



Supporting Transatlantic Trade

Standards and Conformance for Business and Regulators

September 24, 2008 ■ Washington, DC

a conference organized by the American National Standards Institute
in conjunction with the European Standards Organizations

hosted by the U.S. Chamber of Commerce and BUSINESSEUROPE

Conference Program and Speaker Biographies



Supporting Transatlantic Trade Standards and Conformance for Business and Regulators

September 24, 2008
Washington, DC

Effective private sector standards and conformance mechanisms are critical to underpinning smart regulation with a significant impact on the transatlantic economy.

Supporting Transatlantic Trade — Standards and Conformance for Business and Regulators will foster a dialogue regarding the use of standards and compliance programs as tools that will facilitate the free flow of goods and services between the United States and Europe.

During this conference, industry and government experts from a broad range of industrial sectors will:

- ☐ present a series of standards and conformity assessment case studies that highlight successes — and challenges — pertaining to market access and/or market acceptance and how the lessons learned are influencing current and future U.S.-EU trade
- ☐ identify and discuss U.S. and European policies encouraging the regulatory use of private sector standards and conformance mechanisms
- ☐ describe the use of standards and conformance mechanisms to support transatlantic regulatory and economic cooperation

Supporting Transatlantic Trade has been designed to be highly interactive. Brief panel presentations will be followed by facilitated discussions involving all attendees. A final discussion period has been set aside to discuss ways in which standards and compliance programs can be utilized more frequently and productively to support the cross-border trade of goods and services.

Participants will include stakeholders from the private and public sectors in both the U.S. and Europe, including representatives of industry, government, standards developing organizations, conformity assessment bodies, and the scientific and technical communities and other affected groups which underpin transatlantic trade.

Proceedings

Proceedings and presentations given at *Supporting Transatlantic Trade — Standards and Conformance for Business and Regulators* will be available soon after the conference at www.ansi.org/events (follow the link for “Past ANSI Events and Proceedings”).

ANSI expresses its appreciation to the European Standards Organizations for their assistance in the organization of this event:

CEN – European Committee for Standardization
CENELEC – European Committee for Electrotechnical Standardization
ETSI – European Telecommunications Standards Institute



ANSI would also like to thank the U.S. Chamber of Commerce
and BUSINESSEUROPE for generously hosting this event:





SUPPORTING TRANSATLANTIC TRADE

Standards and Conformance for Business and Regulators

Wednesday, September 24, 2008

Meeting: 9:00 am – 5:00 pm
Reception: 5:00 pm – 6:00 pm

Venue
U.S. Chamber of Commerce
Briefing Center
1615 H Street, NW
Washington, DC 20062

Organized by:



Hosted by:



AGENDA	Wednesday – September 24, 2008
8:00 am	Registration Desk Opens Continental Breakfast Begins
9:00 – 9:10 am	Welcome / Opening Remarks <ul style="list-style-type: none"> Gary Kushnier, Vice President of International Policy American National Standards Institute (ANSI) Sean Heather, Executive Director, Global Regulatory Cooperation U.S. Chamber of Commerce
9:10 – 9:30 am	Opening Speaker James Matthews, Director, Technical Standards and Standards Policy Corning, Inc.
9:30 – 11:00 am	Panel One The Value of Standards and Conformance to Transatlantic Trade – Industry Perspectives <ul style="list-style-type: none"> Panel presentations Open dialogue

	<p>Moderator</p> <ul style="list-style-type: none"> James Matthews, Director, Technical Standards and Standards Policy Corning, Inc. <p>Panelists</p> <ul style="list-style-type: none"> Alec McMillan, Director, Global Standards and Trade, Rockwell Automation David Dossett, Past Chairman, ORGALIME Douglas Liu, Vice President, Global Operations, QIAGEN Gene Eckhart, Director, International Operations and Market Development, National Electrical Manufacturers Association (NEMA)
11:00 – 11:15 am	Break
11:15 – 12:45 pm	<p>Panel Two Government and Regulation – Review of U.S. and European Policies which Encourage Regulator Use of Private Sector Standards and Conformance Mechanisms</p> <ul style="list-style-type: none"> Panel presentations Open dialogue <p>Moderator</p> <ul style="list-style-type: none"> Mary Saunders, Chief, Standards Services Division National Institute of Standards and Technology (NIST) <p>Panelists</p> <ul style="list-style-type: none"> Susan Dudley, Administrator of the Office of Information and Regulatory Affairs (OIRA), Office of Management and Budget (OMB) Quin Dodd, Chief of Staff, U.S. Consumer Product Safety Commission (CPSC) William Hurst, Technical Research Branch Chief, Federal Communications Commission (FCC) Norbert Anselmann, DG Enterprise and Industry, European Commission Ima Placencia-Porrero, Deputy Head of Unit, Integration of People with Disabilities, DG Employment, Social Affairs and Equal Opportunities
12:45 – 2:15 pm	<p>Lunch</p> <ul style="list-style-type: none"> Keynote Speaker <ul style="list-style-type: none"> Joe Bhatia, ANSI President and CEO Summary readout of previous days ANSI-European Standards Organizations (ESO) / Joint Presidents' Group (JPG) meeting by meeting co-chairs <ul style="list-style-type: none"> David Miller, American Petroleum Institute (API) Chair, ANSI Regional Standing Committee – Europe John Phillips, Nortel ESO Joint Presidents' Group Secretary

