



Supporting Transatlantic Trade

Standards and Conformance
for Business and Regulators



European Committee for Standardization
Comité Européen de Normalisation
Europäisches Komitee für Normung

Panel Three – How to Use Standards and Conformance to Support Transatlantic Regulatory and Economic Cooperation

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

What the global trade requires from standardization

- More open markets
 - Standards remove technical obstacles
 - The effort towards global relevance
- More fluidity and security in the supply chain
 - The ISO maritime container for general use
 - Security management in the supply chain
 - Reliable data: electronic exchange, anti-counterfeiting...
- A contribution to sustainability
 - ISO SR 26000, sustainability criteria...

International standardization, a level playing field

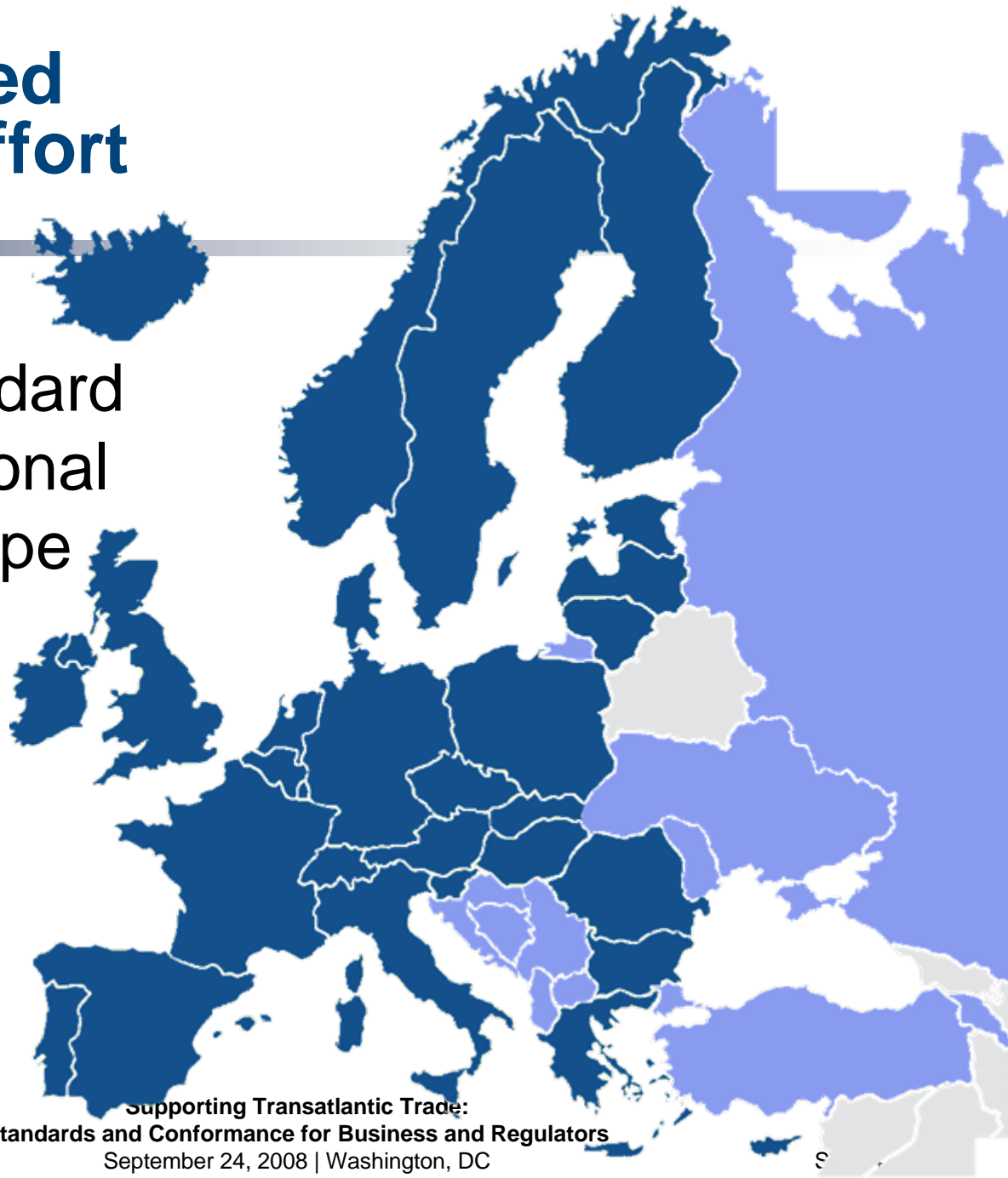
- Equal opportunity for all and in all countries
 - To participate – for producers, competition, users
 - In the process – enquiries, validation, conflict management...
 - The concept of consensus – overcoming objections through the understanding of concerns
 - In the application – standards are voluntary

