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**Opening Remarks**  
**Launch of the U.S.–India Standards Portal**  
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Good afternoon, everyone.

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

It is my pleasure to be here today, and I would like to thank you all for joining us to mark the official launch of the U.S. – India Standards Portal. Honorable Minister, we are particularly honored that you have joined us for this exciting event.

For those of you who are not familiar with ANSI, we are the coordinator of the U.S. private-sector led and public sector-supported voluntary consensus standards and conformity assessment system. The Institute's activities cross all industry sectors from technology to services, and from consumer safety to protection of the environment.

ANSI speaks as the U.S. voice in standardization forums around the globe. Through our network of members, we represent the interests of more than 125,000 companies and 3.5 million professionals worldwide.

For those of you who were in the room earlier this year when we announced the launch of the U.S.-India Standards and Conformance Cooperation Program (SCCP), you might experience some déjà vu during the next few minutes. I hope you will indulge me as I share similar comments before this gathering today. In fact, the SCCP and Standards Portal are very closely linked, and both are designed to share information, increase cooperation, and facilitate trade.

ANSI is pleased to partner with the Confederation of Indian Industry and the Bureau of Indian Standards to launch Standards Portal, an exciting online resource that will support trade, investment, and technical exchange between the U.S. and India. With the trade relationship between our nations growing by leaps and bounds, this is the perfect time to make such a resource available for everyone's benefit.

Just listen to the numbers...

- Bilateral trade in merchandise goods has increased almost 400% in the last 15 years.
- In 2008 alone, Indian exports to the U.S. totaled nearly 26 billion dollars. And U.S. exports to India totaled 18 billion dollars.

In our fast-paced global economy, there is no question that standardization and trade are linked. Dozens of studies from the U.S. Department of Commerce, the Indian Ministry

of Commerce and Industry, and the World Trade Organization back up the statement with data.

In total, 80% of global commodity trade is impacted by standards and conformity assessment programs. This means roughly \$12.6 trillion in 2008 alone. If we are not all on the same page, the international community – particularly industry – experiences a lot of duplicative effort and incurs a lot of unnecessary cost.

Time and again, we have seen that those who understand how to effectively influence and address standardization and compliance issues have the greatest success in the international marketplace.

Already, alliances between Indian and American firms are creating investment openings across industries. Several ANSI members—including IBM, Intel, Microsoft, GE and Boeing—have found their footing in the IT, services and manufacturing sectors. They are recognizing the economic promise in the Indian business environment.

Likewise, an increasing number of Indian companies are finding tremendous potential for trade and investment in the U.S. market. Examples include companies like Bharat Forge, Essar Group, HCL, Jet Airways, Mahindra, Tata Group, and Wockhardt. Together these companies represent a diverse array of industries: steel, airlines, pharmaceuticals, auto parts, healthcare, hotels, chemicals and information technology.<sup>1</sup>

Collaboration in the areas of standards and conformity assessment not only helps to reduce barriers to bilateral trade and investment, but also facilitates transfer of technologies between the U.S. and India – an arrangement that benefits all of us. The recent ANSI / BIS / CII digital video conference on water equipment standards is an excellent practical example. We brought together all of the technical experts, let them establish contacts, and consult with one another on current work efforts. This was a great opportunity to share information on technologies employed in the U.S. and India on a critical international issue – safe, clean water affects us all.

Standards are not limited to just technical specifications for manufactured products or safety codes. Internationally, the services sector is one of the fastest growing areas for standards development.

Why? Because services represent the largest and most dynamic segment of the world economy — in 2008, they accounted for more than 64% of the global gross domestic product<sup>2</sup>.

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<sup>1</sup> Names and info come from a U.S.-India Business Council press release (February 2008): <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/02-12-2008/0004754704&EDATE=>

<sup>2</sup> Figure comes from the CIA World Fact Book as republished on Wikipedia: [http://en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_GDP\\_sector\\_composition](http://en.wikipedia.org/wiki/List_of_countries_by_GDP_sector_composition)

And India's trade in services has been growing even faster than merchandise trade. You are wisely capitalizing on your well-educated, highly skilled English-speaking workforce to become a major exporter of services.

Whether we are talking about IT, manufacturing, or services, the Standards Portal has been designed to facilitate trade and offer U.S. and Indian companies an additional path to success in a foreign market. In short, the resource helps companies better understand the standards, regulatory, and conformance related technical requirements that they face around the world.

