

# Education and Training for International Standards Participants

- Methods for dealing with regulatory initiatives such as precautionary principle in international standards
- Emphasis on how to successfully compete in foreign markets not just how to write the standard
- Results and strategy will differ between market segments (Mature / high tech / commodities)
- Strategy and Complexity For Global Markets



# Develop And Clearly Articulate A Uniform US Message For The Access of Markets Through Standards (Speak Internationally With One Voice)

- Articulate what we already know
- Acceptance / Expedience / Harmonization / Relevance
- Perform a needs analysis
- Build from Company Strategy / Sector Strategy / Industry Strategy
- NIST / ANSI can fill this void in collecting and focusing the message
- NIST / ANSI needs to help translate messages between industry (Urgent and Self Interest) and Government (longer term and broader) for example energy, environment



# Develop a comprehensive menu / catalog relating international standards and what is used in the US Market

- Needs to be sustainable process
- Relate ISO / IEC to “Relevant” US Standards
- Inputs come from each sector
- Possibly add “Essential Standards” Conformity requirements and regulatory requirements
- US needs to offer a more coherent message internationally as a counter to Europeans providing “the” standard – Offer a choice that is clear