2:15 – 3:30 pm	<p>Panel Three How to Use Standards to Support Transatlantic Regulatory and Economic Cooperation</p> <ul style="list-style-type: none"> Panel presentations Open dialogue <p>Moderator</p> <ul style="list-style-type: none"> David Miller, Chair ANSI Regional Standing Committee – Europe <p>Panelists</p> <ul style="list-style-type: none"> Dan Bart, Chair, ANSI Intellectual Property Rights Policy Committee Ernst-Peter Ziethen, Vice President Technical, CEN David Dossett, Vice President Finance, CENELEC John Phillips, General Assembly Chairman, ETSI <p>Resource Panelists</p> <ul style="list-style-type: none"> Michel Jeanson, DG Enterprise and Industry, European Commission Gunnar Selvik, Director, EFTA Louis Santamaria, Standards Attaché, U.S. Mission to the EU, U.S. Commercial Service
3:30 – 4:45 pm	<p>Panel Four How to Use Conformance Mechanisms to Support Transatlantic Regulatory and Economic Cooperation</p> <ul style="list-style-type: none"> Panel presentations Open dialogue <p>Moderator</p> <ul style="list-style-type: none"> Wayne Morris, Vice President, Association of Home Appliance Manufacturers (AHAM), Chair Industry Trade Advisory Committee 16 <p>Panelists</p> <ul style="list-style-type: none"> Ileana Martinez, National Institute of Standards & Technology (NIST) Gitte Schjøtz, Senior Vice President, Certification Programs, Accreditation and Standards, Underwriters Laboratories (UL) Gösta Fredriksson, Chairman, Intertek <p>Resource Panelists</p> <ul style="list-style-type: none"> Louis Santamaria, Standards Attaché, U.S. Mission to the EU, U.S. Commercial Service
4:45 – 5:00 pm	<p>Wrap up / Closing Remarks</p> <ul style="list-style-type: none"> Gary Kushnier, Vice President of International Policy American National Standards Institute
5:00 – 6:00 pm	<p>Networking Reception</p>



ANSI, CEN, CENELEC, ETSI
wish to thank the following
organizations for their
contributions



ASTM INTERNATIONAL
for their sponsorship
and generous support

and



**THE U.S. CHAMBER OF
COMMERCE**
and
BUSINESSEUROPE
for hosting today's event



SUPPORTING TRANSATLANTIC TRADE

Standards and Conformance for Business and Regulators

BIOGRAPHIES

Norbert Anselmann <i>panelist</i>	<p>Currently the Advisor in the area of Standardisation and Technical Harmonisation for the Directorate General Enterprise and Industry (DG ENT), Norbert Anselmann has worked in the European Commission for more than 20 years.</p> <p>Previously, Mr. Anselmann served as Head of the Unit Standardisation inside DG Enterprise and Industry. In this capacity, he was in charge of the overall coordination of standardisation policy within the Commission services and the promotion of European standardization in support of EU policies and legislation.</p> <p>From June 1998 to January 2003, Mr. Anselmann was the Deputy Head of Unit for the unit in charge of electrical and mechanical engineering industries, including telecommunication terminal equipment.</p> <p>He has also been responsible, within DG Enterprise, for the Medical Devices sector. This dossier involved the preparation of the EU directives on medical devices including their follow up and implementation.</p>
Dan Bart <i>panelist</i>	<p>Dan Bart founded Valley View Corporation, a consulting firm to the Information, Communications, and Entertainment (ICE) Sector, more than 20 years ago and is the company's current President and CEO.</p> <p>Mr. Bart has also held many ANSI leadership positions. He has served on the ANSI Board of Directors since 1996 and is current chair of the ANSI Intellectual Property Rights Policy Committee. In the past, he has co-chaired the ANSI Homeland Security Standards Panel and chaired both the ANSI Patent and Copyright Groups.</p> <p>Prior to his current post, Mr. Bart served as Senior Vice President, Standards and Special Projects and Head of the Standards and Technology Department at the Telecommunications Industry Association (TIA). In this capacity, he was responsible for TIA's domestic and international standards programs. Previously, as Vice-President for Standards and Technology, Mr. Bart was responsible for technical regulatory issues at TIA for TIA's product-oriented divisions.</p> <p>In the same position at the Electronic Industries Association, now known as the Electronic Industries Alliance (EIA), from 1995 to 1997, Mr. Bart oversaw the EIA Standards and Technology and Engineering departments that develop and publish EIA's and JEDEC's numerous</p>

