

# East Meets West

facing challenges  
making connections

American National Standards Institute  
2004 ANNUAL CONFERENCE

**OCTOBER 13, 2004**

MARRIOTT AT METRO CENTER  
WASHINGTON, DC

**REGISTER EARLY AND SAVE 10%**

DEADLINE: SEPTEMBER 10, 2004





*American National Standards Institute*

Since acceding to the WTO in 2001, the People's Republic of China has become the third largest trading partner to the U.S. and the sixth largest market for U.S. exports. American exporters to China rank standards as one of their greatest market access issues. The nation has become a key priority for standards developers and testing organizations.

The 2004 ANSI Annual Conference, *East Meets West: Facing Challenges and Making Connections*, will offer a unique forum to delve into the nuances and interrelationships of standards and conformity assessment, commerce and trade in the Chinese market. Speakers and panelists will address topics such as:

- China's national standards system
- The experience of multinational companies working in the People's Republic of China and the Asia Pacific
- Intellectual property rights and patent protection
- Workers' rights and nontariff barriers to trade
- Homeland and global security
- Product certification in Asia and beyond

ANSI is proud to sponsor the 2004 Annual Conference as a cornerstone of this year's U.S. Celebration of World Standards Week. We look forward to your participation.



# East Meets West

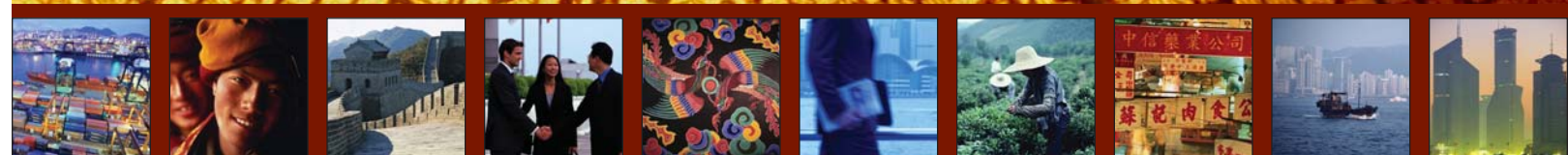
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## ABOUT THE CONFERENCE



According to the U.S. Department of Commerce, trade with the People's Republic of China is one of the major contemporary issues facing U.S. standards developers and testing organizations, and the number one market access concern of American manufacturers and exporters. In recognition of such findings, the 2004 ANSI Annual Conference will bring together a diverse group of experts to address the varying influencers of commerce and trade in the Chinese market.

Featuring standards and conformity assessment professionals, manufacturers, business leaders and government representatives, ANSI's Annual Conference will showcase speakers and panelists who will explore several perspectives on China's national standards system including com-

pliance with China's standards and regulations, the challenges and complexities U.S. industries face in China, the cultural differences that contribute to differing standards, and threats to intellectual property. Finally, the Annual Conference will feature special panels on homeland and global security and international recognition of product certification in Asia and beyond.

Disparate standardization systems and basic cultural contrasts can lead to trade tensions, yet cooperation and innovation are improving. The ongoing relationships built in the global standards community are the keys to understanding the differences we face, and unlocking their solutions. ANSI invites you join in this effort. We look forward to your participation on October 13.



## Other Featured Events

### ANSI OMF Ad Hoc Group on Digital Rights Management

Monday, October 11, 2004 10:00 am - 12:00 pm

This session will discuss the development of solutions to the problem of illegal copying and distribution of standards in the digital age. This meeting is a follow-on to the 2003 World Standards Week event and several subsequent discussions. Completed and future deliverables will be reviewed.

### ANSI Training Course — American National Standards Development: The American Way

Tuesday, October 12, 2004 9:00 am - 5:00 pm

Gain greater understanding and guidance on the practical application of the American National Standard (ANS) development process and procedures, and the value of ANSI accreditation.

