

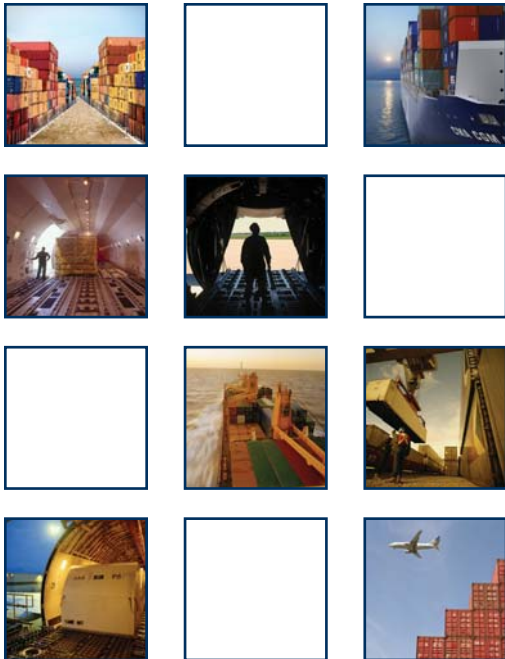
Supporting Transatlantic Trade

Standards and Conformance for Business and Regulators

a conference organized by the American National Standards Institute
in conjunction with the European Standards Organizations

hosted by the U.S. Chamber of Commerce and BUSINESSEUROPE

conference overview



Effective private sector standards and conformance mechanisms are critical to underpinning smart regulation with a significant impact on the transatlantic economy.

Supporting Transatlantic Trade — Standards and Conformance for Business and Regulators will foster a dialogue regarding the use of standards and compliance programs as tools that will facilitate the free flow of goods and services between the United States and Europe.

During this conference, industry and government experts from a broad range of industrial sectors will:

- present a series of standards and conformity assessment case studies that highlight successes — and challenges — pertaining to market access and/or market acceptance and how the lessons learned are influencing current and future U.S.-EU trade
- identify and discuss U.S. and European policies encouraging the regulatory use of private sector standards and conformance mechanisms
- describe the use of standards and conformance mechanisms to support transatlantic regulatory and economic cooperation

Supporting Transatlantic Trade has been designed to be highly interactive. Brief panel presentations will be followed by facilitated discussions involving all attendees. A final discussion period has been set aside to discuss ways in which standards and compliance programs can be utilized more frequently and productively to support the cross-border trade of goods and services.

Participants will include stakeholders from the private and public sectors in both the U.S. and Europe, including representatives of industry, government, standards developing organizations, conformity assessment bodies, and the scientific and technical communities and other affected groups which underpin transatlantic trade.

quick tips

when

September 24, 2008

Registration 8:00 am — 9:00 am

Program 9:00 am — 4:30 pm

Reception 4:30 pm — 5:30 pm

where

U.S. Chamber of Commerce
1615 H Street, NW
Washington, DC 20062

format

Business roundtable

fees

The registration fee for this event is \$225 for ANSI members and \$325 for ANSI non-members.

The registration fee includes breakfast, lunch, breaks and networking reception.

On-site registration will be subject to availability.

agenda and more information

www.ansi.org/events

ANSI expresses its appreciation to the European Standards Organizations for their assistance in the organization of this event:

CEN — European Committee for Standardization

CENELEC — European Committee for Electrotechnical Standardization

ETSI — European Telecommunications Standards Institute



ANSI would also like to thank the U.S. Chamber of Commerce and BUSINESSEUROPE for generously hosting this event:



please respond by **September 15, 2008**



REGISTRANT INFORMATION

Name _____

Title _____

Bus/Org _____

Address _____

City _____

State _____ Zip _____

Email _____

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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Card Account Number _____

Security Code _____ Exp Date ____/____

Authorized Signature _____

REGISTRATION:

_____ @ \$225 per ANSI member attendee

_____ @ \$325 per ANSI non-member attendee

\$_____ total fee

SPECIAL NEEDS

- Dietary _____
- Accessibility _____
- Group rates or other special issues _____

PLEASE RESPOND BY: SEPTEMBER 15, 2008

COMPLETE AND RETURN TO AMERICAN NATIONAL STANDARDS INSTITUTE
 ATTN: REGISTRATION COORDINATOR
 25 WEST 43RD STREET, FOURTH FLOOR
 NEW YORK, NY 10036

F: 212.398.0023
 E: registration@ansi.org

**Supporting
Transtalantic Trade**

*Standards and Conformance
for Business and Regulators*

FEES

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SPONSORSHIPS

\$2,000	Gold
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A complete list of sponsor benefits is available upon request.

CANCELLATIONS/TRANSFERS

Cancellations received before 5:00 pm on Monday, September 15, 2008, will be subject to a service charge of \$50 per reservation.

No refunds will be issued for cancellations received after 5:00 pm on September 15, 2008.

Registrations may be transferred from one party to another through Friday, September 19, 2008.

registration options

Register online at www.ansi.org/events or complete the form provided at left and return to registration@ansi.org or fax to +1.212.398.0023. On-site registration will be subject to availability.

Questions may be directed to the ANSI registration coordinator (212.642.4956 or registration@ansi.org).

conference program — at a glance



Registration / Continental Breakfast	begins at 8:00 am
Welcome and Opening Speaker	James Matthews, Director Technical Standards and Standards Policy Corning Inc. <i>(to be confirmed)</i>
Panel I	The Value of Standards and Conformance to Transatlantic Trade: Industry Perspectives
Panel II	Government and Regulations: Review of U.S. and European Policies that Encourage Regulatory Use of Private-Sector Standards and Compliance Mechanisms
Luncheon	Remarks by S. Joe Bhatia, ANSI President and CEO
Panel III	How to Use Standards and Conformance to Support Transatlantic Regulatory and Economic Cooperation
Networking Reception	concludes at 5:30 pm



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

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