

Good evening, everyone. My name is Joe Bhatia, and I am president and CEO of the American National Standards Institute, often referred to as ANSI.

It is my great pleasure to be here on behalf of ANSI and the U.S. National Committee of the IEC to help kick-off one of the most exciting General Meetings in IEC history. Certainly in size alone we have a lot to be proud of! The breadth of activity that is taking place during our Meeting reflects the incredible impact that international electrotechnology standards have on nearly all areas of global business and innovation.

Here in the U.S. we are particularly thrilled to be hosting IEC 2010, as the world looks for leadership and comprehensive solutions to address some of the technological, economic, and societal challenges that we all face. It is a pleasure to look out and see so many different faces from so many areas of the world all together, working toward technical advancements that can benefit us all. Welcome to all of you – and thank you for traveling here to represent your nation, industry, or organization in this critical work.

As the voice of the U.S. voluntary standards and conformance system, ANSI has a long history of coordinating standards-based solutions for global priorities. And the USNC, a totally integrated committee of ANSI, serves the U.S. electrotechnical community as our member body to the IEC, and is an integral and valued part of the Institute. Together, the USNC and ANSI ensure that U.S.-based technologies and experts have an effective voice on the global standardization stage.

Today, standards and conformance play an integral role in everyday life, but few people stop to think about their tremendous impact. Recent estimates indicate that more than 80% of global commodity trade is impacted by standardization. These days, that amounts to more than 13 trillion dollars each year. With so much at stake, it is absolutely critical that all stakeholders understand the value and importance of standards – from government and industry leaders to the general public.

That is why ANSI, on behalf of the U.S. standardization community, recently launched our Standards Boost Business initiative. This campaign demonstrates to C-suite executives and high-level policy makers alike how standardization helps to streamline processes, trim costs, earn and maintain market access, and boost the bottom line. I hope you will find some time this week to stop by the ANSI booth in the registration area to learn a little bit more about the campaign.

The United States standardization community is truly committed to fostering the global partnerships that lead to the greatest advancements for all stakeholders across borders and industry sectors. If there is one key

element that is critical to developing the strongest solutions, it is broad participation. When all perspectives are present at the table, the most robust and effective standards and conformance solutions emerge.

This General Meeting is an excellent representation of that kind of coordinated collaboration. I wish you all the greatest success in your discussions and activities. I am personally looking forward to a very exciting week. With this many leaders together working toward the same goals, we have the potential for incredible progress and tremendous impact.

Thank you very much for your kind attention. I wish you all the best for a lovely evening.

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