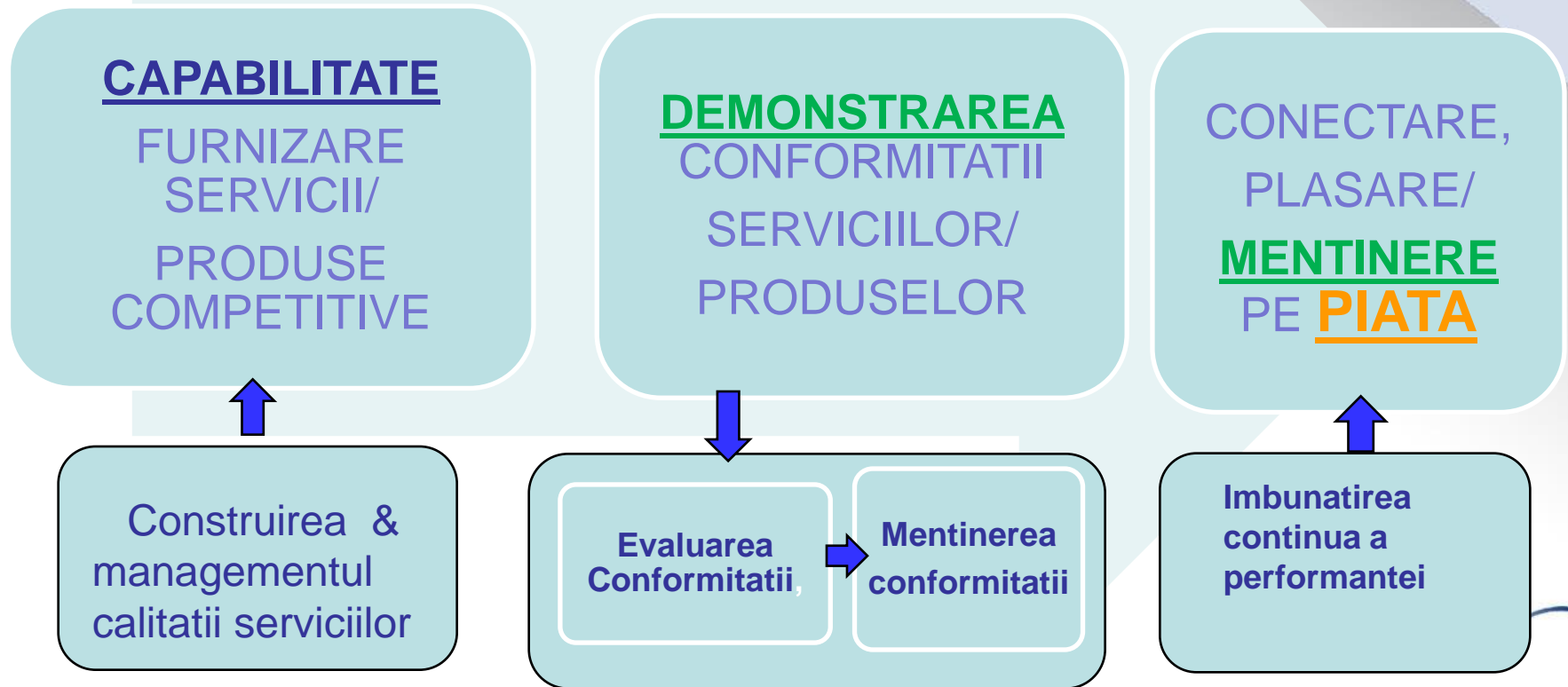
**COMPETE**

**CONFORM**

**CONNECT**

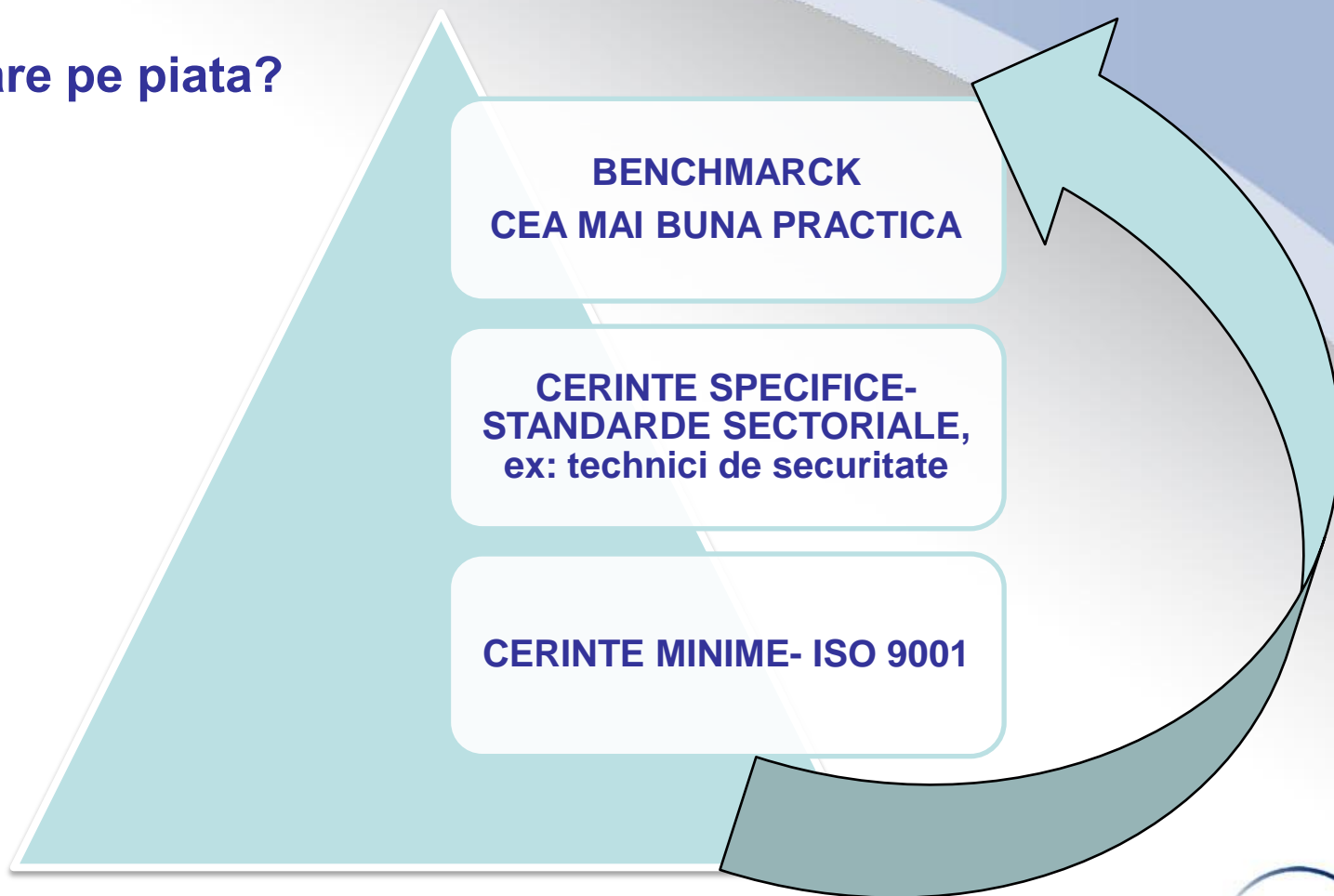
# Construirea capacitatii comerciale- Abordarea UNIDO- cei 3 „C“

## “**CONSTRUIREA**” INCREDERII



# Cum sa asiguram succesul durabil?

Ce urmeaza  
dupa...plasare pe piata?