- Even when the issue seems primarily bi- or tri-lateral
 - Biofuels: US – Brazil – EU
 - Toys: US – China – EU

An unprecedented harmonization effort

One European standard
... Replaces 30 national
standards in Europe

... Gives access
to a market
of 490 million



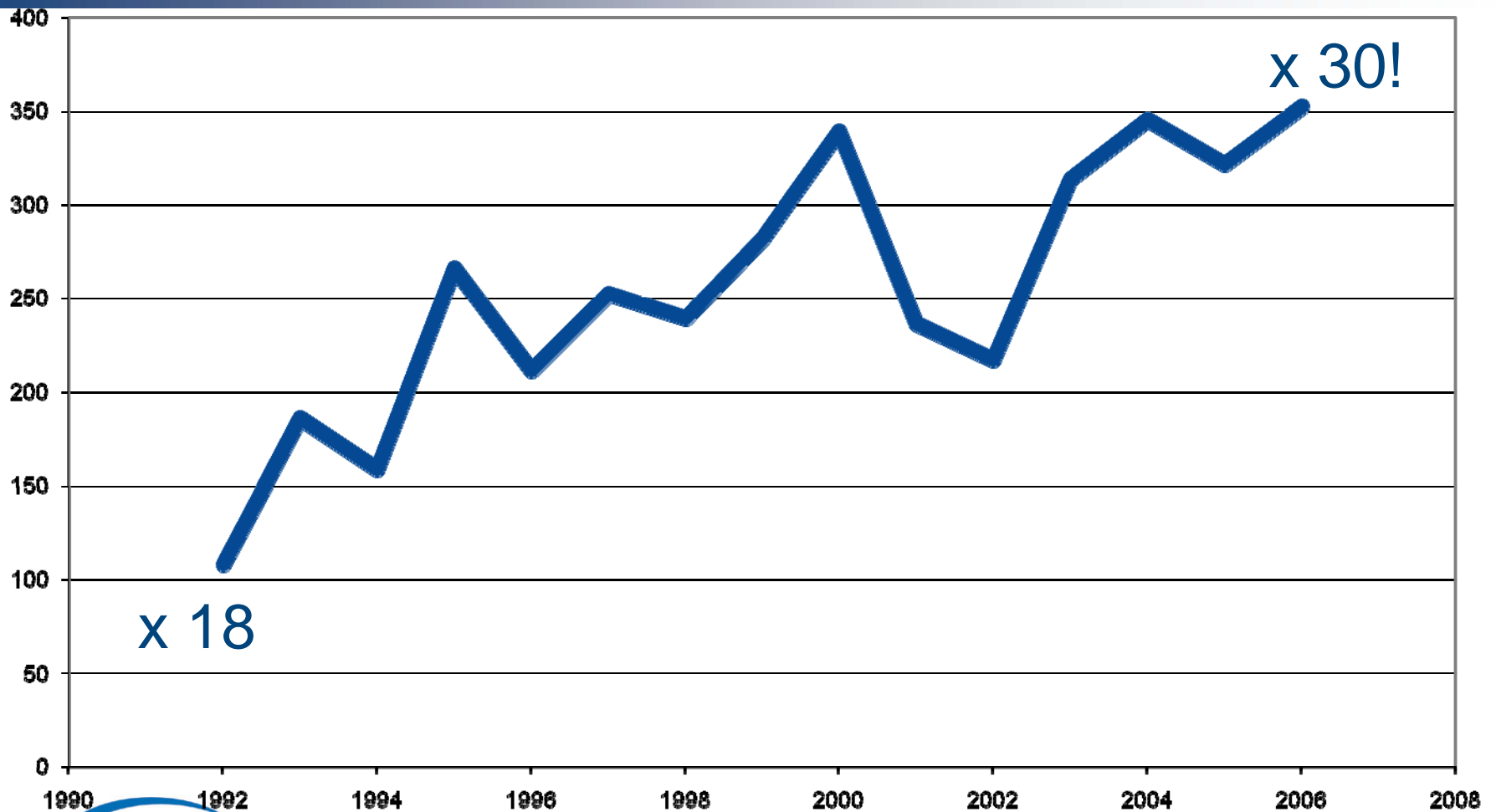
How many standards in Europe?