	technical Standards and other publications.
S. Joe Bhatia <i>keynote speaker</i>	<p>S. Joe Bhatia is the president and chief executive officer of the American National Standards Institute (ANSI). Prior to joining ANSI, Mr. Bhatia held the position of executive vice president and chief operating officer of the international group at Underwriters Laboratories, Inc. (UL).</p> <p>Mr. Bhatia is the former chairman of the United States Standards Strategy Committee. He currently serves as vice chairman of the Industry Trade Advisory Committee on Standards and Technical Trade Barriers (ITAC 16), a joint program of the U.S. Department of Commerce and the U.S. Trade Representative.</p> <p>A member of the International Organization for Standardization (ISO) Council Standing Committee on Strategies, he also holds a seat on the Oakton Community College Education Foundation Board and recently retired as a member of the National Fire Protection Association Board of Directors.</p>
Quin Dodd <i>panelist</i>	<p>Quin Dodd is currently the Chief of Staff for the U.S. Consumer Product Safety Commission (CPSC) and has served in that capacity since Commissioner Nancy A. Nord became Acting Chairman in July 2006. Previously, he served as Legal Counsel to Commissioner Nord.</p> <p>For 15 years, Mr. Dodd has worked in various capacities in the field of federal legislative practice and advocacy in Washington, DC. These include founder and principal of the American Capitol Group, a government affairs firm focusing on health care, appropriations and homeland security issues, positions as Counsel in the legislative affairs practice groups of the law firms of Bracewell & Giuliani, LLP and Manatt, Phelps & Phillips, LLP.</p> <p>On Capitol Hill, Mr. Dodd served five years as Legislative Counsel then Legislative Director to Senator Kay Bailey Hutchison (R-TX), the fourth-ranking Republican in the Senate leadership. During his service with Senator Hutchison, Mr. Dodd coordinated her appropriations agenda and the substantive issues of health care, education, labor, energy, and judiciary. Prior to that Mr. Dodd worked for three years as Legislative Counsel to former Representative Joe Skeen (R-NM), then chairman of the House Appropriations Subcommittee on Agriculture. While with Congressman Skeen, Mr. Dodd focused on appropriations strategy and projects, as well as a range of domestic policy issues.</p>
David Dossett <i>panelist</i>	<p>David Dossett B.Sc.MIEE. is the Chief Executive of BEAMA, the Association for the Electrical Industry and Director of BEAMA Installation, the U.K. trade association for manufacturers of electrical installation equipment. A chartered engineer with experience in the electricity supply industry, the oil industry and 20 years' experience in international standardization, he joined BEAMA as an Associate Director in 1991.</p>

	<p>Mr. Dossette is a Director of ASTABEAB Certification Services, Ltd. and Vice-Chairman of the Electrical Safety Council and has coordinated the BEAMA Installation campaign against counterfeit electrotechnical products.</p> <p>He is also currently the chair of ORGALIME, the Federation for the European Engineering Industry representing the interests of over 120,000 companies in the engineering and manufacturing sector, and its anti-counterfeiting Task Force.</p>
Susan Dudley <i>panelist</i>	<p>Susan Dudley is the Administrator of the Office of Information and Regulatory Affairs (OIRA) of the Office of Management and Budget (OMB). Established in 1980, OIRA reviews collections of information under the Paperwork Reduction Act, reviews draft regulations under Executive Order 12866 and develops and oversees the implementation of government-wide policies in the areas of information technology, information policy, privacy, and statistical policy.</p> <p>Before joining the Administration, Ms. Dudley directed the Regulatory Studies Program at the non-profit Mercatus Center at George Mason University, where she also taught courses on regulation. Earlier in her career, Ms. Dudley served as a career civil servant at OIRA, as well as the Environmental Protection Agency and the Commodity Futures Trading Commission.</p>
Gene Eckhart <i>panelist</i>	<p>Gene Eckhart is the Director of International Operations and Market Development for the National Electrical Manufacturers Association (NEMA). In this position, he is responsible for the development and implementation of programs designed to ensure that the development of the electro-industry infrastructure in regional as well as global areas provides opportunities for market access to NEMA members. He works with local officials, designers, and contractors to better understand North American codes and standards and directs global strategy initiatives on regional and international electrical installation codes, product standards development, conformity assessment, and electrical inspection.</p> <p>Eckhart has over 25 years of marketing, technology development, and product line management experience. He came to NEMA from the Electric Power Research Institute where he directed the efforts of seven business units responsible for developing a variety of end use electric technologies, analytical software products, and technical services to maximize plant and operating system productivity and efficiency. He also initiated marketing activities in South America.</p> <p>In years previous, Eckhart worked at the American Iron and Steel Institute, the U.S. Department of Energy, and Armco's Specialty Steels Division.</p>
Gösta Fredriksson <i>panelist</i>	<p>Gösta Fredriksson has been both President of Conformity Assessment and International Relations for the Intertek Industrial and Commercial</p>

	<p>division globally and Chairman of the IECEE Certification Management Committee since 2004. Before that, he had been Vice President of Intertek and President of Intertek ETL SEMKO division for Europe, Middle East and Africa, since 1997.</p> <p>For over 40 years, in his various positions within Intertek, Mr. Fredriksson has actively participated in the development of Conformity Assessment operations both by participating in the standards development processes for various products such as electrical products for medical use, household appliances, home electronic appliances and being an active member holding various management positions in the development of a number of European and global certification schemes, including the CB Scheme, CCA, HAR, ENEC and LOVAG.</p>
Sean Heather <i>opening speaker</i>	<p>Sean Heather is the Executive Director for Global Regulatory Cooperation. The Global Regulatory Cooperation (GRC) Project seeks to address regulatory issues that act as barriers to international trade and investment, both in the U.S. and in markets around the world. The GRC project is focused on beyond the border issues with particular concern for competition policy, standards, state-owned enterprises and subsidies, investment barriers, and government procurement.</p> <p>Mr. Heather has held a number of positions during his eight years at the Chamber. Prior to his current position he led the Chamber's strategic forecasting initiative that was tasked with identifying emerging public policy issues of concern to the business community and examined trends in other issues like energy policy and healthcare.</p> <p>Before that, he was part of Congressional and Public Affairs where he helped oversee the day to day operation of the division and coordinated the Chamber's lobbying efforts, its grassroots initiatives and its regional offices located across the country to ensure that the efforts of the entire division were focused on the achievement of the Chamber's public policy and political goals. In this capacity, he worked on issues as diverse as international trade, tax, labor, healthcare, environment, energy, transportation, homeland security, immigration, technology, and corporate governance.</p> <p>Mr. Heather also spent several years in the Chamber's Chicago regional office which covered six states. Before joining the Chamber he worked in Illinois at the statehouse and was involved in several political campaigns across the state.</p>
William Hurst <i>panelist</i>	<p>William (Bill) Hurst is Chief of the Technical Research Branch, Laboratory Division, Office of Engineering and Technology of the Federal Communications Commission (FCC). His responsibilities at the FCC include technical research, implementation of Mutual Recognition Agreements (MRAs), participation on domestic and international standards committees, accreditation activities, and coordination with other government agencies and groups concerned with equipment authorization policies and rules.</p>

