

Congress of the United States
House of Representatives
Washington, DC 20515

November 3, 2009

Dear Friends:

I want to make you aware of an important program designed to help U.S. companies stimulate domestic job growth, and increase opportunities for U.S. exports to India by boosting bi-lateral cooperation on standards and conformance. When applied effectively, standards and programs to assess conformance to standards help support trade, innovation and economic growth. However, when used incorrectly or when they create barriers to trade, standards and conformance can create significant impediments for U.S. companies. Companies who understand how to effectively work within and influence the standards system will have the greatest success in the global marketplace.

The **U.S.-India Standards and Conformance Cooperation Program (SCCP)** is an initiative that aims to help U.S. companies become more competitive in the Indian market. The program will work to increase transparency for standards and regulatory requirements, encourage policies that would facilitate trade, and help U.S. industry engage in standards development activities in India. Notable among these initiatives is the development of a Standards Portal (www.standardsportal.org) that will help to reduce barriers to trade and investment between the U.S. and India.

As one of the founders and current co-chair of the Congressional Caucus on India and Indian-Americans, I am committed to enhancing opportunities for increased bilateral trade and investment between India and the U.S. Greater engagement by industry in the standards and conformance process will help increase opportunities for U.S. exports and create more jobs for U.S. employees.

The SCCP is a cooperative initiative carried out by the American National Standards Institute (ANSI) and the Confederation of Indian Industry (CII), with support from the United States Trade and Development Agency (USTDA), the Indian Ministry of Commerce and Industry and the Bureau of Indian Standards. I encourage interested stakeholders to visit the SCCP homepage at: www.StandardsPortal.org/us-indiasccp.

The Indo-U.S. trade relationship has increased substantially in recent years, and has helped to create new jobs here in the US. With targeted attention to key market access issues, we can help assure that this trend continues. I am pleased to support the U.S.-India SCCP in its efforts in this area, and I encourage companies in both India and the U.S. to get engaged in this important initiative.

Sincerely,



Jim McDermott
Member of Congress