### ANSI Annual Business Meeting and Luncheon

Tuesday, October 12, 2004 12:00 - 2:00 pm

Held in conjunction with the ANSI Member Forums meetings.

### ANSI Annual Awards Reception, Dinner and Ceremony

Tuesday, October 12, 2004 6:00 - 9:30 pm

Relax and network with other attendees, speakers, invited guests and ANSI leaders and staff as recipients are honored at this year's 2004 Annual Awards.

### U.S. Celebration of World Standards Day

Wednesday, October 13, 2004 5:30 - 9:00 pm

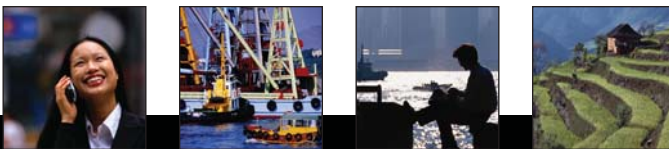
The U.S. celebration, which includes an exhibition, reception and dinner focused on the theme *Standards Connect the World*, will be held at the U.S. Chamber of Commerce in Washington, DC. The Ronald Brown Standards Leadership Award will be presented to Simon Pugh, vice president, infrastructure and standards for MasterCard International's e-Business and emerging technologies group. The winners of the 2004 WSD Paper Contest will also be announced.

### ANSI Training Course — Development of International Standards: Working Together

Thursday, October 14, 2004 9:00 am - 5:00 pm

This course provides a general overview of international standardization, and explains the "project approach" in international standards development. Topics include the general rules and procedures governing the conduct of U.S. delegates to international meetings, and the preparation of an International Standard in accordance with the ISO/IEC Directives.

## Conference Agenda



Wednesday, October 13, 2004

### 9:00 am Welcome and Call to Order

**Mark W. Hurwitz**, CAE, President and Chief Executive Officer, American National Standards Institute

### 9:15 am Keynote Speaker

**Zhao Baoqing**, First Secretary, Commercial Section The People's Republic of China Embassy

### 10:00 am Panel I

Free Trade, Fair Trade, and WTO Compliance

### 11:30 am Panel II

U.S.-China Standards Cooperation

### 12:30 pm Networking Lunch

**Charles W. Freeman, III**, Assistant U.S. Trade Representative, Office of China Affairs

### 1:40 pm Panel III

Wireless/Telecom Case Study

### 3:05 pm Panel IV (Concurrent)

International Recognition of Product Certification

### 3:05 pm Panel V (Concurrent)

Homeland and Global Security

### 4:15 pm Closing Remarks and Adjournment

**Mark W. Hurwitz**, CAE, President and Chief Executive Officer, ANSI

**George W. Arnold**, Chairman, ANSI Board of Directors

## Standards Connect the World — U.S. Celebration of World Standards Day 2004

Following the conference, relax and network with other members of the U.S. standardization and conformity assessment community at the 2004 U.S. Celebration of World Standards Day. The festivities begin at 5:30 pm at the U.S. Chamber of Commerce.

## Logistics



The ANSI Annual Conference and many related events during World Standards Week 2004 will be held at the **Marriott at Metro Center** hotel in Washington, DC.

### Address

The Marriott at Metro Center is located at 775 12th Street, NW, Washington, DC 20005. The hotel is accessible via the blue, orange, and red Metro lines.

### Sleeping Room Reservations

A room block has been reserved for the period of October 11-14, 2004. Single and double occupancy rooms are \$239 plus tax. Mention "ANSI" to receive the negotiated rate. For reservations please call 1.800.228.9290 or 1.202.737.2200.

### Availability

ANSI members and interested parties who plan to attend the ANSI Annual Conference and other World Standards Week events are strongly encouraged to take advantage of this negotiated room block. This is a very busy season for conferences and conventions in Washington, DC, and a limited number of rooms are available in the downtown area. Please make your reservations as soon as possible in order to guarantee availability.

