



Introduction to the U.S. Market Access Directory

February 8, 2011

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USTDA / ANSI / CII / BIS
U.S.-India Standards and Conformance Cooperation Program

Contents

- ❑ Introduction to ANSI
- ❑ Standards Used in the U.S.
- ❑ StandardsPortal (www.StandardsPortal.org)
- ❑ Introduction to U.S. Market Access Directory

Introduction to ANSI

ANSI is an a 501(c)3 private sector organization that serves as an “Umbrella Organization” for the U.S. standards and conformance systems.



Duties and responsibilities include:

- ❑ Develop and promote policies and positions in U.S. private-sector led system
- ❑ Accredit Standards Developing Organizations and approve American National Standards (ANS)
- ❑ U.S. Representative to ISO, IEC and other international and regional bodies
- ❑ Accredit laboratories, inspection bodies, certifiers of products, personnel, management systems, and greenhouse gas emissions
- ❑ Provide standards and compliance solutions domestically and internationally

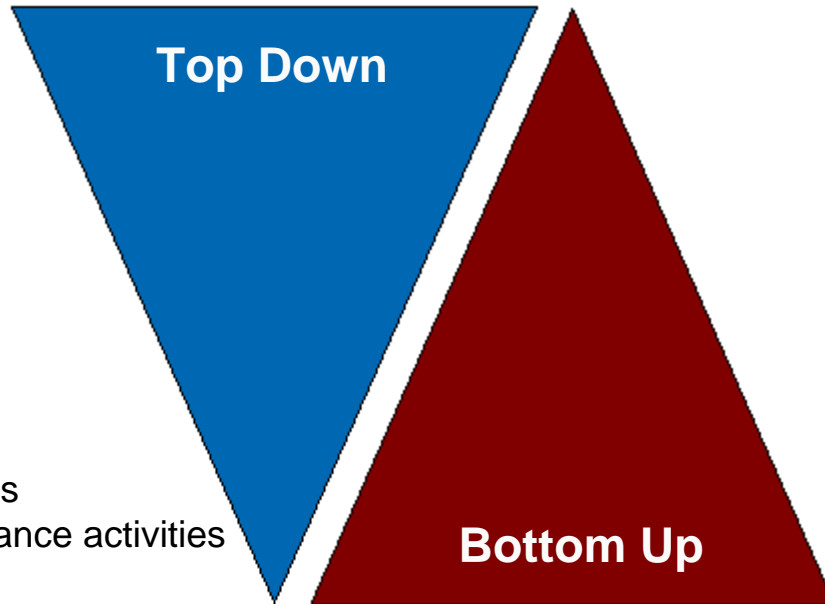


The ANSI Federation represents more than **125,000 companies and organizations** and **3.5 million professionals** worldwide

Members of the ANSI Federation include . . .

- Academia
- Individuals
- Government
- Manufacturing
- Trade Associations
- Professional Societies
- Service Organizations
- Standards Developers
- Consumer and Labor Interests
- and many more

The Bottom-up U.S. Approach



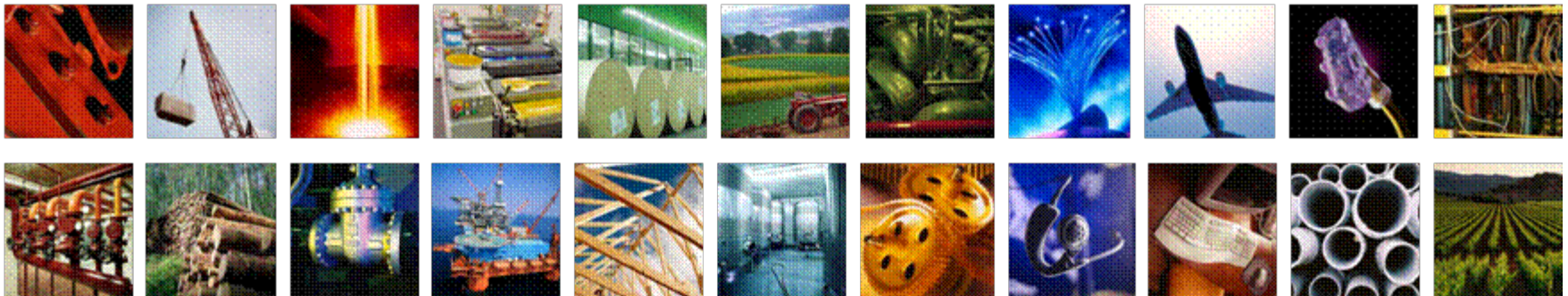
Centralized body drives standard and conformance activities