CEN
+12 000

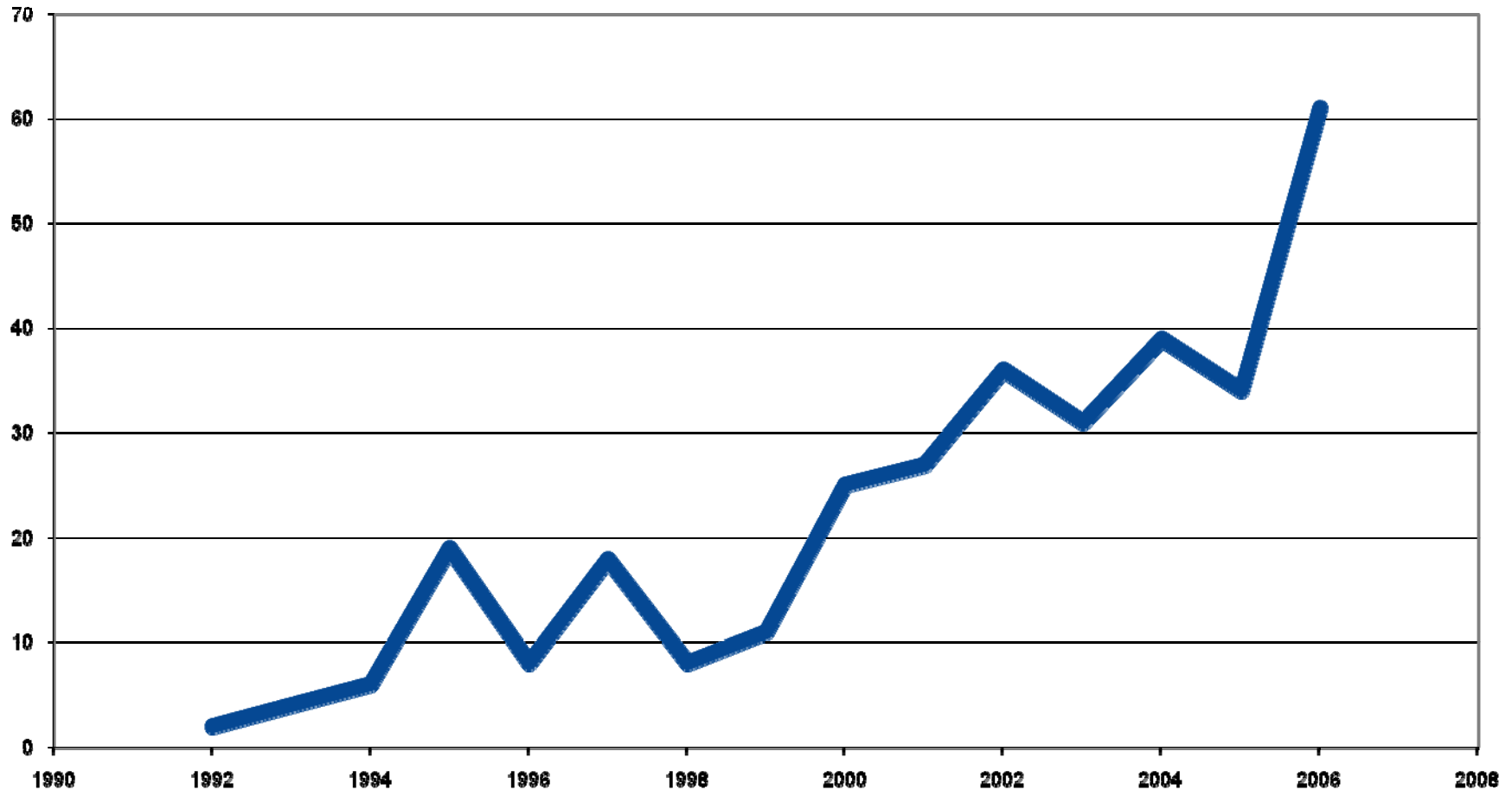
For each
EN, 3~5
national
standards
are
withdrawn