### World Standards Week Event Registration

A 10% discount on selected events will be applied to all registrations received by September 10, 2004 (5:00 pm Eastern).

All advance registrations are requested by October 1, 2004 (5:00 pm Eastern). On-site registration is subject to availability.

### Training Courses

For course descriptions and registration information for the ANSI Education and Training courses offered during World Standards Week 2004, please visit [www.ansi.org/education](http://www.ansi.org/education).

### Additional Information

For additional information, please contact:

ANSI Registration Coordinator  
(T) 212.642.4900  
(F) 212.398.0023  
(E) [registration@ansi.org](mailto:registration@ansi.org)

## Panels and Speakers



### **Panel I Free Trade, Fair Trade, and WTO Compliance**

Representatives of industry doing business with the People's Republic of China will discuss such issues as compliance with Chinese national standards and regulations, disparate approaches to standardization and conformity assessment, intellectual property rights, workers' rights, nontariff technical barriers to trade and trade tensions in general, and the influence of cultural differences.

**Moderator Bob Noth**, Manager, Engineering Standards, John Deere & Company; Chairman, ANSI International Policy Committee  
**Panelists Leon Tramwell**, Founder and CEO Tramco, Inc.; **Robert Branand**, International Trade Attorney, Milacron; **Elizabeth Drake**, International Policy Analyst, Public Policy Dept., AFL-CIO; **Clive W. Kimblin**, Manager, Applications and Standards, Eaton Electrical; NEMA International and Regional Standardization Committee

### **Panel II U.S.-China Standards Cooperation**

A panel discussion of U.S. and Chinese government policies supporting commercial and economic ties between our nations, U.S. perspectives in response to China's economic growth, the challenges and complexities U.S. industries face in China, and the future of U.S.-Asia relations.

**Moderator Donald E. Marlowe**, FDA Standards Administrator, U.S. Food & Drug Administration  
**Panelists Mark Mechem**, Director of Business Advisory Services, U.S.-China Business Council; **Hank Levine**, Deputy Assistant Secretary of Commerce for Asia Pacific Policy - International Trade Administration's Office of Market Access and Compliance; **Paul Neureiter**, Director for China, U.S. Trade Representative, Office of China Affairs

### **Luncheon**

**Charles W. Freeman, III**, Assistant U.S. Trade Representative, Office of China Affairs

### **Panel III Wireless/Telecom Case Study**

This panel will discuss the impact on the information technology and telecommunications industry stemming from WAPI, the Chinese government standard on short-range wireless network fidelity (Wi-Fi) and digital standards. Panelists will explore the cultural differences and policies that contribute to differing standards, threats to intellectual property, and the prospect that other exclusive technical standards may fragment the market for high-tech and other products.

**Moderator Les Eastwood**, Director, Architecture and Standards Strategy, Motorola, Inc.; Chair of the ANSI RSC - Asia Pacific  
**Panelists Marc Sandy Block**, Consulting Attorney, Intellectual Property Law, IBM; Co-chair of the Intellectual Property Owners China Standards Committee of the ANSI Intellectual Property Rights Policy Committee; **Jim Carlo**, President, IEEE Standards Association;

**Ann Rollins**, Director of Technology and Trade Policy, ITI; **Anne Stevenson Yang**, Managing Director, United States Information Technology Office (USITO)

### **Panel IV International Recognition of Product Certification (concurrent with Panel V)**

Panelists will address ANSI's recognition by the NIST/NVCase program as an accreditation body for telecommunications certification bodies under the Phase II of the Asia-Pacific Economic Cooperation (APEC) Telecommunications Mutual Recognition Agreement (MRA). Perspectives will be provided from the FCC and its decentralized certification program, independent laboratories, and the accredited telecommunications certification body. China's evolving product and safety certification market will also be discussed.

