



# workshop



## **Global services** ISO standards as solutions



13-14 June 2016, Geneva, Switzerland



# 13 June 2016

## Day 1

13:00-13:10

### Welcome and opening

Overview of the workshop and its objectives

*ISO Secretary General and invited guests (tbc)*

13:10-13:30

### Keynote speech

The importance of international trade in services and the role of standards

*WTO representative*

13:30-15:30

### Regional/national solutions: lessons learned and challenges faced

- Standardization initiatives already launched in the services field
- Regional/National challenges faced in tackling emerging service standardization issues

*6 speakers from ISO member bodies (representing different regions)*

15:30-16:00

Coffee break

16:00-17:00

### Roundtable discussions – stakeholder expectations and needs

The plenary will split up into small groups to discuss questions such as:

- What is your understanding of the term “service”?
- What elements are most important/expected in the provision of a service?
- Which types of standards would help services to be purchased or provided internationally?
- What service standards priorities exist in your country/sector and why?
- How can ISO International Standards help?

*All participants*

17:00-17:30

### Reporting back from roundtable discussions and close of day 1

Rapporteurs from each of the small groups will report on the main points discussed and any conclusions from the previous session.

*Rapporteurs*

17:30-19:30

**TMB/COPOLCO sponsored social event for all workshop attendees**

# 14 June 2016

## Day 2

### 09:00-09:10 Opening

Summary of day 1 conclusions and review of program for day 2/instructions

*Workshop moderator*

### 09:10-10:15 Helpful ISO tools for designing, assessing and measuring service performance, quality and excellence

- **Design:** ISO/IEC Guide 76 – *Development of service standards – Recommendations for addressing consumer issues*
- **Measurement:** For example, measurement and monitoring of customer satisfaction (ISO 10004).
- **Delivery:** For example, standards for tourism, water, or financial services. Exact topic tbc.
- **Confidence:** What is CASCO doing on conformity assessment of services (including ISO/IEC 17028 an example of a certification scheme for services)

*Presentations by experts involved in the development or application of ISO standards for services*

### 10:15-10:45 Coffee break

### 10:45-12:00 Panel discussion

Each panelist will address:

- What do the users expect in relation to the provision of services?
- Good example(s), bad example(s) in service provision and the impact to them as users.
- How could ISO standards help in the provision of services?

*Panelists will represent a range of different perspectives:*

- *User of business to business services (a company representative)*
- *A user of business to consumer services (a consumer representative)*
- *A user of public services, government to business, business to government or government to consumer (a government representative)*
- *A developing country user of services*

### 12:00-13:00 Lunch

### 13:00-15:00 Breakout sessions:

- 1) **Business-to-business providers and users of services**
- 2) **Business-to-consumer providers and users of services**
- 3) **Public services and highly-regulated services**
- 4) **Perspectives and requirements of developing countries for service standards**

Development of conclusions and recommendations

- *Speakers (tbc)*

### 15:00-15:30 Coffee break

### 15:30-16:15 Reports from breakout sessions

Short summaries of the conclusions from the 4 breakout sessions

- *Speakers from the breakout sessions*

### 16:15-17:15 Moderated discussion: ISO issues, priorities and solutions

#### Development of consensus on recommendations from previous workshop sessions

Discussion on questions such as:

- How can ISO better engage with stakeholders from services sectors, including SMEs?
- What are areas/sectors of further interest for the ISO system?

### 17:15-17:30 Summary and closing

Summary of the workshop. Announcements and acknowledgements

*Workshop moderator and ISO representatives*

## About the workshop

Discover the potential for services standardization in ISO!

As international trade in services becomes an ever greater driver of economic growth, both in developed and developing countries, market demand for standards to ensure the quality of service delivery is steadily increasing.

How can ISO step up to meet this demand?

Join us for this interactive workshop to explore how International Standards can best help design, assess and measure service excellence, benefitting both businesses and consumers.

This is an opportunity to share expectations, experiences, and best practices related to services standardization with a mix of standards developers, experts in trade and development from international organizations or governments, representatives of consumer organizations, stakeholders from the services sectors, and more.

## Venue

The **Mövenpick Hotel**, Route de Pré Bois 20, CH-1215 Geneva.

## Registration

To register for this event please go to:

<http://www.cvent.com/d/xfqx2k>

There are limited places for this event.

Registration is on a first come, first served basis.

## About ISO

ISO (International Organization for Standardization) is an independent, non-governmental international organization with a membership of 162\* national standards bodies. Through its members, it brings together experts to share knowledge and develop voluntary, consensus-based, market-relevant International Standards that support innovation and provide solutions to global challenges.

ISO has published more than 21 000\* International Standards and related documents covering almost every industry, from technology to food safety, to agriculture and healthcare.

For more information, please visit [www.iso.org](http://www.iso.org).

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