Strategy of Quality Management System
ISO 22000 in Libya

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Abstract: This study aims to clarify the significance of the quality management system for food organizations in Libya. Where quality ensures the competitive situation of the organization with other organizations in the same field. The study reviewed the mechanism for the organization official approval according to (ISO 22000), which considers as the specifications concerned with the quality management system (QMS). So, when the organization owns the (ISO 22000), it proved it had its own good technical system and quality management for all activates and confirms its obligation in front of the client. In addition, the researcher clarified the vision strategy for the implementation of the quality management system in Libya and the required recommendation for the organization obligation with the quality concepts in all activities and its role in the development of the economy.

Keywords: Strategy, quality management, ISO 22000, Libya

1. Introduction
Quality is the key to success and development of any organization because it believes its survival, give them a competitive advantage, and maintain the trust of their customers and produce goods standard specifications require administrative system that ensure the use of resources in an economical and effective (Khadar, 2015)
The International Standard ISO 22000 is concerned with the quality management system. In the sense that any institution that wants to stay and continuity in the work must be subjected to the application of this standard, because quality is the only way have to enter it in the local and global markets( Iso 22000:2005).
At the beginning of the third millennium full implementation of the global trade under the auspices of the World Trade Organization and -WTO- whose membership includes representatives from the (135) State controls 90% of the backbone of the new world order.
Most important goals of this agreement is to make international trade are subject to the rules of the World Trade Organization, which was founded in 1995, which include the liberalization of trade between the nations and the abolition of customs duties and all forms of protection of domestic products. This will make the competition between companies more intense than ever, both in foreign markets, internal, and results in confronting developing countries, big companies, particularly multinational corporations, which seeks to assert its monopoly on the world and compete with other companies market to achieve the greatest return on profit. (world trade report, 2016).

2. International and Libyan attitude from the quality management system ISO 22000.
We must admit that most of the world's production and service companies took a look at the adoption of the ISO 22000 system as a strategy to ensure its success, growth and profitability and to penetrate domestic and international markets ably high and features of this interest we mention the following examples:
- European Union countries are considering the closure of its markets to the products of companies that are not supported for ISO 22000 certification.
- East Asian countries create a support fund to encourage companies to adopt ISO.
- China issued legislation makes it imperative for investing companies that adopt quality standards ISO Management System.
- The ISO Survey of Management System Standard indicate that the number of companies earned on various ISO certifications has reached 1609294 until 2014. Including 30,500 companies obtained the ISO 22000 with an average of 14% of the total of various ISO certifications around the world see table.
ISO 22000 (food safety management systems): Its decrease being slightly down from last year, ISO’s food management standard nevertheless clocks in a respectable 14% (or 30 500 certificates issued) compared to 20% and 15% increases in previous years – its dented progress offset by it breaking the 30 000 certificate threshold for the first time this year (ISO survey, 2015).
Table 1: A summary of the statistics is shown in the table below.

<table>
<thead>
<tr>
<th>Standard</th>
<th>number of certificates in 2014</th>
<th>number of certificates in 2013</th>
<th>evolution</th>
<th>evolution in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISO 9001</td>
<td>1,138,155</td>
<td>1,126,460</td>
<td>11,695</td>
<td>1%</td>
</tr>
<tr>
<td>ISO 14001</td>
<td>324,148</td>
<td>301,622</td>
<td>22,526</td>
<td>7%</td>
</tr>
<tr>
<td>ISO 50001</td>
<td>6,778</td>
<td>4,826</td>
<td>1,952</td>
<td>40%</td>
</tr>
<tr>
<td>ISO/IEC 27001</td>
<td>23,972</td>
<td>22,349</td>
<td>1,623</td>
<td>7%</td>
</tr>
<tr>
<td>ISO 22000</td>
<td>30,500</td>
<td>26,847</td>
<td>3,653</td>
<td>14%</td>
</tr>
<tr>
<td>ISO/TS 16949</td>
<td>57,950</td>
<td>53,723</td>
<td>4,227</td>
<td>8%</td>
</tr>
<tr>
<td>ISO 13485</td>
<td>27,791</td>
<td>25,655</td>
<td>2,136</td>
<td>8%</td>
</tr>
<tr>
<td>ISO 22301</td>
<td>1,757</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,609,294</strong></td>
<td><strong>1,561,482</strong></td>
<td><strong>47,812</strong></td>
<td><strong>3%</strong></td>
</tr>
</tbody>
</table>

In particular, North America experienced a spectacular growth rate of 70%, notably in the USA where a new certification body joined the survey and a major existing contributor reported more certificates than usual. On European shores, Greece – one of the countries boasting the largest number of certificates – plummeted this year due to an important certification body not participating in the survey. Conversely, Australia’s remarkable progression can be linked to a significant contributor reporting more certificates than usual (ISO survey, 2015).