**Moderator Mary McKiel**, Standards Executive, U.S. Environmental Protection Association  
**Panelists Rashmi Doshi**, Chief of the Laboratory Division, FCC (Office of Engineering and Technology); **Joan Sterling**, Director, Government Relations, Intertek Testing Services; Chair, International Subcommittee, American Council of Independent Laboratories; **Barbara L. Judge**, Director of Operations, Compliance Consulting Services; Chair, U.S. Telecommunication Certification Bodies; **Eve O'Neil**, Program Manager, International Certification, Underwriters Laboratories, Inc.

**Close Panel Session Mark W. Hurwitz**, ANSI President and CEO

### **Panel V Homeland and Global Security (concurrent with Panel IV)**

This panel will focus on homeland and global security issues in shipping, biometrics, and international cooperation and standardization. Topics include an overview of supply chain standards activities in the U.S. and Asia, the Standards Institution of Israel's (SII) homeland security activities, the role of biometrics in airport and border security, and ISO's initiative to develop a body of internationally recognized security standards.

**Moderator Dan Bart**, Senior Vice President, Standards and Special Projects, Telecommunications Industry Association; Co-chair, ANSI-Homeland Security Standards Panel  
**Panelists Captain Charles H. Piersall, Jr.**, President and CEO, AMADIS, Inc.; Chairman of ISOTC8 (ships and marine technology); **James L. Cambier**, Vice President, Iridian Technologies Inc.; Vice Chair, M1-3 (biometrics); **Kathleen Higgins**, Director of Law Enforcement, NIST; ANSI/U.S. representative to the ISO Advisory Group on Security; **Michael Wolf**, Director, Standardization Division, The Standards Institution of Israel

**Close Panel Session George W. Arnold**, former Standards and Intellectual Property Vice President, Lucent Technologies; ANSI Chairman of the Board

**REGISTRATION FORM**  
ANSI World Standards Week 2004 Events

**FEATURING THE 2004 ANSI ANNUAL CONFERENCE**

EAST MEETS WEST: FACING CHALLENGES AND MAKING CONNECTIONS

\*\*\* Save 10% if registering by September 10, 2004 \*\*\*

**NAME OF ATTENDEE**

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Bus/Org \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
E-mail \_\_\_\_\_  
Phone (     ) \_\_\_\_\_  
Fax (     ) \_\_\_\_\_

**METHOD OF PAYMENT**

Enclose your check or purchase order, payable to the American National Standards Institute (ANSI), or provide credit card information.

- Check      Purchase Order      VISA (13 or 16 digits)  
 American Express (15 digits)      MasterCard (16 digits)

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**TOTAL AMOUNT DUE FOR ALL EVENTS**     \$ \_\_\_\_\_



**COMPLETE AND RETURN TO**  
AMERICAN NATIONAL STANDARDS INSTITUTE  
ATTN: REGISTRATION COORDINATOR  
25 W 43RD ST, 4TH FLOOR  
NEW YORK, NY 10036

T: 212.642.4900  
>>> F: **212.398.0023** <<<  
E: registration@ansi.org

**SEND VIA FAX FOR PRIORITY HANDLING**  
If responding via e-mail, please include all requested registration and payment information.

**EARLY REGISTRATION DEADLINE**  
**September 10, 2004 (5:00 pm Eastern)**  
A 10% discount on selected events will be applied to all registrations received by September 10, 2004.

**ADVANCE REGISTRATION CUTOFF**  
**October 1, 2004 (5:00 pm Eastern)**

**ON-SITE REGISTRATION**  
Subject to availability

**CANCELLATIONS OR TRANSFERS**  
Cancellations received before 5:00 pm on October 1, 2004 will be subject to a service charge of \$50 per reservation. No refunds will be issued for cancellations received after 5:00 pm on October 1. Registrations may be transferred from one party to another through October 5, 2004.