Today's launch is not just a stand-alone event – Standards Portal is built upon a strong foundation of collaboration and mutual understanding. In December 2007, ANSI, CII, and BIS came together to sign a Memorandum of Understanding (MOU), making a formal commitment to cooperation and the advancement of trade between the U.S. and India.

In signing the MoU, we not only opened the door for increased collaboration among our three organizations. . . we also created a mechanism for increased engagement by Indian and U.S. industry. In short, we agreed to exchange information and best practices, and to make our collective resources available to those who need them.

As I mentioned at the beginning of my remarks, earlier this year, our three organizations teamed with the U.S. Trade and Development Agency to launch the U.S.-India Standards and Conformance Cooperation Program (SCCP). We are currently reviewing sector-specific workshop proposals for the program – so far, we have seen plans for workshops from major U.S. organizations on agricultural equipment, fire protection, the safe storage of gaseous fuels, biometrics, and aerospace. We are very encouraged by the quick responses we have received, and look forward to a very exciting and engaging series of workshops.

We understand that the Indian Ministry of Commerce and Industry has also recently committed its support to the SCCP through its Market Access Initiative program – another strong example that underscores the value of this initiative.

The U.S. market access directory, also a part of the SCCP, is currently under development to include product-by-product information on standards, conformity assessment procedures, technical regulations, and trade capacity building opportunities for five key sectors. It is intended to serve as a foundation for a comprehensive directory of market access and market acceptance requirements in the U.S.

Finally, the Standards Portal, a key component of the SCCP, is focused primarily on increasing transparency and information exchange. Together, ANSI, CII, and BIS are

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According to the chart, the services sector percentage is well over 70% in the U.S. (78.6%), but is actually below the global GDP in India (60.7%). It remains the fastest-growing sector in India, though.

making a commitment to empower U.S. and Indian stakeholders with the standards and conformity assessment information they need to access the U.S. and Indian markets.

Each of these components will be a critical piece of an overall information infrastructure that supports and facilitates cooperation between U.S. and Indian stakeholders . . . from individual organizations and companies to government agencies, ministries, and entire industry sectors.

I believe that the effectiveness of Standards Portal and of the SCCP will reach far past the completion of the program itself. Our cooperation with India is following the pattern of ANSI's cooperation with China, the partnership which led to the initial development of the Standards Portal effort. Our work with China has evolved into a very active and robust partnership, and I am certain that many similar opportunities lie in store for Indo-U.S. cooperation as well.

ANSI and CII are already working together to develop an issue matrix that will record areas of interest and concern within both industry and the standardization community in the U.S. and India. The issue matrix will be linked from the StandardsPortal and will be updated on an ongoing basis. This resource will help all of us to track questions and concerns, and make sure that we are able to follow up and address stakeholder needs – whether those stakeholders are based in India or in the U.S.

As we continue to share information and build relationships, our partnership will only grow stronger . . . today, tomorrow, and well into the future.

India has changed a lot in recent years. There is no denying that this country is an economic power—not just in Asia but worldwide.

Ever since I emigrated to the U.S. in 1964, I have routinely traveled back to India to visit family and friends as well as for business purposes. I have witnessed India's growth firsthand, and I am proud to join you as we mark the official launch of Standards Portal content for the U.S. and India in support of increased economic growth and trade between our two countries.

I would like to thank Yashwant Bhawe, secretary in the Department of Consumer Affairs, who has taken leadership in this area and really put forth a strong vision for increased cooperation. Without his ongoing support, we would not be here today. Many of you are likely already aware that Secretary Bhawe has been nominated for election as president of the International Organization for Standardization (ISO). Congratulations on your nomination, sir!

India is already a major player at the ISO table. Your national member body, BIS, holds Participating memberships in 593 Technical Committees, which puts you at #12 on the list of most active countries. That is a terrific accomplishment, but I'm sure that Secretary Bhawe's election will be a call to action for India to become even more active in the ISO space.

Getting back to the Standards Portal launch, I would also like to acknowledge the ongoing efforts of Director-General Gupta of BIS, and Dr. Sarita Nagpal, Deputy Director-General at CII. On behalf of all of us at ANSI, it has truly been a pleasure to work with each of you and your organizations.

And of course, thank you all very much for your attention and for your ongoing support of the initiatives we have discussed here. I look forward to working with you to ensure the continued success of the Standards Portal effort.

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