Users drive standards and conformance activities



Unique Characteristics of the U.S. Approach

- ❑ Emphasizes private-sector **activities and solutions**
- ❑ Relies on private-sector **compliance verification** for both regulatory and non-regulatory functions
- ❑ Empowers **standards users** (companies, consumers, etc.) to influence what standards will be developed and used in the market



U.S. Standards System

Different tools for developing globally-relevant standards



National Participation	Direct Participation	Consortia
<ul style="list-style-type: none">▪ Treaty Organizations▪ Non-Treaty Organizations	<ul style="list-style-type: none">▪ Nationally Accepted▪ Internationally Accepted	
<p><u>Examples</u></p> <p><i>Non-Treaty:</i> ISO, IEC</p> <p><i>Treaty:</i> ITU, CODEX</p>	<p><u>Examples</u></p> <p>ASTM International, ASME, SAE, etc.</p>	<p><u>Examples</u></p> <p>IGRS, W3C, etc.</p>

StandardsPortal

ANSI Standards Portal: Standardization Resource for Global Trade - Windows Internet Explorer

http://www.standardsportal.org/

www.StandardsPortal.org a resource for global trade


ANSI
American National Standards Institute

The International Language of commerce is standards.


www.StandardsPortal.org provides answers to the critical standards, conformance, market access, and trade-related questions that companies require to succeed in the U.S. and internationally.

Follow the links below to access information on your markets of interest.


EXPORT MARKETS

 **UNITED STATES OF AMERICA**
English 中文简体 대한민국


- Find Standards
- Find Standards Developing Organizations
- Find Conformity Assessment Bodies


 **PEOPLE'S REPUBLIC OF CHINA**
English 中文简体


- Find GB Standards
- Purchase GB Standards
- SAC Pages


 **REPUBLIC OF INDIA**
English


INTERNATIONAL TRADE RESOURCES


 **CHINA ROUNDTABLE**


 **U.S.-INDIA SSCP**


 **ANSI INTERNATIONAL ACTIVITIES**

 **U.S. MARKET ACCESS DIRECTORY**

 **ANSI CHINA PROGRAM**

 **U.S. VISA INFORMATION**

 **INTERNATIONAL GUEST RESEARCHERS**

 **DELEGATION VISITS**

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Standards Portal Home



U.S. Information

Standards Developing Organizations (SDOs)

Trade Associations

Conformity Assessment Bodies (CABs)

U.S. Standards Strategy

U.S. Conformity Assessment Principles

Search for Standards (NSSN)

Search

BACKGROUND

KEY INFORMATION

RESOURCES


U.S. Standards System	▶ Standards used in U.S.	
U.S. Conformity Assessment System	▶ Key Organizations	ANSI (Private Sector)
 <p><i>"The International Standards, technical competitiveness – both at home and in the global market"</i></p> <p>- Donald L. Evans, For</p> <p>The following pages focus on the U.S. market and will ask questions:</p>	▶ Government use of Standards	SDOs (Private Sector)
	▶ U.S. Standards Strategy	U.S. Industry (Private Sector)
	▶ FAQ - U.S. Standards System	Consumers (Private Sector)
		NIST (Government)
		U.S. Regulators (Government)
		U.S. Government Procurement Agencies (Government)

- What technical requirements must my product meet to enter and compete in the U.S. market?
- How can I get early warning about changes to these requirements?
- How can I ensure that my company's perspectives are heard and considered in the development of U.S. requirements and policies that could affect my business?

