Form 1: Proposal for a new field of technical activity

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Proposer: SAC	**ISO/TS/P** **262**

A proposal for a new field of technical activity shall be submitted to the Central Secretariat, which will assign it a reference number and process the proposal in accordance with the ISO/IEC Directives (part 1, subclause 1.5). The proposer may be a member body of ISO, a technical committee, subcommittee or project committee, the Technical Management Board or a General Assembly committee, the Secretary-General, a body responsible for managing a certification system operating under the auspices of ISO, or another international organization with national body membership. Guidelines for proposing and justifying a new field of technical activity are given in the ISO/IEC Directives (part 1, Annex C).

The proposal (to be completed by the proposer)

> **Title of the proposed new committee (The title shall indicate clearly yet concisely the new field of technical activity which the proposal is intended to cover.)**
>
> Exhibitions, events and conventions.

Scope statement of the proposed new committee (The scope shall precisely define the limits of the field of activity. Scopes shall not repeat general aims and principles governing the work of the organization but shall indicate the specific area concerned.)

Standardization of exhibitions (trade shows, trade fairs), events and conventions (conferences, congresses, meetings, forums, seminars), including terminology, classification, statistics, information system, safety control, service and personnel requirements, and sustainability management.

Proposed initial programme of work (The proposed programme of work shall correspond to and clearly reflect the aims of the standardization activities and shall, therefore, show the relationship between the subject proposed. Each item on the programme of work shall be defined by both the subject aspect(s) to be standardized (for products, for example, the items would be the types of products, characteristics, other requirements, data to be supplied, test methods, etc.). Supplementary justification may be combined with particular items in the programme of work. The proposed programme of work shall also suggest priorities and target dates.

Formulation and revision of international standards in the fields of exhibitions, events, and conventions (which shall be abbreviate as "EEC") will be launched covering four aspects: basic standards, including terminology, classification and common symbols; data and information standards, including data statistics and auditing, information acquisition and exchange; on-site service standards, including process, requirements of quality, and surveillance; supporting services, including logistic, catering, stand-fitting, etc.

Initial work shall include the following projects:

A. Basic standards

- Revision and update of ISO 25639:2008.

- Classification and terminology of congresses and conventions: a standard which classifies different types of congresses/conventions and defines the terminology, to facilitate the international communication in the industry.

B. Data and information standards

- Auditing rules for exhibition statistics: a standard which normalizes the auditing process of exhibition statistics, to ensure the reliability of exhibition data.

- Critical data definition for exhibitions, events, and conventions: a Public Available Specification (PAS) which defines the critical data of participators (visitors, exhibitors, delegates), to establish a universal communication interface for different information systems.

C. On-site service standards

- Guidance on exhibition on-site service: a standard which defines the scope of exhibition on-site service and specifies the key requirements, to promote the quality of service and optimize visitors and exhibitors' experience.

- Guidance on congress/convention on-site service: a standard which defines the scope of congress/convention on-site service and specifies the key requirements, to promote the quality of service and optimize delegates' experience.

D. Supporting standards

- Guidance on the environmental assessment of stand-fitting: a standard which establishes a full life-cycle environmental assessment scheme for stand-fitting, to promote the adoption of environmental-friendly and low-emission stand-fitting projects.

- Requirement for exhibition logistical service: a standard which normalizes the procedure of logistical service, to promote the quality of logistical service and optimize consumers' experience.

The work will start from basic standards as well as data and information standards to build up an international communication platform for EEC industry. The following work will concentrate on service quality standards including on-site and supporting services. The new TC plans to propose six international standards and one Public Available Specification in five years.

Indication(s) of the preferred type or types of deliverable(s) to be produced under the proposal (This may be combined with the "Proposed initial programme of work" if more convenient.)

1. Classification and terminology of congresses and conventions

2. Auditing rules for exhibition statistics

3. Critical data definition for exhibitions, events, and conventions (PAS)

4. Guidance on exhibition on-site service

5. Guidance on congress/convention on-site service

6. Guidance on environmental assessment of stand-fitting

7. Requirement for exhibition logistical service

A listing of relevant existing documents at the international, regional and national levels. (Any known relevant document (such as standards and regulations) shall be listed, regardless of their source and should be accompanied by an indication of their significance.)

Standards relevant with exhibitions, events or conventions include:

1. Basic standards:

ISO 25639-1:2008 Exhibitions, shows, fairs and conventions - Part 1: Vocabulary

GOST R 53103-2008 Exhibition and trade fair activities. Terms and definitions

GB/T 26165-2010 Trade exhibition—Terminology

GB/T 30520-2014 Classification and terminology of meetings

SS 505-2003 Exhibition management services industry -- Exhibition terminology and audit procedures

2. Data and information standards:

ISO 25639-2:2008 Exhibitions, shows, fairs and conventions - Part 2: Measurement procedures for statistical purposes

