

Good morning, everyone.

My name is Joe Bhatia, and I am president and CEO of the American National Standards Institute.

It is my pleasure to be here today, and I would like to thank you all for joining us for the First Indo-U.S. Summit on Standards in Trade.

For those of you who are not familiar with ANSI, we are the coordinator of the U.S. private-sector led and public sector-supported voluntary consensus standards and conformity assessment system. The Institute's activities cross all industry sectors from technology to services, and from consumer safety to protection of the environment.

ANSI speaks as the U.S. voice in standardization forums around the globe. Through our network of members, we represent the interests of more than 125,000 companies and 3.5 million professionals worldwide.

ANSI is pleased to partner with the Bureau of Indian Standards, the Confederation of Indian Industry, and the Indian Ministry of Commerce and Industry, to welcome you to today's summit as part of our U.S.–India Standards and Conformance Cooperation Program (SCCP).

The trade relationship between the United States and India is one of the world's most vibrant and growing bilateral partnerships.

Just listen to the numbers...

- Bilateral trade in merchandise goods has increased almost 400% in the last 15 years.
- In 2008 alone, U.S. Exports to India totaled 32.4 billion dollars, an 85% increase from 2007...and Indian exports to the U.S. totaled nearly 40 billion dollars, a 65% increase from 2007.¹

¹Figures come from U.S. Department of Commerce: <http://www.buyusa.gov/india/en/motm.html>.

In our fast-paced global economy, there is no question that standardization and trade are linked. Dozens of studies from the U.S. Department of Commerce and the World Trade Organization back up the statement with data.

In total, 80% of global commodity trade is impacted by standards and conformity assessment programs. This means roughly \$13.5 trillion in 2008 alone. If we are not all on the same page, the international community – particularly industry – experiences a lot of duplicative effort and incurs a lot of unnecessary cost.

Time and again, we have seen that those who understand how to effectively influence and address standardization and compliance issues have the greatest success in the international marketplace.

To facilitate trade, investment, and technical exchange between the U.S. and India, the SCCP is built upon a strong foundation of collaboration and mutual understanding.

In September 2006, ANSI and BIS signed a Memorandum of Understanding (MoU) agreeing to share information and best practices, and to facilitate further dialogue among Indian and U.S. standardization experts. This MoU led to a tri-party agreement in December of 2007, which has brought ANSI, CII, and BIS into close partnership on the advancement of trade between the U.S. and India. In short, we agreed to exchange information and best practices, and to make our collective resources available to those who need them. In signing the MoU, we not only opened the door for increased collaboration among our three organizations . . . we also created an additional path for U.S. companies to success in the Indian market, and opened doors for Indian companies looking to enter the American marketplace.

Later today, ANSI and CII will be rounding out our relationship by signing an MoU that pledges increased dialogue, mutual information exchange, and more exciting opportunities to jointly organize and sponsor conferences, workshops, and events like today's summit.

Building upon this strong foundation of cooperation, the SCCP has seen tremendous success in its very first year of existence. I am very proud of all of the progress we have made together and would like to share a few noteworthy achievements with you now:

- The recent ANSI / BIS / CII digital video conference on water equipment standards is an excellent practical example of our success. We brought together all of the technical experts, let them establish

contacts, and consult with one another on current work efforts. This was a great opportunity to share information on technologies employed in the U.S. and India on a critical international issue – safe, clean water affects us all.

- In July, we were proud to launch new Indian content on StandardsPortal, an online resource that facilitates international trade. One of the key SCCP tools now available on StandardsPortal is the Standards and Conformance Issue Matrix. This document tracks issues that could potentially impact trade and documents the steps being taken to address and resolve them. The matrix is intended to monitor progress towards the ultimate goal of enhanced Indo–U.S. trade facilitation, and I think it’s an excellent resource for all of us – government and industry alike.
- We have hosted two sector-specific workshops as part of the SCCP – one back in November on fire safety, and another just yesterday on liquid natural gas. These workshops are a terrific opportunity to bring industry stakeholders together for targeted technical dialogue. By sharing information and building new partnerships, both of our nations can grow and discover new opportunities.
- Finally, in November 2009, CII organized two key roundtables together with ANSI and BIS: one to address textiles and another for gems and jewelry. These events brought Indian industry representatives to share their perspectives and feedback, which ANSI has in turn been able to bring back to the U.S. to share with our stakeholders.