1. From *Standards & Competitiveness: Coordinating for Results* (2004)

In addition to the market access and market acceptance requirements discussed above, companies may also need to be aware of other requirements before attempting to place products

Getting Involved in U.S.-Based SDOs



www.StandardsPortal.org a resource for global trade

ANSI American National Standards Institute

Standards Portal Home

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BACKGROUND KEY INFORMATION **RESOURCES**

Resources: Standards Developing Organizations (SDOs)

 This Directory provides information on a wide variety of Standards Developing Organizations (SDOs) that play a role in the U.S. system, including contact information, the scope of standards development work, and their international activities by geographic region.

Submit a profile to include your organization in the Directory

Information in this SDO Directory can be searched by:

- SDO Name
- ICS Code (What's this?)
- Industry Sector

Learn more about the directory

View by SDO Name **View by ICS** **View by Industry Sector**

Acronym	Organization name	Keywords
AATCC	The American Association of Textile Chemists and Colorists	Textiles, textile coloration, design, dyeing, finishing, merchandising, test methods, training, quality control
AF&PA	The American Forest & Paper Association	Wood, structural design, construction, residential, commercial, engineered wood products, structural panels, framing, green building

Getting Involved in U.S.-Based SDOs (2)

ASME - American Society of Mechanical Engineers - Windows Internet Explorer

http://www.standardsportal.org/usa_en/sdo/asme.aspx

Standards Portal Home

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BACKGROUND KEY INFORMATION RESOURCES

Resources: Standards Developing Organizations: ASME

ASME
SETTING THE STANDARD

American Society of Mechanical Engineers

- Primary Contact
- Organizational Overview
- Scope of Standards Developing Activity
- Quick Links
- International Activities by Region

Primary Contact

Mark Sheehan
Managing Director, Development, Codes & Standards
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Website: http://www.asme.org/

Organizational Overview

Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit professional organization that promotes the art, science and practice of mechanical and multidisciplinary engineering and allied sciences throughout the world. The core values of ASME are rooted in its mission to better enable mechanical engineering practitioners to contribute to the well-being of humanity. As part of its mission, ASME strives to be a world leader in mechanical and multidisciplinary engineering codes, standards, conformity assessment programs, and related products and services. ASME standards for boilers and pressure vessels, nuclear power components, piping systems, valves, elevators and cranes are a few of over 500 ASME technical standards recognized around the world for quality and market relevance.

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U.S. Market Access Directory

www.StandardsPortal.org/directory

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Standards Portal Wiki : Directory - Windows Internet Explorer

http://standardsportalwiki.ansi.org/wiki-index.php?page=Directory

Standards Portal Wiki : Directory

www.StandardsPortal.org

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U.S. Market Access Directory

As part of the **U.S.-India Standards and Conformance Cooperation Program (SCCP)**, a "Directory" has been developed with the technical requirements (e.g. standards, technical regulations, and conformity assessment) used in the U.S. market for five industry sectors. This Directory will be used to promote these approaches internationally, helping to reduce duplicative or burdensome requirements for U.S. industry in foreign markets.

Five industry sectors were selected for inclusion in the Directory using recommendations from ANSI staff, as well as input from the U.S. Trade and Development Agency (USTDA – the funding agency) and the Grantee for the project, the Confederation of Indian Industry (CII).

[IT equipment](#) (ICS Codes 35.160-35.200) *See more about ICS Codes*
[Telecom equipment](#) (ICS Code 33.050)
[Petroleum equipment](#) (ICS Code 75.180)
[Water purification](#) (ICS Code 13.060)
[Construction equipment](#) (ICS Code 91.220)

Using the Directory

The Directory data for each of the above industry sectors is contained in spreadsheets that are available for download from the pages linked above. The goal of the Directory is to reflect the needs of industry, and continued feedback is welcomed and encouraged. Public users are welcome to comment on the Directory by adding a comment to the respective sector's page, or by [contacting ANSI](#).