	<p>Mr. Hurst is a member of the American National Standards Institute (ANSI) Accreditation Committee. As part of his standards related activities, he serves on several working groups of the International Special Committee on Radio Interference (CISPR). He represents the FCC on the Accredited Standards Committee C63®- EMC.</p>
<p>Michel Jeanson <i>panelist</i></p>	<p>Michel Jeanson has more than 15 years' experience in standardization, acquired in various positions. Currently working at the Directorate General Enterprise and Industry (DG ENT), Mr. Jeanson's duties involve representation of the Commission's services in the Technical and Administrative Boards of CEN, as well as in the General Assemblies of CEN and CENELEC. He is involved in the reform process of European standardization, and manages the study on "Access to standardisation", a key contribution to the reform of European standardization. He is also responsible for international standardization cooperation, especially with Russia and the U.S., as well as with international organizations such as the World Trade Organization (WTO) and the United Nations Economic Commission for Europe (UNECE).</p> <p>With the European Commission since 2004, Mr. Jeanson has been in charge of horizontal policy issues in the Standardisation Unit of DG Enterprise and Industry and involved in the preparation of the Commission Communication published on 11th March 2008 entitled "Towards a greater contribution of standardisation to innovation in Europe".</p> <p>Previously, Mr. Jeanson worked for Eurometaux, the industrial trade federation of the European non-ferrous metals industries, as Health and Safety Manager. Taking up the challenge of the creation of ECOS, the European Environmental Citizens Organisation for Standardisation, Mr. Jenson was chosen in 2003 by the Environmental NGOs as the first Secretary General of this organization, and represented the Environmental protection organizations within the standardization organizations for 2 years.</p> <p>He has also held positions with the European Committee for Standardisation (CEN) and AFNOR, the French Standards Institute.</p>
<p>Gary Kushnier <i>opening speaker</i></p>	<p>Gary W. Kushnier is Vice President, International Policy, of the American National Standards Institute. In this capacity, Mr. Kushnier is responsible for overall liaison and policy coordination of ANSI's activities with international and regional organizations, for example, the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC), the three European Standards Organizations (ESOs), the Pacific Area Standards Congress (PASC), and the Panamerican Standards Commission (COPANT), as well as their national member bodies. He also serves as Chair of the PASC Executive Committee.</p> <p>Prior to becoming Vice President of International Policy, Mr. Kushnier served as Vice President of ANSI's Brussels Office. In this role, he worked closely with various European standards organizations, and was</p>

	also responsible for many of his current assignments.
Douglas Liu <i>panelist</i>	Douglas Liu is the Vice President Global Operations and a member of the Executive Committee for QIAGEN. QIAGEN is the innovative market leader in sample and assay technologies that enables access to content from any biological sample. Mr. Liu has a twenty-five year record of international success in operations, strategic planning and R&D in molecular diagnostics, immunodiagnostics and other healthcare market segments. Before joining QIAGEN, Doug worked for Bayer Healthcare, Abbott Labs and Chiron.
Ileana Martinez <i>panelist</i>	<p>Ileana Martinez is Acting Group Leader of the Global Standards and Information Group at the National Institute of Standards and Technology (NIST). She also serves as International Affairs Advisor to the National Voluntary Laboratory Accreditation Program (NVLAP) at NIST.</p> <p>Ms. Martinez has expertise in the U.S. approach to standards, regulations, certification, laboratory accreditation, as well as in the National Technology Transfer and Advancement Act (NTTAA, Public Law 104-113), U.S. trade obligations under the World Trade Organization (WTO) Technical Barriers to Trade Agreement (TBT), the U.S. Inquiry Point, and related topics.</p> <p>From 1996 through 2000, Ms. Martinez served as the NIST Regional Standards Attaché at the U.S. Embassy in Buenos Aires, Argentina, and in Brasilia, Brazil, with standards-related responsibilities for South America, seeking to reduce technical barriers to trade in the region.</p> <p>Earlier in her career, Ms. Martinez worked as a Standards Engineer in a variety of industrial sectors for both U.S. and overseas organizations gaining hands-on experience in national, regional and international standardization. She has worked in standards development for building construction and fire safety and as a Department of Defense Quality Assurance Engineer for medical devices. She was Standards Engineer for 8 years at AFNOR, the French national standards body.</p> <p>Ms. Martinez was a recipient of a 2001 Bronze Medal from the Department of Commerce for contributing to NIST efforts in standards and conformity assessment outreach and of a 2004 ANSI Meritorious Service Award.</p>
James Matthews <i>moderator</i>	As Director of Technical Standards and Standards Policy, Jim Matthews leads worldwide standards engineering activities for multiple business divisions across Corning Incorporated. He is responsible for Corning's external standardization activities in display technologies and the optical communications businesses, including flat panel displays, optical fiber, cable, optical components and applications, as well as coordination across several additional business areas. As a Corning employee for over 25 years, Mr. Matthews has held a variety of positions in customer engineering, product engineering and test and measurement areas prior