GB/T 30521-2014 Trade exhibition--Statistics

GB/T 31082-2014 Auditing rules for exhibition statistics

3. On-site service standards:

KS S1003-1-2004(2009) Exhibition service－Process

KS S1003-2-2004(2009) Exhibition service－Infrastructure

4. Supporting standards:

IEC 60364-7-711-1998 Electrical Installations of Buildings - Part 7-711: Requirements for Special Installations or Locations - Exhibitions, Shows and Stands Installations

GB/T 30348-2013 Requirement on services of international exhibit transportation

NF X80-016-1-2014 Conservation of cultural heritage - Guidelines for design of showcases for exhibition and preservation of objects - Part 1 : general requirements

5. Operational management standards:

ISO 20121-2012 Event sustainability management systems - Requirements with guidance for use

ASTM E2742-2011 Standard Specification for Evaluation and Selection of Exhibits for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences

SS 539-2008 Guidelines for safety and operational management for indoor exhibitions

A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing ISO and IEC deliverables. (The proposer should explain how the work differs from apparently similar work, or explain how duplication and conflict will be minimized. If seemingly similar or related work is already in the scope of other committees of the organization or in other organizations, the proposed scope shall distinguish between the proposed work and the other work. The proposer shall indicate whether his or her proposal could be dealt with by widening the scope of an existing committee or by establishing a new committee.)

Currently, there is no technical committee of standardization (TC or PC) directly related to exhibitions, events, or conventions in ISO and IEC. The proposed technical committee would be responsible for standardization of exhibitions, events, and conventions, including terminology, classification, statistics, information system, safety control, service and personnel requirements, sustainability management, and etc.

In the field of safety control, the proposed TC will only work on general requirements without fire safety, risk control and emergency management, thus there's no overlap between TC-EEC and ISO/TC 92, ISO/TC 262 or ISO/TC 292.

ISO/PC 237, ISO/PC 250 and IEC/TC 64, which have established standards relevant to EECEEC industry, will not be impacted by the proposed TC.

ISO/PC 237 (Project committee: Exhibition terminology) has established 2 ISO standards: ISO 25639-1:2008 "Exhibitions, shows, fairs and conventions - Part 1: Vocabulary" and ISO 25639-2:2008 "Exhibitions, shows, fairs and conventions - Part 2: Measurement procedures for statistical purposes", which has positive impact on the international EECEEC markets. PC 237 had finished its proposed project and has been disbanded. On the foundation of PC 237's work, the new TC will develop and establish more standards to support international EEC activities.

ISO/PC 250 (Project committee: Sustainability in event management) has established ISO 20121:2012 "Event sustainability management systems — Requirements with guidance for use", which can be a reference to sustainability management in EEC industry. PC 250 had finished its proposed project and has been disbanded.

IEC/TC 64 (Technical committee: Electrical installations and protection against electric shock) has established IEC 60364-7-711-1998 "Electrical Installations of Buildings - Part 7-711: Requirements for Special Installations or Locations - Exhibitions, Shows and Stands Installations", which has normalized the electric shock protection of low-voltage facilities used in exhibition venues. IEC/TC 64's work focuses on protection against electric shock arising from equipments, and has no overlap with the proposed TC.

A listing of relevant countries where the subject of the proposal is important to their national commercial interests.

As an important platform for economic and trade communication, EEC industry provides a strong impetus for upstream and downstream industries. Industry-leading countries, such as Germany, UK, USA, Austria, France, China, and Russia, all devote themselves to EEC industry. Countries with abundant EEC resources also attach great importance to developing their EEC industry.

The establishment of international standards will help to raise the universal level of EEC industry all over the world, as well as narrowing the quality gap of facilities and services between developed and developing countries.

The implement of international standards will help to promote the international cooperation on manufacture, commerce, science and culture, result in significant economic benefits in both direct and indirect way.

A listing of relevant external international organizations or internal parties (other ISO and/or IEC committees) to be engaged as liaisons in the development of the deliverable(s). (In order to avoid conflict with, or duplication of efforts of, other bodies, it is important to indicate all points of possible conflict or overlap. The result of any communication with other interested bodies shall also be included.)

TC 228 Tourism and related services

A simple and concise statement identifying and describing relevant affected stakeholder categories (including small and medium sized enterprises) and how they will each benefit from or be impacted by the proposed deliverable(s).

Stakeholders of EEC industry refer to organizers, participators, service vendors, government authorities and third party agencies. International standards will help normalize and promote the EEC industry world-widely, result in tremendous business value for all the stakeholders: they could provide more valuable, secure and comfortable experience for participators; stabilize service quality, improve operation efficiency, enhance management practices for organizers; facilitate communication, improve service quality and reduce cost for service vendors; and build up statistics and evaluation methods for government authorities and third-party agencies.

The initial work of the proposed TC benefits the following stakeholders:

1. Classification and terminology of congresses and conventions

   a. all relevant stakeholders could be more convenient in international communication;

   b. organizers will get a guidance on venue set-up and environment maintenance;

   c. government authorities and third party agencies will get more accurate statistics.