All of these deliverables help provide concrete and clear examples to the public on the importance of our cooperation. By working together on standards and conformance issues, we can help to prevent trade barriers before they arise.

As you know, trade barriers can mean many negative results for U.S. and Indian companies. Sometimes, trade barriers will make it impossible to enter a potential market. Sometimes, they will make it more expensive to get your product through the door. And sometimes, trade barriers can limit technological access, leaving some companies far behind others in their sector.

Through the SCCP initiative, ANSI, BIS, and CII have seen how collaboration in the areas of standards and conformity assessment not only helps to reduce barriers to bilateral trade and investment, but also facilitates transfer of technologies between the U.S. and India – an arrangement that benefits all of us.

In fact, support for the SCCP has been incredibly strong in the U.S. We have seen high-level U.S. government participation in our launch events, including individuals from the U.S. Department of Commerce, the U.S. Trade and Development Agency, and the National Institute of Standards and Technology.

Industry has also stepped up to the plate and demonstrated their enthusiasm by submitted proposals for SCCP workshops.

And finally, we are proud to share that the SCCP effort has received an endorsement from a member of the U.S. House of Representatives. Representative Jim McDermott is one of the founders and current co-chair of the Congressional Caucus on India and Indian-Americans. His letter to U.S. Congress in support of our program will surely result in an even more meaningful level of engagement from U.S. stakeholders in the public and private sectors.

In the coming year, we look forward to even more exciting activities and opportunities to address strategic issues. For example, we are looking at workshops that cover biometrics, agricultural equipment, and solar technologies, to name just a few. And of course, ANSI looks forward to helping our partner CII to coordinate activities in the United States.

One big project on the horizon for 2010 is the U.S. Standards Directory, which will provide information about the standards, technical regulations, and conformance requirements for products in five industry sectors. This dynamic resource will help businesses in both our countries to learn more about the requirements they face to do business in the U.S. market.

And beyond the scope of our collaboration on the SCCP project, ANSI has been working with the Quality Council of India promote and facilitate the development of skill standards as well as personnel credentialing and accreditation systems. Credentialing is a big issue in the United States, and ANSI is pleased to add value to the process as an accreditor of the bodies that issue personnel certifications and training certificates. By sharing our knowledge and best practices with QCI, we can help India on its path toward a more rigorous credentialing environment and a more robust workforce.

In addition, ANSI, CII, and BIS are positioned to serve as focal points for other sector-specific and technology-specific cooperation throughout 2010. One example is the upcoming visit by IEEE to

Bangalore and their “Global Standards at IEEE” event which will be held on March 8-10. We look forward to many other opportunities for information sharing and outreach in the coming year.

India has changed a lot in recent years. There is no denying that it is an economic power—not just in Asia but worldwide.

Ever since I emigrated to the U.S. in 1964, I have routinely traveled back to India to visit family and friends as well as for business purposes. I have witnessed India’s growth firsthand, and I am proud that ANSI has joined in partnership with BIS, CII, and MCI to convene this summit.

I look forward to listening to today’s summit presenters, and joining you in discussing how we can better share information and build lasting partnerships in order to facilitate Indo-U.S. standards in trade. Thank you very much for your attention.

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S. Joe Bhatia President and CEO American National Standards Institute	Closing Remarks 1st Indo-U.S. Summit on Standards in Trade February 16, 2010 – New Delhi, India word count: 112 (approximately 1 minute)
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Good afternoon, everyone.

I hope that you all enjoyed today's discussions as much as I did. As has been the case each time we meet, our partnership continues to grow and deepen. I am very proud of what we have accomplished together, and I am energized by all of the exciting opportunities that are on the horizon.

I would like to thank all of my colleagues at CII, BIS, and the Ministry of Commerce and Industry for their work on this summit, and for their ongoing partnership and cooperation.

Finally, thanks to each of you for your attendance, participation, and support. I am greatly looking forward to our next meeting.

Thank you.

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