

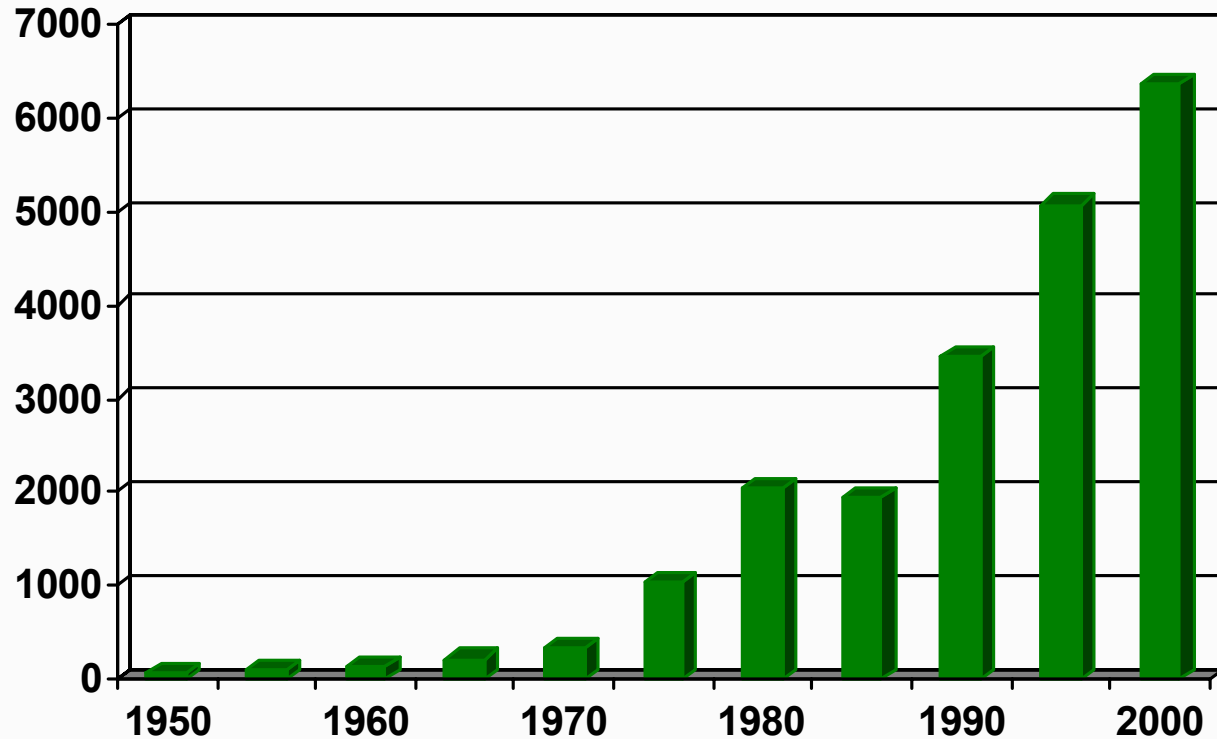


GLOBAL RELEVANCY -THE ISO COUNCIL PERSPECTIVE

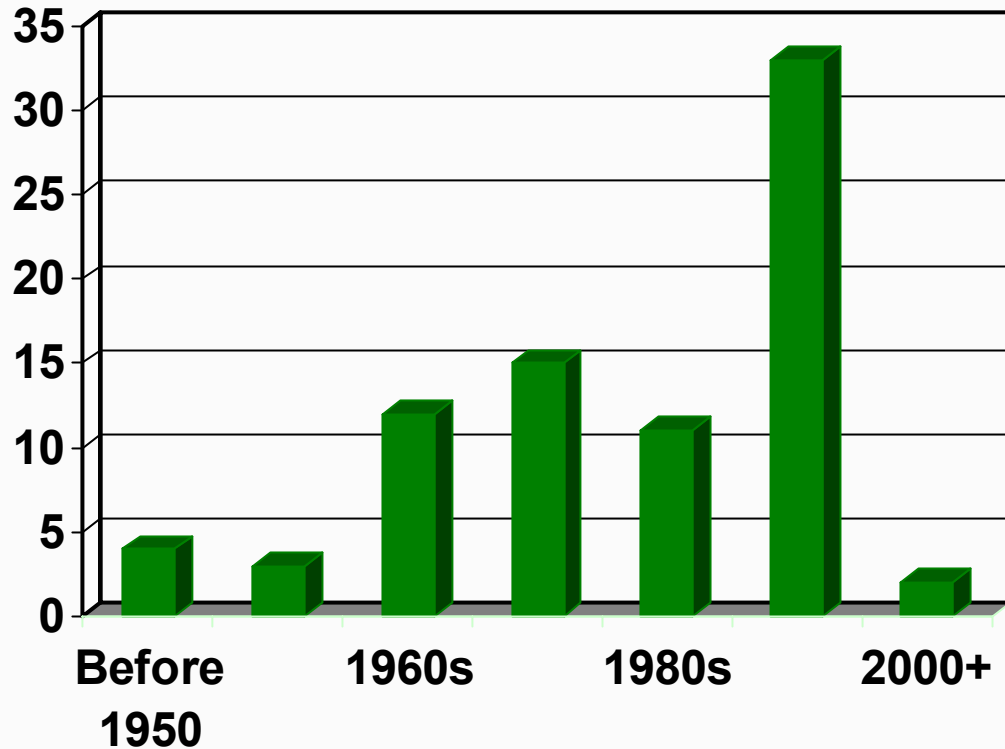
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Global Merchandise Trade - 1950-2000 ***(In Billions US\$) - Source: NIST***



