

S. Joe Bhatia President and CEO American National Standards Institute	4th Transatlantic Market Conference Washington, DC Press conference “Why We Need Common Standards” July 20 or 21, 2009
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Good morning, everyone.

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

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.

Standards make an enormous contribution to your daily life. Imagine if light bulbs didn't fit into lamps, or if there were no bank cards or ATMs, or if wireless networking didn't exist. It would be a pretty frustrating world to live in, and doing business would be nearly impossible.

Fortunately, we live in a world where 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.

Today the U.S. and the European Union are facing some serious challenges... and some exciting opportunities. During this conference, we have touched upon issues such as alternative sources of energy and energy efficiency, the automotive industry, and the unique challenges of doing business in today's difficult economy.

I think we all agreed that 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.

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.

To my eyes, it is clear that the transatlantic trade partnership is more important now than ever as we seek out standards-based solutions to the challenges that face us all.

Thank you for your attention.

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