	<p>to his current role in standardization management and policy.</p> <p>Mr. Matthews has held leadership roles in several domestic and international standards committees including those in the Telecommunications Industry Association (TIA), the International Electrotechnical Commission (IEC) and the International Telecommunications Union (ITU-T). He has also chaired a number of policy or organizational ad-hoc committees in the standards community. He is active in technical standards efforts on Corning's behalf in flat panel displays as well as optical communications and in environmental standards.</p> <p>He is President of the U.S. National Committee of the IEC (USNC) and a member of the IEC Council Board. He serves on the board, the board finance committee and the board executive committee of the American National Standards Institute (ANSI). He is also a member of the board of the Electronics Components Assemblies and Materials Association (ECA). Internationally, he is the secretary of IEC's Technical Committee 86 on Fibre Optics and, until the end of 2006, the Rapporteur of an ITU-T Question on optical components and subsystems.</p>
Alexander McMillan <i>panelist</i>	<p>Currently Director of Global Standards and Trade for Rockwell Automation, Alexander (Alec) McMillan is a chartered member of the Institute of Electrical Engineers (IEEE) in the U.K., a member of the IEEE and a senior member of ISA in the U.S., a member of the ANSI board and the Finance Vice-President of the U.S. National Committee to the IEC (USNC).</p> <p>Mr. McMillan joined Allen-Bradley / Rockwell Automation Europe HQ in 1985 and transferred to the U.S. in 1989. He has held several U.S. positions within Rockwell Automation in the development of Advanced Architecture and Technology. He reports to the Chief Technical Officer and is responsible for leading the company-wide standards and trade programs. Since 1995, Mr. McMillan has been an active contributor to the development of standards and conformity assessment within the U.S. He has represented the U.S. both as a member and a leader of delegations to the IEC, PASC, COPANT, and in the TABD. He participated in a joint ANSI (U.S.) / SAC (China) symposium advocating increased local participation of Chinese Industry. Mr. McMillan has a strong interest in achieving the development of global standards and compliance systems to meet industry needs.</p>
David Miller <i>moderator</i>	<p>David Miller is the Director of the Standards Program for the American Petroleum Institute (API). API, an American National Standards Institute (ANSI) accredited Standards Developing Organization, publishes 500 standards for the oil and natural gas industry. In this role, Mr. Miller is responsible for overall standards policy and implementation.</p> <p>David is also quite active in international standards activities, serving as Chairman of the ANSI Regional Standing Committee on Europe, Middle East & Africa (RSC-EMEA), and is a member of the ANSI Board of</p>

	<p>Directors and International Policy Committee. Mr. Miller represents API on the U.S. Department of Commerce Industry Trade Advisory Committee on Standards and Technical Trade Barriers (ITAC 16) on Standards and Technical Trade Barriers and the National Association of Manufacturers (NAM) International Standards and Regulatory Policy Working Group.</p> <p>He joined API in 1985, was elected a Fellow by the American Society of Civil Engineers (ASCE) in 2006 and received an ANSI Meritorious Service Award in 2007.</p>
Wayne Morris <i>moderator</i>	<p>Currently Vice President of Division Services of the Association of Home Appliance Manufacturers (AHAM), Wayne Morris is responsible for leadership of the Portable, Major and Floor Care Appliance Divisions, including such areas as division programs, financial management, business development, joint marketing programs, technical regulatory issues with the Department of Commerce, Consumer Product Safety Commission, the Environmental Protection Agency and other federal departments.</p> <p>The products served by AHAM include kitchen electrics, personal care and air treatment, white goods, and floor care motorized appliances. He has also served as a technical representative on product safety issues with Underwriters Laboratories (UL) and the National Fire Protection Association (NFPA) for over 25 years. He is the AHAM staff coordinator of the IAAI/AHAM Fire Investigation Seminars held each year from 1998 to present. Wayne is the technical leader for recycling issues and serves as the staff coordinator for the Appliance Recycling Information Center. Wayne also serves as the staff member responsible for technical trade issues. He currently serves as the Chairman of the Industry Trade Advisory Committee on Standards and Technical Trade Barriers (ITAC 16) to the Department of Commerce on standards and conformity assessment.</p> <p>Prior to coming to AHAM in 1994, Mr. Morris has held various engineering and technical positions with AHAM portable appliance member companies, including Black & Decker and Pollenex and has over 25 years' experience with regulatory issues. He has extensive product design and compliance experience with air and water treatment products. He is the author of numerous technical papers on government activities and product safety.</p>
Ima Placencia Porrero <i>panelist</i>	<p>Inmaculada Placencia Porrero is Deputy Head of Unit, for Integration of people with disabilities within the European Commission, Directorate General for Employment, Social Affairs, and Equal Opportunities (DG EMPL). The unit is in charge of the coordination of the European policies for people with disabilities and responsible for the European Disability Action Plan.</p> <p>In 1991, she joined the European Commission and worked on several research programs addressing accessibility and applications for the</p>