**ANNUAL CONFERENCE SPONSORSHIPS**  
Conference sponsorships are available. Contact the ANSI manager of education at 212.642.4976 for more information or visit [www.ansi.org/wsweek](http://www.ansi.org/wsweek).

**ADDITIONAL INFORMATION**  
Contact the ANSI registration coordinator at the address shown above.

**REGISTRATION FOR WORLD STANDARDS WEEK 2004 EVENTS**

**DEDUCT 10% IF REGISTERING BY SEPTEMBER 10, 2004**

**Company Forum Meeting, October 11, 2004**  
\_\_\_\_ Free     ANSI members only

**Course 287: The American Way — ANS Development, October 12, 2004**  
Please see [www.ansi.org/education](http://www.ansi.org/education) for more information.

\_\_\_\_ @ \$395     ANSI Members  
\_\_\_\_ @ \$495     Non-Members

**Forum Meetings, October 12, 2004**  
Free — ANSI members only. Includes Annual Business Meeting Luncheon and the Joint Forum Meeting. Registration is required.  
\_\_\_\_ Company Member  
\_\_\_\_ Consumer Interest  
\_\_\_\_ Government Member  
\_\_\_\_ Organizational Member

**Annual Conference Reception and ANSI Annual Awards Banquet and Ceremony, October 12, 2004**  
\_\_\_\_ @ \$100     ANSI Members and Government Employees  
\_\_\_\_ @ \$125     Non-Members

**ANSI Annual Conference, October 13, 2004**  
Includes admission, breakfast, lunch and all breaks  
\_\_\_\_ @ \$295     ANSI Members and Government Employees  
\_\_\_\_ @ \$395     Non-Members

**U.S. Celebration of World Standards Day 2004**  
For more information, including a registration form, please see [www.ansi.org/wsweek](http://www.ansi.org/wsweek)

**Course 210: Development of International Standards — Working Together, October 14, 2004**  
Please see [www.ansi.org/education](http://www.ansi.org/education) for more information.  
\_\_\_\_ @ \$395     ANSI Members  
\_\_\_\_ @ \$495     Non-Members

**Please send me additional information about:**  
\_\_\_\_ Annual Conference sponsorships  
\_\_\_\_ ANSI Membership

## WORLD STANDARDS WEEK 2004 — SCHEDULE OF EVENTS

**11**  
October

ANSI OMF Ad Hoc  
Group on Digital Rights  
Management (DRM)  
Monday, 10:00 am

ANSI Company Member  
Forum Meeting  
Monday, 1:30 pm

**12**

ANSI Member  
Forum Meetings  
Tuesday, 9:00 am

ANSI Training Course  
*American National  
Standards Development:  
The American Way*  
Tuesday, 9:00 am

ANSI Annual Business  
Meeting and Luncheon  
Tuesday, 12:00 pm

ANSI Joint Member  
Forum Meeting  
Tuesday, 2:00 pm

ANSI Annual Awards  
Banquet and Ceremony  
Tuesday, 6:00 pm

**13**

**2004 ANSI  
Annual Conference**  
Wednesday, 9:00 am

A one-day forum to delve  
into the nuances and  
interrelationships of  
standards and conformity  
assessment, commerce  
and trade in the People's  
Republic of China. Home-  
land and global security  
and the international  
recognition of product  
certification will also  
be discussed.

U.S. Celebration of  
World Standards Day  
*Standards Connect  
the World*  
Wednesday, 5:30 pm

**14**

ANSI Training Course  
*Development of  
International Standards:  
Working Together*  
Thursday, 9:00 am

Personnel Certifier  
Accreditation Assessor  
Training  
Thursday, 9:00 am

**15**

*No events are currently  
scheduled.*

For updated information,  
please visit ANSI Online —  
[www.ansi.org/wswweek](http://www.ansi.org/wswweek)



ATTN: Registration Coordinator  
American National Standards Institute  
25 West 43rd Street, Fourth Floor  
New York, NY 10036

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