Throughout the Directory, the spreadsheets differentiate between three types of requirements: market access, market acceptance, and market differentiation. Further clarification of these terms is provided below:

- **Market access** - Refers to requirements (e.g. standards, technical regulations, or conformity assessment procedures) that are required by the U.S. government to enter the market. These requirements usually take the form of regulations and mandatory conformity assessment, and represent the minimum level which products must meet in order to enter the U.S. market.
- **Market acceptance** - Refers to requirements (e.g. standards or conformity assessment procedures) which may not be required by the government, but are necessary to compete in the marketplace. These requirements usually take the form of industry standards and conformity assessment, and represent the industry-mandated requirements for the U.S. market.
- **Market differentiation** - Refers to standards or conformity assessment procedures which are not required by the government or market in general, but which may set a manufacturer apart from its competitors. These "above and beyond" measures often allow manufacturers to compete at a higher level in

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Directory – Key Terms

- ❑ Market access - Refers to requirements that are required by the U.S. government to enter the market. These requirements usually take the form of regulations and mandatory conformity assessment, and represent the minimum level which products must meet in order to enter the U.S. market.
- ❑ Market acceptance - Refers to requirements which may not be required by the government, but are necessary to compete in the marketplace. These requirements usually take the form of industry standards and conformity assessment, and represent the industry-mandated requirements for the U.S. market.
- ❑ Market differentiation - Refers to standards or conformity assessment procedures which are not required by the government or market in general, but which may set a manufacturer apart from its competitors. These "above and beyond" measures often allow manufacturers to compete at a higher level in the U.S. market.

Add Comment

U.S. Market Access Directory Information Technology (IT) Equipment (ICS 35.160-35.200)

As defined in the Directory by ICS Codes 35.160-35.200, IT Equipment includes microprocessor systems such as personal computers and calculators, IT terminal and other peripheral equipment, and interface and connection equipment. More information about the selection of this sector is available [here](#).



Please click [here](#) to view a detailed spreadsheet on this sector.

Following is a list of standards developing organizations (SDO's) included in the Directory. Many of these SDO's have active technical assistance or capacity building programs. Click on the links below for more information.

- [Alliance for Telecommunications Industry Solutions \(ATIS\)](#)
- [ASTM International](#)
- [Institute of Electrical and Electronic Engineers \(IEEE\)](#)
- [InterNational Committee for Information Technology Standards \(INCITS\)](#)
- [SEMI](#)

[Back to the main Directory](#)

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Add Comment

U.S. Market Access Directory Telecommunications Equipment (ICS 33.050)

As defined in the Directory by ICS Code 33.050, Telecommunications Equipment includes terminal equipment such as telephone, paging, and telefax equipment. (It does not include radiocommunications, electromagnetic compatibility, or other areas of telecommunications.) More information about the selection of this sector is available [here](#).



Please click [here](#) to view a detailed spreadsheet on this sector.

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- [ASTM International](#)
- [Alliance for Telecommunications Industry Solutions \(ATIS\)](#)
- [SEMI](#)

Standards Portal Wiki : Directory_Petroleum - Windows Internet Explorer

http://standardsportalwiki.ansi.org/wiki-index.php?page=Directory_Petroleum

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U.S. Market Access Directory Petroleum Equipment (ICS 75.180)

As defined in the Directory by ICS Code 75.180, Petroleum Equipment includes equipment for the petroleum and natural gas industries such as exploratory, drilling, and extraction equipment, processing equipment, volumetric equipment and measurements. More information about the selection of this sector is available [here](#).



Please click [here](#) to view a detailed spreadsheet on this sector.

