

<p>S. Joe Bhatia President and CEO American National Standards Institute</p>	<p>ANSI Workshop: <i>Generating U.S. Input on the ISO Strategic Plan 2011-2015</i> Washington, DC</p> <p>Opening Remarks – June 25, 2009 9:00 a.m.</p>
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Good morning, everyone.

My name is Joe Bhatia, and I am president and CEO of the American National Standards Institute.

As the U.S. member body to ISO, ANSI is pleased to welcome you to this two-day workshop where we will be working together to generate U.S. input to the ISO Strategic Plan for 2011 through 2015.

As a founding member of ISO in 1947, ANSI has enjoyed a position of significant leadership within the organization. U.S. individuals have served as ISO officers and as influential members of all ISO governance bodies.

Currently, ANSI is one of the most active member bodies, participating on nearly 80% of all ISO technical committees and subcommittees, as well as all of the major policy committees. In total, the U.S. holds 558 participating memberships on a diverse array of technical activities, from information technology and energy management to nanotechnologies and earth moving machinery.

The United States also holds the greatest percentage of leadership positions in ISO standards development activities. In total, our nation administers 31 TC secretariats, 91 SC secretariats, and holds 116 chairmanships.

These figures are impressive, but more importantly, they underscore ANSI's dedication to ensuring that U.S. interests are well-served in the international standardization arena.

As the technical experts and delegates who attend ISO plenaries and populate our U.S. Technical Advisory Groups, you and other participants play an absolutely critical role in our continued success.

That is why I am pleased to see so many of you here with us today. In order to provide the most effective and impactful input to ISO's strategic plan, we needed to have active participation from the full breadth of the ANSI Federation of members. Looking out over the room, I recognize representatives from standard-setting organizations large and small, from government agencies, from

industry, from trade associations, and from academia. Thanks to all of you for recognizing the importance of this discussion – I look forward to your feedback.

This workshop has its genesis back in March, when ANSI welcomed Rob Steele to Washington for his first visit to the United States as ISO Secretary-General. While he was here, he met with the Executive Committee of our Board of Directors and with members of ANSI Senior Staff. Rob, during those meetings you introduced the ISO Strategic Plan and asked us to coordinate U.S. input, which is of course why we are here today.

So, what would each one of you want ISO to look like 5 years from now or 10 years from now? What are the things you would like to see preserved or changed? ANSI, in our capacity as the U.S. national standards body, will develop this input – based on the survey already conducted and our deliberations here over these two days – and provide it to ISO. Geneva eagerly awaits. In fact, Geneva so values the U.S. input that the Secretary General is among us to hear it first-hand. Thank you, Rob.

Rob has asked us to help identify three to five things that must be preserved in or about ISO. Of course, we can add anything we deem appropriate; here are some essentials that we think should be considered:

- 1) ISO standards are globally relevant and market driven.
- 2) ISO standards are based on objective and scientific information and knowledge on which there is global consensus, and are not based on subjective judgments.
- 3) ISO standards seek to support the implementation of, but do not seek to assume the role of setting or driving the direction of, public policy.
- 4) ISO upholds and respects the role of national standards bodies as the primary means of access and influence to ISO standards development.
- 5) ISO advocates equitable treatment and consideration to all stakeholder categories in the development of ISO policies and ISO standards.

Rob also asked us to share two or three things that we think must be changed in or about ISO. And, once again, here are some thoughts to consider:

- 1) In order to support the greatest possible efficiency and cost savings for the users of standards and the greatest possible cooperation with other relevant standards developing organizations, ISO must change its attitude about models of cooperation with those organizations. ISO must adapt its thinking and models to provide appropriate recognition to other standards that can work in concert with ISO standards, without forcing a situation where all standards must be converted into ISO standards.
- 2) ISO must find more effective and efficient means of cooperating with the IEC on specific standards development initiatives, especially in converging technology areas. Additionally, ISO must coordinate with not only IEC but also ITU on horizontal policy and cross cutting issues that affect all three international organizations.
- 3) ISO needs a much more effective process for addressing complaints related to use of the ISO brand. IAF and ILAC are attempting to handle issues related to accredited conformity assessment, but they are totally helpless in addressing non-accredited conformity assessment or self-declarations. ISO must work closely with and support its national standards bodies, and in some cases, ISO may need to take action directly.

Of course, with this shy crowd we may just come up with another idea or two regarding how ISO can change and improve.

Once again, I am pleased to welcome you all and thank you very much for your attendance. By participating in this workshop, your voice will help to ensure that ISO's future directions are responsive to U.S. needs and concerns, and that ANSI maintains its position of strength in ISO.

Many thanks for your attention. Next, you will hear from Bob Noth, immediate past chairman of the ANSI Board of Directors and current chair of the ANSI ISO Council.

Bob, the floor is yours.

Thank you.

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