	<p>elderly and people with disabilities. The focus of her recent work in the "e-Inclusion" unit of the Directorate General Information Society and Media European Commission addresses policy related activities in the area of e-Accessibility and e-Inclusion and, in particular, work related to Design for All and Assistive technologies and other European and international activities related to accessibility.</p>
<p>Gunnar Selvik <i>resource panelist</i></p>	<p>Gunnar Selvik is currently the Director, Goods Division at the European Free Trade Association (EFTA) Secretariat in Brussels, Belgium. Previously, he served as the Director of the West Norway Regional Office in Brussels, Senior Project Leader/Lawyer for Interpro/Norteam in Bergen, Norway, and as Head of Administration/Registrar for the EFTA Court in Luxembourg.</p> <p>Mr. Selvik has also held positions with the NATO Air Command Control Management Agency (NACMA) and several assignments for the Royal Norwegian Navy.</p>
<p>Louis Santamaria <i>resource panelist</i></p>	<p>Since August 2007, Louis Santamaria has been assigned as the Standards Attaché at the U.S. Mission to the European Union. Previously, he served as Standards Attaché based in Mexico City, as Senior Commercial Officer in Caracas, Venezuela and as the Principal Commercial Officer in Barcelona, Spain. Mr. Santamaria joined the U.S. Department of Commerce in 1986 in the U.S. Travel and Tourism Administration (USTTA) in Paris, Amsterdam, and Mexico City.</p> <p>During his career, Mr. Santamaria has served on more than forty-five projects in thirty-seven countries, and as Senior Tourism Marketing Specialist for the Organization of American States (OAS). He began his career at Pan American World Airways.</p>
<p>Mary Saunders <i>moderator</i></p>	<p>Mary Saunders is the Chief of the Standards Services Division (SSD) in Technology Services at the National Institute of Standards and Technology (NIST). SSD administers a range of standards-related programs that provide solutions to regulatory and industry needs and increase trade opportunities. Division programs include coordination with other federal agencies and the private sector to facilitate the U.S. standards and conformity assessment systems that meet regulatory and industry needs more effectively; providing standards-related assistance and information, both within NIST and to external customers; policy support for standards and conformity assessment activities for federal agencies; and a comprehensive program to accredit calibration and testing laboratories, in support of the U.S. measurement infrastructure, government agency and private sector needs.</p> <p>Ms. Saunders chairs the Interagency Committee on Standards Policy (ICSP), which is charged with coordinating federal agency standards-related activities. She is active in governance activities of the American National Standards Institute, where she currently serves as chair of the International Policy Committee as well as a member of the ANSI Board and Executive Committee. She has been with the Department of</p>

	Commerce for 22 years, and has held positions both in the International Trade Administration and at NIST.
Gitte Schjøtz <i>panelist</i>	Gitte Schjøtz is the Senior Vice President, Standards, Accreditation and Certification Programs at Underwriters Laboratories (UL) and a member of the newly established IEC Market Strategy Board. With 16 years' experience in the industry of conformity assessment, first with the Danish Testing and Certification body, Demko A/S and since 1996 for Underwriters Laboratories, Ms. Schjøtz's career has spanned three countries (Denmark, Germany and the U.S.) and included experience in leadership across borders in Europe, Asia, North America, Central and South America.
Ernst-Peter Ziethen <i>panelist</i>	<p>Ernst-Peter Ziethen is the Vice President Technical for the European Committee for Standardization (CEN) and Director Technical for the Deutsches Institut für Normung (DIN). He is also a member of the Technical Management Board at the International Organization for Standardization (ISO), the ISO Information Technology Strategies Implementation Group (ITSIG), and the CEN Administrative Board.</p> <p>With over 30 years' experience in standards, Mr. Ziethen has served as the Head of several divisions within DIN including the food and agriculture division, the division for technical coordination and planning, and the division for international cooperation.</p>



SUPPORTING TRANSATLANTIC TRADE

Standards and Conformance for Business and Regulators

ORGANIZATIONAL OVERVIEWS

ORGANIZERS

American National Standards Institute (ANSI)



The American National Standards Institute (ANSI) is a private, non-profit organization that administers and coordinates the U.S. private sector led, voluntary standards and conformity assessment systems. Comprised of industry, organizations, government agencies, academic bodies, and other stakeholders, ANSI represents the interests of more than 125,000 companies and 3.5 million professionals worldwide. As a private-public sector partnership celebrating its 90th anniversary in 2008, ANSI helps assure the safety and health of consumers, the protection of the environment, and interoperability of technologies by maintaining and promoting private sector standards and conformance mechanisms that can be used to facilitate smart regulation and the harmonization of cross-border requirements.

