



**NIST**  
National Institute of Standards and Technology  
Technology Administration, U.S. Department of Commerce



# Setting the Stage

## *The United States Standards Strategy*

### **Options for Action Summit**

Gaithersburg, Maryland  
July 18-19, 2006

*Presented by*  
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Senior Director, International Business Affairs

# The Vital Connection of Standards, Trade and Competitiveness

*“The international language of commerce is standards... The common acceptance of standards is fundamental to the success of robust, fair and free trade.”*

*--Commerce Secretary Donald Evans*



# Importance of Global Trade for Manufacturing

- Huge increase in global trade
  - 1993 -- \$3.7 trillion
  - 2004 -- \$8.9 trillion
- 70 percent of global trade in manufactured goods



# U.S. the Largest Trading Country

- U.S. trade a major component of global trade
  - 2005 U.S. imports – \$1,673 b.
  - 2005 U.S. exports -- \$906 b.



# Purpose of New United States Standards Strategy

- *“Provide a vision for the U.S. standards system in today’s globally competitive economy.”*
- Recognizes that competition to set globally accepted standards has become a major driving force in international business.



# USSS Reaffirms Core Principles of Standards System

- Open & Transparent
- Impartial
- Effective
- Consensus based
- Performance based
- Coherent
- Due process



# Two Key Additions in New USSS

- Stresses need to prevent standards from becoming trade barriers
- Highlights importance of foreign outreach and education on benefits of U.S. system



# U.S. Standards System Not Well Understood Abroad

- U.S. system unique
  - Bottom-up
  - Decentralized
  - Transparent
  - Open
  - Market driven





# Well Funded European Outreach Programs

- Technical assistance programs in developing markets
- Travel and training support
- Staffing at EU diplomatic missions
- Education on regulatory policies



# USSS Mandate

*“Strengthen international outreach programs to promote understanding of how [the U.S.] voluntary, consensus-based, market-driven sectoral standards can benefit businesses, consumers and society....”*



# A Challenge for All Stakeholders

- Businesses
- Standards organizations
- Consumer groups
- Government
- No one group can do it all!



# Goals for the Summit

- How best to educate stakeholders on importance of outreach
- How to learn from each other
- How to leverage our assets

