



STANDARDS ALLIANCE PHASE 2

STANDARDS AND TECHNICAL REGULATIONS ARE CRITICAL TO ECONOMIC DEVELOPMENT AND GLOBAL TRADE. EXPORTS, IMPORTS, AND DOMESTIC PRODUCTION ALIKE MUST COMPLY WITH THEM TO ENTER A MARKET.

The Standards Alliance (SA) is a partnership between the U.S. Agency for International Development (USAID) and the [American National Standards Institute \(ANSI\)](#) designed to support the capacity of partner countries in the areas of legal and regulatory reform, standards development, conformity assessment procedures, and private sector engagement. It promotes the National Quality Infrastructure (NQI) institutional framework, which establishes and implements standardization - including metrology, accreditation, and conformity assessment services. NQI promotes high quality, safe products and services in a country and facilitates international commerce by reducing unnecessary barriers to trade.

ANSI is a private, non-profit organization that administers and coordinates the U.S. voluntary standards and conformity assessment system. As the U.S. representative to the International Organization for Standardization (ISO), ANSI and its members participate in 569 technical committees and subcommittees and administer the Secretariat of 103 ISO technical committees and subcommittees.

ABOUT THE STANDARDS ALLIANCE PHASE 2 (SA2)

Leveraging ANSI's expertise, this initiative helps the private sector and partner countries boost international trade through increased market access and trade facilitation. The SA2 supports predictable and transparent processes and notifications to develop and adopt internationally accepted standards, and to comply with the World Trade Organization's (WTO) Agreement on Technical Barriers to Trade.

HOW THE SA2 PROGRAM WORKS

The SA2 provides support in USAID eligible countries in **Asia, Latin America, the Middle East, and Africa**. In consultation with USAID Missions, U.S. government, and private sector experts, ANSI will select partner countries based on private sector interest and development impact.

SA2 welcomes proposals from USAID Bureaus and Missions which include established private sector entities that can participate as subject matter experts in the area of technical standards and regulations i.e. – a lead organization to serve as the private sector partner. Interested private sector partners can contact ANSI for additional information regarding the proposal process.

EXAMPLES OF PAST AND CURRENT ASSISTANCE

The SA has reached nearly 4600 participants from 27 countries to develop national standards regimes, implemented international trade obligations, and enhanced public-private dialogue on standards and technical regulations. Successes include:

- *Improved transparency* measured by a 42 percent increase in notifications to the WTO of proposed technical regulations by partner countries. When companies know what regulations will apply to their products and can provide feedback, they can reduce disruptions in their sales. Governments that increase transparency benefit from more technically sound regulation and by fulfilling protection of public health and safety.

- *Increased predictability and market access* for stakeholders leading to a 39 percent decrease in the number of market barriers identified by stakeholders.
- *Expanded access to clean water and safe sanitation* through the adoption and implementation of a Uniform Plumbing Code for Indonesia, based on the ANSI-accredited International Association of Plumbing and Mechanical Officials code. This also supported smoother market access for American producers of plumbing products.
- To *respond to the COVID-19 pandemic*, the SA has mobilized over \$6 million in technical assistance to support countries' and private sector partners' efforts to adopt international standards needed for emergency medical equipment. This technical assistance, provided in collaboration with the Advanced Medical Technology Association, reduces unnecessary healthcare regulatory burdens and barriers to trade, which negatively affect public health and economic development. Regulatory non-alignment can add to at least \$1 billion in costs globally according to stakeholders.

FOR FURTHER INFORMATION, CONTACT:

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