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U.S. Celebration of World Standards Day 2014 (Exhibition, Reception and Dinner)



Thursday, October 23, 2014

5:30 p.m., Reception and Exhibition

7:00 p.m., Dinner and Ceremony

The Fairmont Washington

2401 M Street, NW

Washington, DC 20037

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About the 2014 Theme

Standardization has long been an important engine for innovation and economic growth. But as the world transitions to a truly global economy, standards have taken on special significance, helping to assure that organizations everywhere can compete on a level economic playing field. This year's **U.S. Celebration of World Standards Day – Standards Level the Playing Field** – will focus on how standards stimulate trade and overcome artificial trade barriers, helping to make companies, industries, and economies more competitive.

Globally relevant standards make it easier for many companies – particularly small and medium enterprises – to get their products certified and on the shelves in countries around the world, allowing them to take part in global value chains, benefit from technology transfer, and compete on a more equal footing. Similarly, nations that incorporate international standards into their policies and regulations can allow their citizens access to a wider selection of high-quality goods, while also providing protection against dangerous or faulty products and services. In today's multipolar world, where commerce is increasingly international and the growing economic weight of emerging economies is shifting the balance of power, international standards are essential to safeguarding consumer health and safety and stimulating national and international diversification.

Venue

[The Fairmont Washington](#)

2401 M Street, NW

Washington, DC 20037

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