2. Auditing rules for exhibition statistics

   a. third-party organizations providing exhibition data auditing, whose auditing process for exhibitions will be more normative and more easily operated;

   b. the exhibition organizers will acquire more reliable exhibition statistics;

   c. the exhibition venues will acquire more reliable industrial data to make management strategies;

   d. the exhibitors and visitors will be better informed and choose more valuable exhibitions;

   e. the industrial institutions will obtain more trustworthy industrial data for theoretical research and situation analysis.

3. Critical data definition for fairs, exhibitions, events, shows, congresses and conventions (PAS)

   a. exhibitors and visitors will use more simple register procedures;

   b. organizers can make their information system more compatible, and exchange their data more conveniently;

   c. analysts, industry association, and government authorities will have more detailed and reliable industry data.

4. Guidance on exhibition on-site service

   a. exhibitors, visitors, and other participators will obtain a better experience while attending an exhibition;

   b. service vendors can increase efficiency by normalize their service procedure

   c. organizers can simplify the on-site operation with better order.

5. Guidance on congress/convention on-site service

   a. delegates and other participators will obtain a better experience while attending a congress or convention;

   b. service vendors can increase efficiency by normalizing their service procedure;

   c. organizers can simplify the on-site operation with a better order.

6. Guidance on environmental assessment of stand-fitting

   a. exhibitors, visitors, and other participators will attend the event with a healthier environment;

   b. organizers and exhibitors can reduce their budget in booth and fairground constructing;

   c. the public will profit from the reducing pollution discharge from EEC industry.

7. Requirement for exhibition logistical service

   a. exhibitors will obtain a faster logistic service with lower risk;

   b. logistical service vendors can increase efficiency by normalizing their service procedure;

   c. organizers can simplify the logistic-relevant management.

An expression of commitment from the proposer to provide the committee secretariat if the proposal succeeds.

If the proposal succeeds, China is willing to undertake the work of secretariat of new TC, and commit to providing all the resources needed to run the committee secretariat, including but not limited to human resources, fund budgetary and supporting policies.

Purpose and justification for the proposal. (The purpose and justification for the creation of a new technical committee shall be made clear and the need for standardization in this fieldshall be justified. Clause C.4.13.3 of Annex C of the ISO/IEC Directives, Part 1 contains a menu of suggestions or ideas for possible documentation to support and purpose and justification of proposals. Proposers should consider these suggestions, but they are not limited to them, nor are they required to comply strictly with them. What is most important is that proposers develop and provide purpose and justification information that is most relevant to their proposals and that makes a substantial business case for the market relevance and the need for their proposals. Thorough, well-developed and robust purpose and justification documentation will lead to more informed consideration of proposals and ultimately their possible success in the ISO IEC system.)

The industry of exhibitions, events, and conventions booms in recent years with wider and deeper global communication and cooperation, which generates a new EEC industry based on several significant commonalities: a short-term activity with long-term preparation; assembling enormous crowd with mass information exchange; holding periodically (mostly once a year) with project-mode management. Exhibitions, events, and conventions often combine together. For example, exhibitions always contain a series of seminars and theme events. Besides，their supporting service industries have high similarity, such as temporary construction, equipment renting, on-site catering and so on.

The EEC industry is aimed at accelerating the circulation of products, services and information, as well as promoting the communication of commerce, academia and culture. It has a great development due to the globalization since the middle of 20th century, and finally become an inseparable part of the global trade system. The pioneer countries such as Germany, UK and USA have gain significant benefits, while the followers such as China and Singapore grow rapidly due to the positive interaction between the EEC industry and global trade system.

Since the global organization and participation as the natural characteristics in EEC industry, the gap of infrastructure, service and management among countries with different development degrees in EEC industry has gradually become a highlight issue in the transnational trade activities.

Standardization of EEC industry will help to narrow down the gap and promote international trade by increasing industry's efficiency, reducing operating cost and eliminating trade barriers. Up to now, several countries such as Germany, France, Russia and China have developed national standards for EEC industry. China established a national Technical Committee (National Technical Committee 348 on Exhibition and Convention of Standardization Administration of China), which has accumulated lots of practical experience of standardization by developing, publishing and implementing a series of national standards. Their research and practice have laid a foundation for the proposed TC.

TC-EEC will take the effort to promote the standardization of EEC industry, to build up an international communication platform, to improve service quality, to enhance environmental protection, and to ensure sustainability.

The purposes of the TC-EEC include:

- Promote the international communication of EEC products and services

- Narrow down the gap of service quality between different countries and improve consumers' experience

- Enhance environmental protection and ease environmental burden

- Improve safety in EEC activities

- Promote fair competition in the EEC industry

- Encourage the development of new markets

- Accelerate the international circulation of products, services and information.

- Promote international communication and cooperation in commerce, academia and culture

- Enhance the global trade system

- Provide a guidance for developing countries on how to develop EEC industry and take part in the global trade system

Signature of the proposer

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Further information to assist with understanding the requirements for the items above can be found in [the Directives, Part 1, Annex C](.)