ANSI accredits more than 200 standards developing organizations that develop voluntary national consensus standards and American National Standards guided by the Institute's cardinal principles of consensus, openness/transparency, balance, and due process. In addition, ANSI administers accreditation programs that ensure the competence of bodies which test, inspect, and/or certify: product safety, personnel, quality & environmental management systems, and greenhouse gas emissions. ANSI is the U.S. representative to the International Organization for Standardization (ISO) and, via the U.S. National Committee, the International Electrotechnical Commission (IEC) among other international organizations. The Institute oversees the creation, promulgation and use of thousands of norms and guidelines, in the U.S. and internationally, that directly impact businesses in every industry sector.

Additional information is available at www.ansi.org.

European Committee for Electrotechnical Standardization (CENELEC)



The European Committee for Electrotechnical Standardization - is officially responsible for standardization in the electrotechnical field.

In an ever more global economy, CENELEC fosters innovation and competitiveness, making technology available not only to major businesses but also to SMEs through the production of voluntary standards. CENELEC creates market access at the European level but also at the international level through its cooperation agreement with the International Electrotechnical Commission (IEC).

Through the work of its 30 Members together with its experts, the industry federations and consumers, electrotechnical European Standards are created in order to help shape the European Internal Market, to encourage technological development, to ensure interoperability and to guarantee the safety and health of consumers, as well as the environmental protection.

Detailed information available at www.cenelec.org.

European Committee for Standardization (CEN)



The European Committee for Standardization (CEN) is a business facilitator in Europe, removing trade barriers for European industry and consumers. Its mission is to foster the European economy in global trading, the welfare of European citizens and the environment. Through its services, it provides a platform for the development of European Standards and other technical specifications.

CEN's 30 National Members work together to develop voluntary European Standards (ENs) in various sectors to build a European Internal Market for goods and services and to position Europe in the global economy. More than 60.000 technical experts as well as business federations, consumer and other societal interest organizations are involved in the CEN network that reaches over 460 million people.

For further information please visit: www.cen.eu.

European Telecommunications Standards Institute (ETSI)



ETSI, the European Telecommunications Standards Institute, is officially recognized for the standardization of Information and Communication Technologies (ICT), with a particular emphasis on telecommunications, broadcasting and related electronic communications. An independent organization based in Sophia Antipolis, France, ETSI unites almost 700 member companies from 59 countries inside and outside Europe, including manufacturers, network operators, administrations, service providers, research bodies and users – in fact, all the key players in the ICT arena. ETSI's focus extends well beyond Europe, as the Institute plays a major role in developing a wide range of standards and specifications including conformance testing methods as a European contribution to world-wide ICT standardization.

For more information: www.etsi.org.

HOST ORGANIZATIONS

BUSINESSEUROPE



BUSINESSEUROPE's members are 40 central industrial and employers' federations from 34 countries – including the European Union countries, the European Economic Area countries, and some central and Eastern European countries – working together to achieve growth and competitiveness in Europe. BUSINESSEUROPE, the Confederation of European Business, represents more than 20 million small, medium, and large companies. The organization principally aims to promote the role of enterprises in Europe, advocate a competitive business environment, be a recognized social partner in the European Social Dialogue, be the voice of business for building the future of Europe.

Its core missions include implementing reform for growth and jobs, integrating the European market, governing EU efficiency, shaping globalisation and fighting protectionism, promoting a secure, competitive and climate-friendly energy system, and reforming European social systems to respond to global challenges.

For more information: www.businessseurope.eu.

U.S. Chamber of Commerce



The U.S. Chamber of Commerce is the world's largest business federation representing more than 3 million businesses of all sizes, sectors, and regions. It includes hundreds of associations, thousands of local chambers, and 106 American Chambers of Commerce in 94 countries. Its core mission is to fight for business and free enterprise before Congress, the White House, regulatory agencies, the courts, the court of public opinion, and governments around the world.

From its headquarters near the White House, the Chamber maintains a professional staff of more than 300 of the nation's top policy experts, lobbyists, lawyers, and communicators. The Washington staff is supported by seven regional offices around the country; an office in Brussels; an on-the-ground presence in China; and a network of grassroots business activists.

Members include businesses of all sizes and sectors—from large Fortune 500 companies to home-based, one-person operations. In fact, 96% of its membership encompasses businesses with fewer than 100 employees.

The leadership is equally diverse, with more than 100 corporate and small business leaders from all sectors serving on the board of directors.

Additional information available at: www.uschamber.com.

SPONSOR

ASTM International



Established in 1898, ASTM International is one of the largest international standards development and delivery systems in the world. Known for their high technical quality and market relevancy, the international standards developed by ASTM are the work of over 30,000 ASTM members representing producers, users, consumers, government and academia from over 130 countries. ASTM International meets the World Trade Organization (WTO) principles for the development of international standards and plays a leadership role in addressing the standardization needs of the global marketplace. Participation in ASTM International is open to all with a material interest, anywhere in the world.

Detailed information available at: www.astm.org.