Balance:
probably
– 40 000

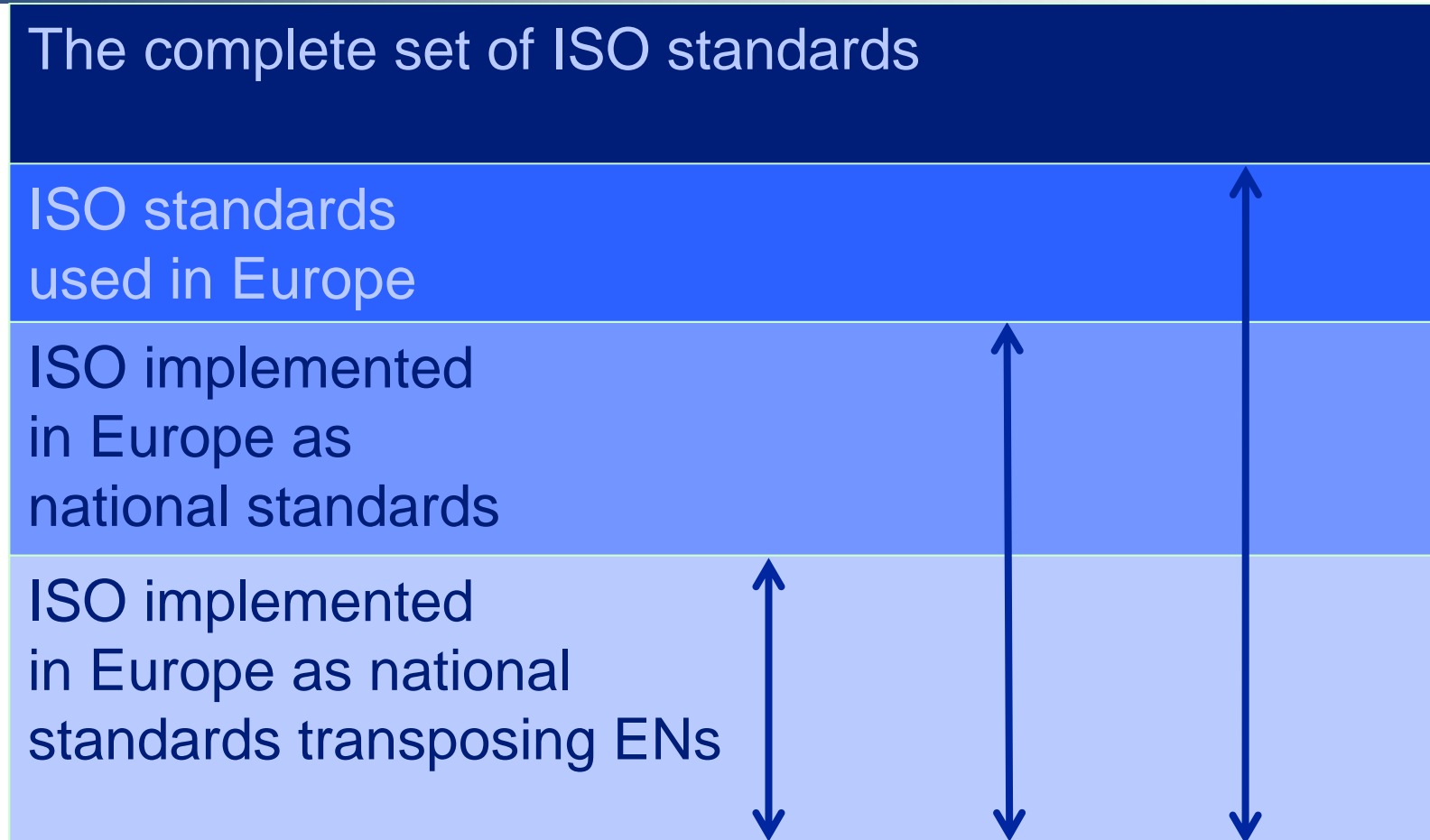
Yearly adoption of CEN documents identical to ISO



CEN harmonized standards identical to ISO – yearly adoption



How International standards are used in Europe



Concluding remarks

International standardization provides support to multiple requirements of the global trade...

... reduces transaction costs

... enhances security & confidence

**➔ What is good for global trade
is good for transatlantic trade**

Thank you for your attention!

- Ernst-Peter Ziethen
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