



The Standards Alliance: Linking the TBT Agreement with Technical Infrastructure Development

Presented by

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Overview

- Agenda
 - Background – what is the Standards Alliance?
 - Key Organizations
 - Program Objectives
 - Sample Program Activities
 - Partner Countries/Regions
 - Recent Events
 - Get Involved

What is the Standards Alliance?

- New U.S. facility to support developing countries with implementing commitments under the WTO's Technical Barriers to Trade (TBT) agreement
- Demand-based and results-oriented, focusing on strategic multi-year engagement
- Public-private model, leveraging access to expertise in the U.S. private sector and government agencies

Background

- Announced by the U.S. Agency for International Development (USAID) and the Office of the U.S. Trade Representative (USTR) at the World Trade Organization (WTO) in November 2012.
- A public-private partnership between the American National Standards Institute (ANSI) and USAID.

Key Organizations

- Funding Agency – USAID
- Implementing Partner – ANSI
- Strategic Partner – USTR
- Local Partners – agencies/organizations in participating countries that support and champion program activities
- Subject matter experts – both public and private sector

Program Objectives

1. Increased understanding of WTO TBT principles
2. Implementation of the Code of Good Practice for the Preparation, Adoption and Application of Standards
3. Improved transparency in the development and alteration of technical regulations
4. More robust and transparent engagement with the private sector in standards development and use

Sample Program Activities

- Training – best practices for standards development, implementing the WTO TBT Agreement, effective engagement in international standardization, and other core principles
- Technical Exchange – sector-specific priorities, engagement between TBT Enquiry Points, etc.
- Online Tools – platforms to increase transparency and provide information requested by industry
- Staff Exchange/Mentoring – Opportunities within U.S. organizations to reinforce training and other exchanges

Project Life Cycle

Country Selection

- Application submitted to USAID
- Reviewed with consideration of bilateral trade opportunities, available private sector expertise, and potential development impact

Joint Assessment

- Survey of current capacities in country, known industry and trade-related priorities, existing technical assistance programs
- Consultations in-country and in the U.S. to inform elements of a specific work plan of activities

Work Plan

- Outcome of joint assessment, with input from public and private sectors in the U.S. and partner country
- Contains activities to be conducted and desired outcomes from implementation

Partner Countries/Regions

- Central America (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Dominican Republic, Panama)
- Colombia
- East African Community
- Indonesia
- Mexico
- Middle East/North Africa (Morocco, Tunisia, Egypt, Jordan)
- Peru
- Southern African Development Community
- ASEAN
- Yemen

Recent Activities

- Inaugural U.S. Event – September 26, 2013
- Visit of delegation from Peru – September 23-27, 2013
- Workshops on WTO TBT principles, standards, conformity assessment and metrology – August/September 2013 in Peru
- Exchange on good regulatory practice – June 20-21, 2013 in Jakarta, Indonesia

Spotlight: Peru

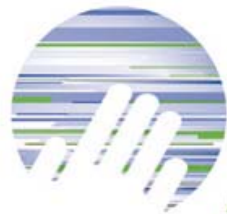


Speakers at the workshop in Arequipa, Peru

- Workshops in Peru focused on introducing key principles
- Decision-makers visit to DC included access to:
 - U.S. regulators
 - Standards developing organizations
 - Public and private sector leaders in standards, metrology and conformity assessment
- Discussed areas for collaboration under work plan

Get Involved

- Website: <http://standardsalliance.ansi.org>
- Country-specific work plans developed with input from stakeholders on both sides
- Organizations will have the opportunity to propose areas of focus, including specific projects or activities, for each work plan



Standards Alliance



PARTICIPATING COUNTRIES

INDONESIA

PERU

ABOUT US

ACTIVITIES

NEWS AND ANNOUNCEMENTS

ABOUT STANDARDS ALLIANCE: A PUBLIC PRIVATE PARTNERSHIP BETWEEN ANSI AND USAID

The Standards Alliance was announced by USAID in November 2012 as a new funding facility designed to provide capacity building assistance to developing countries, specifically related to implementation of the WTO Technical Barriers to Trade (TBT) Agreement. The main objectives of the program, which will inform the activities to be conducted include:

- Increased understanding of WTO TBT principles
- Implementation of the Code of Good Practice for the Preparation, Adoption and Application of Standards
- Improved transparency in the development and/or modification of technical regulations
- More robust and transparent engagement with the private sector in standards development and use

In May 2013, USAID and ANSI entered into a partnership which will coordinate private-sector subject matter experts from ANSI member organizations in the delivery of training and other technical exchange with interested Standards Alliance countries.

The project will include activities in up to 10 markets representing a variety of geographical regions and levels of economic development. In consultation with U.S. government and private sector experts, ANSI reviewed the applications received with consideration of bilateral trade opportunities, available private sector expertise that may be leveraged, demonstrated commitment and readiness for assistance, and potential development impact. Participating countries/regions for the first year will include:

- Central America (CAFTA-DR, Panama)
- Colombia

For More Information

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