SUPPORTING TRANSATLANTIC TRADE

Standards and Conformance for Business and Regulators

SELECT ACRONYMS

AB	Accreditation Body
AHAM	Association of Home Appliance Manufacturers
ANS	American National Standard
ANSI	American National Standards Institute
API	American Petroleum Institute
ASTM	ASTM International
CAB	Conformity Assessment Bodies (testing laboratory, inspection body, certification body, etc.)
CB Scheme	IECEE certification body scheme
CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
CPSC	U.S. Consumer Product Safety Commission
DG EMPL	European Commission Directorate General Employment, Social Affairs, and Equal Opportunities
DG ENT	European Commission Directorate General Enterprise and Industry
EC	European Commission
EFTA	European Free Trade Association
EHS	Environment, Health, and Safety
EN	European Norm
ESO	European Standardization Organization
ETSI	European Telecommunications Standards Institute
EU	European Union
EuP	EU Directive on Energy-using Products
FCC	U.S. Federal Communications Commission
GRC	U.S. Chamber Global Regulatory Cooperation Project
ICT	Information and Communications Technologies
IEC	International Electrotechnical Commission
IEEE	Institute of Electrical and Electronics Engineers
ISO	International Organization for Standardization
ITAC	Industry Trade Advisory Committee
ITU	International Telecommunication Union
JPG	ESO Joint Presidents' Group
MLA	Multilateral Recognition Arrangement
MRA	Mutual Recognition Agreement
NC	National Committee (to IEC)
NEMA	National Electrical Manufacturers Association
NGO	Non-governmental Organization
NIST	National Institute of Standards and Technology
NSB	National Standards Body (to ISO)
NTTAA	National Technology Transfer and Advancement Act (PL 104-113)
OECD	Organisation for Economic Cooperation and Development
OIRA	OMB – Office of Information and Regulatory Affairs
OMB	White House Office of Management and Budget
REACH	EU Directive on the Regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals

RoHS	EU Directive on the Restriction of the use of certain Hazardous Substances in electrical and electronic equipment
RSC	ANSI Regional Standing Committee
SDO	Standards Developing Organization
SDoC	Supplier's Declaration of Conformity
SPS	Sanitary and Phytosanitary Measures
SSO	Standards Setting Organization
TBT	Technical Barriers to Trade
UL	Underwriters Laboratories
USNC	U.S. National Committee to the IEC
WTO	World Trade Organization

Useful links:

List of all ANSI-Accredited SDOs:

www.nssn.org/SdolInfo.aspx

ANSI Accreditation Programs:

www.ansi.org/conformity_assessment/overview/overview.aspx

ISO Member National Standards Bodies:

www.iso.org/iso/about/iso_members.htm

IEC Member National Committees:

www.iec.ch/dyn/www

StandardsPortal – Commonly Used Acronyms:

www.standardsportal.org/usa_en/resources/glossary.aspx



SUPPORTING TRANSATLANTIC TRADE

Standards and Conformance for Business and Regulators

KEY POLICIES IN THE U.S. AND EU related to voluntary private-sector standards and conformance

UNITED STATES

White House Office of Management and Budget (OMB) Administrative Circular A-119

Memorandum for heads of executive departments and agencies, defining U.S. policy for federal participation in the development and use of voluntary consensus standards and in conformity assessment activities.

National Technology Transfer and Advancement Act (NTTAA, Public Law 104-113)

Signed into law in 1996 and strengthening OMB A-119, section 12 of this landmark legislation contains the following key provisions pertaining to standards and conformity assessment:

- All U.S. Federal agencies and departments shall use technical standards that are developed or adopted by voluntary consensus standards bodies, using such technical standards as a means to carry out policy objectives or activities determined by the agencies and departments;
- Federal agencies and departments shall consult with voluntary, private sector, consensus standards bodies and shall, when such participation is in the public interest and is compatible with agency and departmental missions, authorities, priorities, and budget resources, participate with such bodies in the development of technical standards;

This legislation has had a dramatic impact upon the way federal agencies do business in the standardization area. NIST has its Implementation Plan available on the NIST website at: <http://ts.nist.gov/ts/htdocs/210/nttaa/plan.htm>.

EUROPEAN UNION

“New Approach” to Technical Harmonization and Standards

The "New Approach", defined in a Council Resolution of May 1985, represents the European approach to technical harmonization. It introduces, among other things, a clear separation of responsibilities between the EC legislator and the European private sector standards bodies CEN, CENELEC and ETSI in the legal framework allowing for the free movement of goods.

“Global Approach” to Certification and Testing

The "Global Approach" states the guiding principles for Community policy on conformity assessment. The Global Approach was completed by Council Decision 93/465/EEC. This Decision lay down general guidelines and detailed procedures for conformity assessment that are to be used in New Approach directives.

“New Legal Framework” for marketing of products

The New Legal Framework, the modernisation of the New Approach for marketing of products was adopted by the European Council in June 2008. This broad package of measures has the objective of removing the remaining obstacles to free circulation of products. The package includes new rules for market surveillance, notification of conformity assessment bodies and use of accreditation, and also enhances and clarifies the meaning of CE marking.

More information on these policies is available at:
http://ec.europa.eu/enterprise/newapproach/index_en.htm

[illegible]

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The paper itself is a clean, off-white color. There are no margins, text, or other markings present on the page.

[illegible]

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across its entire width, providing a guide for handwriting or typing. The paper itself is a clean, off-white color.

[illegible]



**AMERICAN NATIONAL
STANDARDS INSTITUTE**

1819 L Street, NW
Sixth Floor
Washington, DC 20036
Headquarters

25 West 43rd Street
Fourth Floor
New York, NY 10036
Operations

212.642.4900
General Information

212.398.0023
Telefax

www.ansi.org
On the Internet



Supporting Transatlantic Trade
Standards and Conformance for Business and Regulators

www.ansi.org/events