



Standards, Trade, and the Future

IFAN International Conference

Presented by

Arthur E. Cote, ANSI Chairman of the Board
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10 Myths of International Standardization

1. The global economy is good for all.
2. International standards are always preferred.
3. Everyone wants one standard – one test – accepted everywhere.
4. All affected interests need to be at the table.
5. Process matters.

10 Myths of International Standardization, continued

6. Standards development is driven by altruism.
7. Standards can't mandate a company's product or service.
8. A standard is a standard is a standard.
9. Standards development requires face-to-face meetings.
10. Health and safety requirements are universal worldwide.

Myth One

1. The global economy is good for all.
 - Only true for the **best**, **cheapest**, or **most innovative**.



Myth Two

2. International standards are always preferred.
 - Does a standard on reindeer harnesses need to be international?

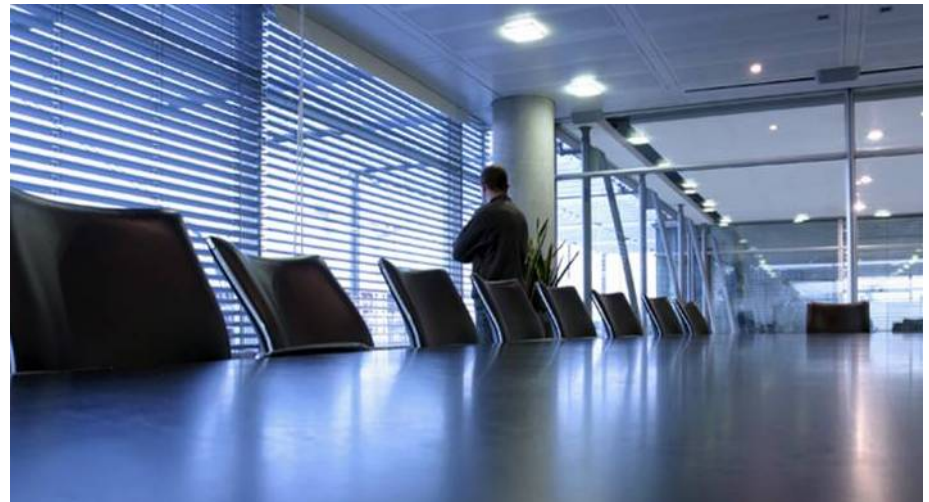


Myth Three

3. Everyone wants one standard – one test – accepted everywhere.
 - Not if your product can't meet the standard or pass the test.

Myth Four

4. All affected interests need to be at the table.
 - Consortia sure don't think so.



Myth Five

5. Process matters.

- Most users **don't care**.

Myth Six

6. Standards development is driven by altruism.

- Standards development is driven by **business**.



Myth Seven

7. Standards can't mandate a company's product or service.
 - Embedded patents can provide a preference.

Myth Eight

8. A standard is a standard is a standard.

- Unless it's a code, a recommended good practice, or a guideline.

Myth Nine

9. Standards development requires face-to-face meetings.
 - Not in the 21st Century.



Myth Ten

10. Health and safety requirements are universal worldwide.

- Safety (acceptable level of risk) is not the same in developing countries compared to developed countries.



Implications for Standards, Trade, and the Future

- The pressure for **protectionism** is increasing.
- Large global companies have **less connection** to any one national economy than ever before.
- Large global companies are **major players** in international standardization.

Implications

- International standards are developed **primarily** by **developed countries**.
- The developed countries of the world do not always understand the real problems facing **developing** countries.



Implications

- There is a **spectrum of standardization** from consortia to full consensus.
- The broader the application of the standard, the greater the need for an open, balanced, full participation (ANSI-style) consensus process.



SPECTRUM OF STANDARDIZATION

Implications

- The subject matter experts who will develop the standards of the future are college students today.
- They have rarely mailed anything using a stamp.
- Text messaging is their email.
- To them, google has always been a verb.
- The WWW has always been an online tool.
- GPS navigation has always been available.

Implications

- They think IBM never made typewriters.
- Caller ID has always been available on phones.
- Electronic filing of tax returns has always existed.
- They have never used a card catalog to find a book.
- The European Union has always existed.
- They have always been able to read books on an electronic screen.



Implications

- There have always been flat-screen TVs.
- Everyone has always known what the evening news was before the evening news came on.
- Few know how to write in cursive.
- Korean cars have always been on American highways.
- They have never seen a carousel of Kodachrome slides.
- Computers have never lacked a CD-ROM drive.

Implications

- They've never recognized that pointing to their wrists was a request for the time of day.
- American companies have always done business in Vietnam.
- Having hundreds of cable channels but nothing to watch has always been routine.
- They first met Michelangelo when he was just a computer virus.

Implications

- DNA fingerprinting and maps of the human genome have always existed.
- “Go West, Young College Grad” has always implied, “and don’t stop until you get to Asia... and learn Chinese along the way.”
- Czechoslovakia has never existed.
- Tattoos have always been very chic and highly visible.
- They have never rolled down a car window.



Implications

- Thanks to MySpace and Facebook, autobiography can happen in real time.
- They are wireless, yet always connected.

And you think this group will travel
to Elbonia to **meet face to face**
to develop standards?

Elbonia