The beginning of Libya with the quality was in 1997 where only one company had obtained the ISO 9001. This situation continued until 2001, where the number of companies obtained the ISO 9001 began to grow until they reached a maximum on 2010 where the number increase to 62 company. As a result of civil war and political and economic conditions, which was accompanied by the year 2011, the number of companies began gradually decline and then returned again in the gradual increase in 2012 and 2013, a period of political and economic stability where the number of companies 51 companies in 2014 due to the same previous reasons mentioned.

2007 It was the beginning of getting ISO 22000 in Libya where two companies were obtaining ISO 22000
Then the number of companies increased in the next year to reach 18 companies
The number of companies decreased in 2009 to 15 companies and back again to rise the number of companies in 2010 to 33 companies. The political and economic conditions in Libya also caused a sharp drop in the number of companies taking place on the ISO 22000 certificate where it arrived in 2011 to only 3 companies and then it began to rise cautious for up to 6 companies in 2014.

Figure 1. Evolution of Iso 22000 certificates in Libya
3. Quality concepts
Numerous definitions cited by experts and those interested in the issue of quality as received the following definitions:
- Quality is the compatibility with consumer needs and requirements (Deming, 1986)
- Quality is the conformance requirements and needs. (Crosby, 1996)
- Quality is the quality of work and the quality of service and quality of information and the quality of operation and the quality of workers and the quality of goals and other (Ishikawa, 1990)
- Quality is to meet the expectations of the customer or bypassed (Krajewski, 1996)

While the European Organization for Quality Control defined quality as a group of characteristics and features that, make the product able to fulfill a specific need and stressed that the quality of the products depends primarily on the quality of design and manufacturing quality.
- Quality Policy is the intentions and overall trends for quality as expressed by senior management, which officially considered part of the public organization emanating from the top management policy (ISO 22000:2005).
- Quality Management is all activities related to the administrative functions of the organization and decide which quality policy, objectives and responsibilities and applied using quality planning processes, quality control, quality assurance, improvement and development of quality through certified quality management system. (Ghassan, 2005)

The responsibility for quality management is the responsibility of all levels of management, top management must lead it, and the application includes all employees of the organization.
- Quality Management System
The organizational structure measures including, processes and resources necessary to implement quality management system and must have a comprehensive quality management system to meet the quality objectives. The quality management system of an organization must meet the needs of the organization and thus will meet the customer’s requirements (Ishikawa, 1990).

4. Some of the ideas and beliefs, misconceptions regarding quality
1-The high cost of quality, this is a misconception, a lot spread for quality as an increase in spending on scientific research, and development leads to higher product quality. Improved control of production processes can lead to a reduction of total cost of production as the world has seen in the past decades, substantial and continuous improvement in quality and with a significant reduction in costs.

2- Concentration on quality led to low production: this misconception common among laboratory managers because they believe that the achievement of quality is only on the production account and that this leads to the rejection of a large proportion of the products, the modern style, quality control focuses on prevention, beginning from design to the stage of delivery product.
3- The departments of many organizations put a lot of blame on the workers when the production of goods with non-matching specifications. This saying is unsound because the workers takes responsibility only in the case of training on the correct processes and working methods. (Khadar, 2015)

5. Quality management systems ISO 22000
ISO 22000:2005 specifies requirements for a food safety management system where an organization in the food chain needs to demonstrate its ability to control food safety hazards in order to ensure that food is safe at the time of human consumption.

It is applicable to all organizations, regardless of size, which are involved in any aspect of the food chain and want to implement systems that consistently provide safe products. The means of meeting any requirements of ISO 22000:2005 can be accomplished through the use of internal and/or external resources.

6. ISO 22000:2005 specifies requirements to enable an organization
- To plan, implement, operate, maintain and update a food safety management system aimed at providing products that, according to their intended use, are safe for the consumer.
- To demonstrate compliance with applicable statutory and regulatory food safety requirements,
- To evaluate and assess customer requirements and demonstrate conformity with those mutually agreed customer requirements that relate to food safety, in order to enhance customer satisfaction,
- To effectively communicate food safety issues to their suppliers, customers and relevant interested parties in the food chain,
- To ensure that the organization conforms to its stated food safety policy,
- To demonstrate such conformity to relevant interested parties, and
- To seek certification or registration of its food safety management system by an external organization, or make a self-assessment or self-declaration of conformity to ISO 22000:2005. (ISO 22000:2005).

According to Krajewski, (2016), the benefits are quality are the following:
- A preventative approach to food safety
-Can help identify process improvements & reduced customer complaints.
-Reduces the need for, and the cost of product testing.
-Provides evidence of due diligence & reduces the likelihood of product recall & adverse publicity.
-Improves staff performance through the promotion of team spirit & improves staff morale and motivation through a cleaner working environment.
-A clear, auditable, global standard providing a framework to bring together all parts of your Food Safety Management System.
-Provides evidence of due diligence & reduces the likelihood of product recall & adverse publicity.
-Enhances customer satisfaction / reduces dissatisfaction.

8. Key Elements of ISO 22000-2005

This International Standard specifies the requirements for a food safety management system that combines the following generally recognized key elements to ensure food safety along the food chain, up to the point of final consumption.

