

<b>S. Joe Bhatia</b> President and CEO American National Standards Institute	<b>4<sup>th</sup> Transatlantic Market Conference</b> Washington, DC  Opening Remarks – July 20, 2009 9:10 a.m.
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Thank you very much, Tom and Torsten. Good morning, everyone.

My name is Joe Bhatia, and I am president and CEO of the American National Standards Institute. ANSI is pleased to act as an organizing partner of this conference, and I am happy to add my welcome to this exciting event.

For those of you who don't know us, ANSI is a non-profit organization that coordinates the U.S. standards and conformance system – a system that relies upon close collaboration and partnership between the public and private sectors. I am here representing thousands of member companies, organizations, and individuals who rely upon standards and conformance to increase efficiency, improve competitiveness, and foster international commerce.

For more than ninety years, ANSI and its members have worked to demonstrate the strength of market-driven, standards-based solutions that are characterized by consensus, openness, and balance. Currently, we are tackling such front-page issues as homeland security, healthcare information technology, upgrading the national electrical grid, and environment and climate change.

Standards and conformance play a critical role in the economy, impacting more than 80% of global commodity trade. That is roughly 13.5 trillion dollars in 2008 alone.

Simply put, standards boost business. When used effectively, standards and conformance can build consumer confidence and restore trust, provide extra cost savings, increase efficiencies, attract and retain customers, foster innovation, and facilitate trade – enabling companies to survive, grow, and thrive.

As you can see, standards do a lot . . . for industry, for consumers, and for our economy.

Today we are facing some serious challenges... and some exciting opportunities. Over the next two days, we'll touch on all of these – alternative sources of energy and energy efficiency, the automotive industry, and the unique challenges of doing business in today's difficult economy. To my eyes, it is

clear that the transatlantic trade partnership is more important now than ever as we seek out standards-based solutions.

The partnership between the U.S. and Germany is one of the largest bilateral trading relationships in the world . . . and we depend on one another to remain competitive in the international landscape.

In 2008 alone, the value of U.S. exports to Germany was 54.5 billion dollars. That's 39 billion Euros, and more than 20% of our total trade relationship with the entire European Union.

Germany reciprocated with 97.5 billion dollars in exports to the United States. That's nearly 70 billion Euros, and it represents almost 30% of the EU's total exports to the U.S.

These statistics drive home the clear and important need for standards – and the related conformance programs – that can be accepted at the regional and global levels.

For more than twenty years, ANSI has been part of a partnership and dialogue with the European Standards Organizations (ESOs) on standards and conformance in support of U.S.-EU trade.

Over the years, this dialogue has evolved into its current four-sided table format, which includes:

- ANSI (both public and private-sector representatives),
- the ESOs – that is, the European Committee for Standardization (CEN), the European Committee for Electrotechnical Standardization (CENELEC), and the European Telecommunications Standards Institute (ETSI),
- the European Commission (EC), and
- the European Free Trade Association (EFTA).

This format has proven highly effective in ensuring that all of the appropriate private and public sector standardization experts from the U.S. and EU are at the same table to successfully address intricate transatlantic standards and conformance issues, such as those identified by the Transatlantic Economic Council (TEC) and the U.S.-EU High Level Regulatory Forum.

In our experience, effective utilization of standards and conformance promotes the global competitiveness of all businesses. And greater transatlantic cooperation and information sharing will improve the bottom line – clearly a top priority in today's economic landscape. When individual businesses do well there is a corresponding improvement in our national economies.

However, businesses are not the only stakeholders that will benefit from an enhanced transatlantic trade partnership. Policy makers and regulators in our respective governments also recognize the significant benefit of standards and conformance procedures that can be accepted everywhere.

During this afternoon's breakout session on the value of global norms and standards, we will learn more about the interplay between standards and regulation in shaping two key areas of interest for our nations: alternative sources of energy and energy efficiency, and green technologies and innovations in the automotive industry.

Once again, I am pleased to welcome you all and thank you very much for your participation. Next, we will hear keynote addresses on the theme of the global economic crisis. I can't think of a more deserving focus for our attention.

Thank you.

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