Growth of Developing Country NSBs



Regional Economic Cooperation

The Asia-Pacific Economic Cooperation (APEC) Subcommittee on Standards and Conformance (SCSC) has established as its first priority:

- **“Projecting Asia-Pacific views - Discuss how to utilize the SCSC, its ad hoc Technical Groups (TGs), and its relationships with Specialist Regional Bodies (SRBs) to reflect Asia-Pacific’s views in international standardization activities.”**



Regional Economic Cooperation

European Union documents set the strategic goal:

- **“ . . . to become the most competitive and dynamic knowledge-driven economy in the world . . . ”**

And state:

- **“As standardization is a mainly market-driven activity, it is of key interest to European stakeholders to promote the European system and foster close links with international standardization outside Europe. The Commission encourages European stakeholders to continue their efforts in this respect.”**



Regional Economic Cooperation

Ministerial Declaration of the Free Trade Agreement of the America's Sixth Meeting of Ministers of Trade states:

- **“ . . . we consider important the strengthening of the ongoing trade integration processes within our Hemisphere, which can facilitate the achievement of full Hemispheric integration.”**



WTO/TBT, Annex 4, Paragraph 10

Fundamental requirements for globally relevant standards:

- **Effectively respond to regulatory and market needs (in the global marketplace);**
- **Respond to scientific and technical developments in various countries;**
- **Do not distort markets;**
- **Have no adverse effects on fair competition;**
- **Do not stifle innovation and technological development;**
- **Do not give preference to characteristics or requirements of specific countries or regions when different needs or interests exist in other countries or regions;**
- **Should be performance based as opposed to design prescriptive.**



ISO Strategies 2002-2004

Strategic Initiative:

- 1. Increasing ISO's market relevance - by developing the ability to understand market needs and better serve them; and by assuring the best possible participation of enterprises and other market forces in the ISO system.**



ISO Strategies 2002-2004

Key ISO Objectives:

- 1. ISO shall produce International Standards and actively promote their voluntary adoption and use to assist worldwide industry and trade.**
- 2. ISO will foster and promote the use of International Standards to assist in harmonizing technical regulations and reducing technical barriers to trade.**
- 5. ISO will encourage maximum implementation of ISO standards in order to facilitate global trade.**
- 7. ISO shall have an organization capable of quickly adapting to change and to the needs of the world community, which it serves. ISO shall perform as well as, or better than, any other international standardizing organization.**



ISO & Global Relevance

Recent History:

- **September 2001 - ISO Council charges the Council Standing Committee on Strategies (CSC/STRAT) to examine whether regional economic cooperation can impact the outcomes of ISO standards development processes.**
- **January 2002 - ISO CSC/STRAT agrees that:**
 - **Regional economic cooperation could prospectively affect ISO processes;**
 - **TMB should consider global relevancy in general and the possible application of the IEC Global Relevancy Initiative approach in ISO.**
 - **ISO/CS should better educate member bodies on opportunities to participate to ensure broader participation.**



ISO & Global Relevance

September 2002 - ISO CSC/STRAT agrees to:

- **Collect updated information on the approaches used by the various existing regional organizations for the adoption and regional transposition of ISO standards; and**
- **Undertake a strategic planning exercise, introducing “what-if” scenarios, and analysing the kinds of impact that the emergence of regional free trade areas might have on the ISO standardization system.**



ISO & Global Relevance

September 2002 - TMB notes that ISO standards may lack global relevancy due to:

- **Regional economic cooperative efforts and the exercise of regional dominance;**
- **Lack of participation and influence in the ISO committees by countries needing to use the resulting standards; or**
- **The development of ISO standards that are appropriate for application in developed countries but not in developing countries.**

Therefore, the ISO/TMB concluded that a suite of possible options for addressing various scenarios may be more appropriate than defining a single solution for all cases.



Global Relevance - The ISO Council Perspective

Conclusion

Thanks

