



INTERNATIONAL  
ELECTROTECHNICAL  
COMMISSION



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The full strategy can be downloaded on the IEC website:  
[www.iec.ch/masterplan](http://www.iec.ch/masterplan)

See why CEOs endorse the IEC:  
[www.iec.ch/globalvisions](http://www.iec.ch/globalvisions)

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THE IEC IS YOUR HOME.

We make electrotechnology work  
for you.



# Masterplan

EMPOWERING YOU TO LEAD

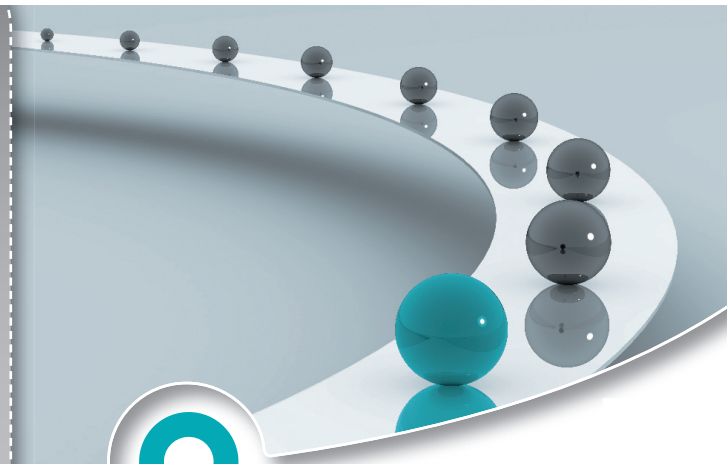
Making  
IT  
**WORK**  
for YOU



# Making IT WORK for YOU



The IEC is the global “home of industry” for all your electrotechnical standards and compliance needs. The Masterplan sets out our strategy, making it easier for you to lead, anywhere in the world.



## **YOU WANT TO LEAD THE PACK** *sit at the table where the rules are made*

Most international companies participate in IEC work to keep a tap on technology development and to avoid that their competitors write the rules they will have to comply with in the future. No matter how big or small your company is, your voice counts equally. Get involved in your National Committee of the IEC; influence their work, become a leader not a follower.

## **YOU WANT YOUR TECHNOLOGY TO PENETRATE THE WORLD MARKET** *we anticipate your needs*

You get to know at the design stage what differs where, so as to avoid multiple SKUs, duplication and waste of money and time. Your technology will be globally recognized and you can still protect your IP.

The IEC has put in place high-level technology watch mechanisms that enable it to develop the right deliverables exactly when you need them. By prioritizing standardization and conformity assessment work, putting in place new structures, tools and processes as well as cooperating with all relevant organizations, the IEC helps you sell your products faster to more markets. IEC International Standards are used and recognized in more than 163 countries worldwide.



## **YOU WANT THE BIGGER PICTURE** *we are working on it*

With the convergence of technologies and increasingly large scale infrastructure projects, you need more than a product-based approach to standardization. With updated internal structures, tools and processes, the IEC is developing the roadmaps and systems standards industry needs.



## **YOU WANT WORLD-CLASS KNOW-HOW** *get access to it globally*

Through the IEC you have access to the expertise and experience of close to 10 000 global experts. With their contribution, the IEC is able to provide you with a universally recognized, highly cost-efficient platform for all your standardization and conformity assessment needs in electrotechnology.



## **YOU NEED TO PROVE COMPLIANCE** *we have the right tools for you*

Safety, efficiency, environmental regulations and more – your products increasingly need to comply and you need to provide the proof that they do. The IEC has the tools and systems that help you demonstrate conformity.



## **YOU LOOK TO EXPAND YOUR MARKETS** *we help build those of tomorrow*

You want to sell your products in as many markets as possible and you need manufacturing flexibility. Our long-term commitment helps developing countries build their infrastructures and know-how. We provide the solid technical basis free of charge as well as expert advice and the mentoring they need on their way to industrialization and to help them build their markets.