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U.S. Market Access Directory Water Purification (ICS 13.060)

As defined in the Directory by ICS Code 13.060, Water Purification includes water quality, drinking water, water for industrial use, sewage water, and examination of water quality. More information about the selection of this sector is available [here](#).



Please click [here](#) to view a detailed spreadsheet on this sector.

Standards Portal Wiki : Directory_Construction - Windows Internet Explorer

http://standardsportalwiki.ansi.org/tiki-index.php?page=Directory_Construction

Standards Portal Wiki : Directory_Construction

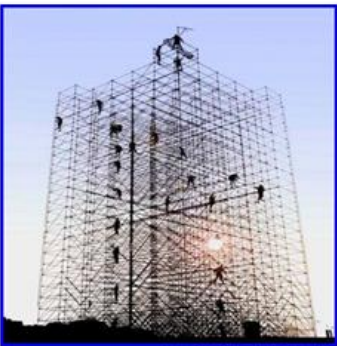

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Add Comment

U.S. Market Access Directory Construction Equipment (ICS 91.220)

As defined in the Directory by ICS Code 91.220, Construction Equipment includes scaffolding and mixers for concrete, etc. More information about the selection of this sector is available [here](#).



Please click [here](#) to view a detailed spreadsheet on this sector.

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- [American Society of Mechanical Engineers \(ASME\)](#)
- [ASTM International](#)
- [Society of Automotive Engineers International \(SAE\)](#)

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http://publicaa.ansi.org/sites/apdl/Documents/Standards%20Activities/International%20Standardiz - Windows Internet Explorer

http://publicaa.ansi.org/sites/apdl/Documents/Standards%20Activities/International%20Standardization/Regional/Staff/LMM/SCCP%20Materials/SCCPDirectory_IT-D

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A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Industry Sector\ Product	HTS Code	HTS Description	ICS Code	ICS Description	Agency\ Publisher	Regulation\ Standard	Market Utilization (Access, Acceptance, Differentiation)	Title	Final Published?	Market Access Conformity Assessment	Market Acceptance Conformity Assessment	Market Differentiation Conformity Assessment	Available Trade Capacity Building and/or Technical Assistance	Notes
INFORMATION TECHNOLOGY, OFFICE MACHINES PRODUCTS	84-85	Information Technology	35.160-35.200	Information Technology-Office Machines										
			35.160	Microprocessor systems *including PCs, calculators, etc. *integrated Circuits, see										
	85		35.160		ASTM	ASTM E2761-10	Access	Specification for 3D Imaging Data Exchange	Yes	None	None	None	No	
	85		35.160		IEC	IEC 559:1989	Access	Binary floating-point arithmetic for microprocessor systems	Yes	None	None	None	No	
	85		35.160		IEC	IEC 796-1:1990	Access	- 8-bit and 16-bit data (MULTIBUS I) -- Part 1: Functional description with electrical and timing specifications	Yes	None	None	None	No	
	85		35.160		IEC	IEC 796-2:1990	Access	- 8-bit and 16-bit data (MULTIBUS I) -- Part 2: Mechanical and pin descriptions for the system bus configuration, with edge connectors (direct)	Yes	None	None	None	No	
	85		35.160		IEC	IEC 796-3:1990	Access	1, 8-bit and 16-bit data (MULTIBUS I) -- Part 3: Mechanical and pin descriptions for the Eurocard configuration with pin and socket (indirect)	Yes	None	None	None	No	
	85		35.160		IEC	IEC 821:1991	Acceptance	IEC 821 VMEbus -- Microprocessor system bus for 1 byte to 4 byte data	Yes	None	None	None	No	
	85		35.160		IEC	IEC 822:1988	Acceptance	Parallel Sub-system Bus of the IEC 821 VME bus	Yes	None	None	None	No	
			35.160					Microprocessor system bus (VMSbus) -- Serial sub-system bus of the IEC 821						

For more information:



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