# Standarde - CERINTE

## STANDARDE GENERALE:

- Sisteme de management : ISO 9001, ISO 14001, OHSAS 18001,

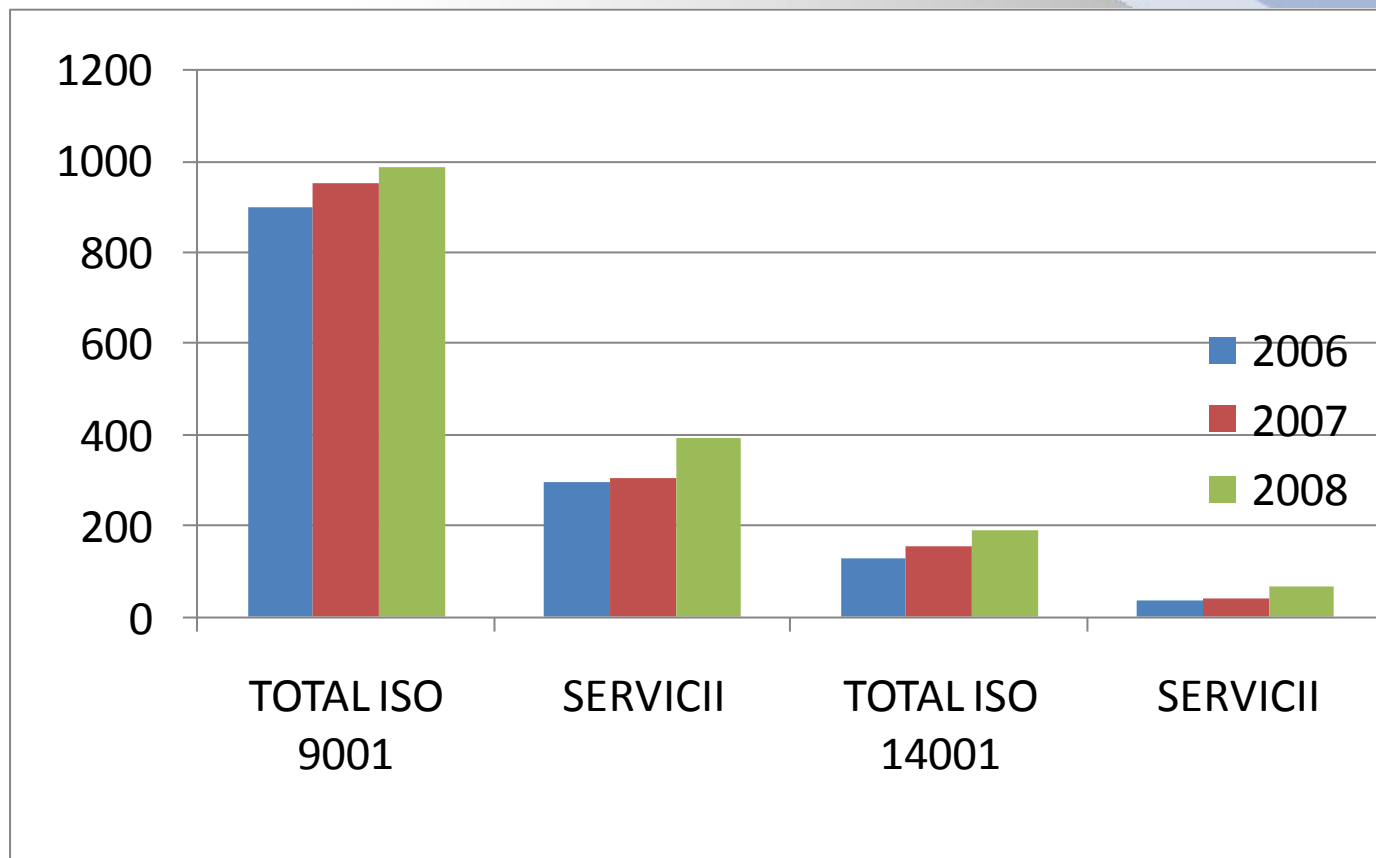
## STANDARDE SECTORIALE:

- Cerinte generale +
- Cerinte specifice sectorului economic : e.g  
*ISO 27001 « Information technology - Security techniques .  
Information security management systems”*