- Interactive communication;
- System management;
- Prerequisite programmes
- HACCP principles.
(ISO 22000:2005).


Determination of critical control points to control (CCP) any identifiable hazard.
Establishment of systems to monitor critical control points & Limit(s).
Establish a system to monitor control of the CCP & Establish the corrective action.
Establish documentation concerning all procedures and records appropriate to these principles and their application. (ISO 22000:2005).

10. International organizations associated with the ISO certificates

Has to be clarify in advance that there are two types of matching certificates used in the field of quality:

10.1 Certificates of conformity for quality systems

Certificates of conformity to quality systems shall be granted according to the State Standard 2004: ISO17011, shown in Figure 2.

Administrative levels for granting ISO certificate

- First Level (A) World Organization ISO: This organization does not interfere in the grant of certification but it is only issue standard specifications.
- Second Level (B) International Accreditation bodies: These organizations are following up the third level of certification bodies on an ongoing basis. Basically are evaluating certification bodies and conferred support in order to be able to exert its function by giving a certificate to confirm its validity, these organizations are:
  - In UK, United Kingdom Accreditation Service (UKAS).
  - In France: French Accreditation Committee (COFRAC).
  - In USA: Registrar Accreditation Board (R).
  - In Germany: German Accreditation Council (TGA-DAR).
  - In Canada: Standards Council of Canada (SCC).
  - In Pacific nations.

There is an organization called international accreditation forum (IAF) which spread in more than one hundred countries in the world take the validity of the adoption of various bodies such as France and England, Germany and the United States of America. The importance of this level, considering that companies are dealing directly with him will be to clarify some of the important considerations in this area, which should be bound by these entities:

1- To do the audit (audit league) through repeated visits to companies which granted certificate in order to ensure that the quality system in place and are constantly maintained.
2- Send an information survey form that is determining the representatives of top management in companies.
3- Certification bodies reviewed the quality manual, procedural manual, documents and records.

4- Certification bodies should be take fees of evaluation, certification grant and visits by using payouts.

-Fourth level (D) Consultancy centers: It is an independent party has the experience and the potential and practice in helping companies to secure the requirements of the ISO specification. Companies make use of these centers usually when they do not have sufficient expertise for the development of quality systems for its activity.

Figure 2. Administrative levels for granting ISO certificate

-Fifth Level (E) Companies: Industrial companies or services that require obtaining the ISO certificate is usually dealing with the third level (registrars) the fourth level (consultative status). Companies identifies wishing to qualification management representative who leads the qualifying operations in order to obtain the ISO certificate by tracking stages and systematic work which relates to the stages of planning and a willingness to get the certificate and the registration and development of continuous improvement towards the wider application of the principles and requirements of total quality management

Certificates of conformity for products

Product conformity certificates: The certification authority checks the quality management system in addition to taking samples of the product and examining them according to the approved specifications of the same product. The sampling process takes place periodically and with declared and undeclared visits. The company concerned is entitled to put the quality mark to ensure that the quality of the product has been confirmed by body certification.

11. Quality process requirements

Standards accreditation body must have the mechanism to provide and periodically update the following data:

- Procedures for evaluation and accreditation processes, including details related to the granting of accreditation and its appropriation, expansion, reduction, suspension or withdrawal.
- Referenced documents include the details required for the purposes of accreditation, including the specific technical requirements for each field of standards.
- Fees for granting accreditation.
- The rights and duties, of the donor, which include:
  - Name and address of the donor.
  - Date of granting accreditation and expiry.
  - Scope of granting accreditation
  - Procedures for handling objections and complaints.
  - Documents on the international body that have been accredited to the national donor.
  - Details of the organizational structure and description of the functions, duties, and powers granted.
  - Details of the financial support of the donor.
  - Information about the events and determinations you are working on.
  - Information about the activities and determinants of the donor.
  - Details of the entities that may be associated with it as a training, evaluation, etc.

12. Recommendations

1. Compulsory application Quality fundamentals in food organizations.
2 - Education and rehabilitation with a competitive motive for the real quality, where should reach markets only products that match quality.
3 - The establishment of a body for this purpose by the State as a body authorized to grant the accreditation of donors in accordance with the guide issued by the International Organization for Standardization (ISO) and review the existing laws and instructions.
4 - Focus on the importance of training through the preparation of quality awareness courses and can be implemented locally such programs through universities or the Libyan National Center for Standardization and Metrology.

5 - The conclusion of international agreements with the counterparts in the world and considered a priority and can be the National Quality Committee advisory body for this purpose and we propose that the committee consists of experts quality.

6 - It is necessary to develop a short-term and long-term action plan, provided that the implementation of the plan and continue to follow it annually by the Prime Minister.

7 - Established of a central magazine by the Libyan National Center for Standardization and Metrology includes the activities of organizations in the application of quality management systems in addition to raising awareness of the private sector in the field of quality.

8 - Introducing the Libyan Quality Award for service and production organizations to encourage the Libyan organizations to adhere to the principles of quality and apply the quality management system according to the ISO standard (Quality Management System Guidelines, 2012).

13. References