## STANDARDE PROFESIONALE:

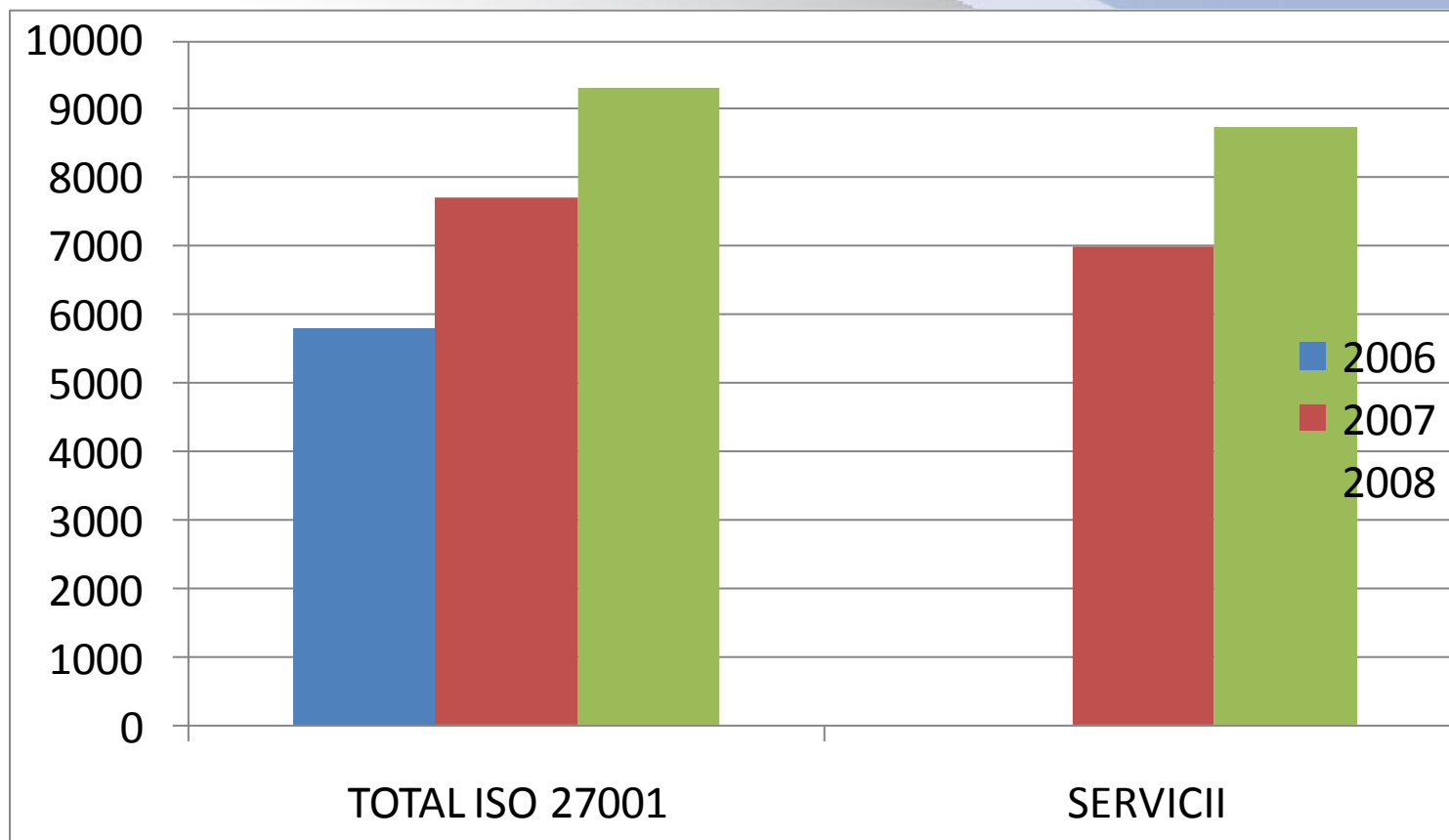
- Asociatii profesionale, e.g EURALARM
- Grupuri de interese economice sectoriale

# STATISTICA CERTIFICARILOR ISO 9001, ISO 14001, Statistica conform « Annual ISO survey »



# Certificari ISO 27001

## Conform "Annual ISO survey"



**Va multumesc pentru**

**Atentie!**

**INTREBARI?**