

**Period of Performance:** January 1 – March 31, 2014

## INTRODUCTION

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The following report contains a summary of the major activities completed and outcomes achieved during the next period of performance of the Standards Alliance, a public-private partnership between the American National Standards Institute (ANSI) and the U.S. Agency for International Development (USAID). The enclosed report contains a summary of all activities completed in the first quarter (Q1) of 2014.

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. In May 2013, USAID and ANSI entered into a public-private partnership which will coordinate subject matter experts from throughout the private sector-led U.S. standardization system in the delivery of training and other technical assistance to interested Standards Alliance countries.

## SUMMARY OF ACTIVITIES COMPLETED DURING PERIOD OF PERFORMANCE

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This period of performance under the initiative was dedicated to scheduling and conducting the final needs assessments described in the project plan, and developing work plans as a result of the consultations. A general summary of these activities, according to their country or region is listed below.

### General Program Management/Promotion

- *Outreach to attract more partner agencies, organizations, and countries*  
As the needs assessments and consultations for each partner country progressed (see below), ANSI sent regular communication through its member committees about opportunities for comment and feedback. In addition, updates were added to the Standards Alliance website including the dates and locations of assessment consultations, and trainings conducted in partnership with other agencies and organizations. As part of regular outreach and communication for the Standards Alliance, ANSI facilitated and/or participated in meetings with the private sector (U.S. Chamber of Commerce, National Association of Manufacturers, etc) to promote the project and attract relevant industry participants. In addition, as part of the assessment process, ANSI conducted consultations with companies and organizations from the private sector to discuss the Standards Alliance and potential opportunities for participation.

In addition, regular updates were provided to an interagency group of U.S. government experts with interest in the project. Country/region-specific meetings were held to solicit feedback before each in-country assessment was scheduled.

## Central America (CAFTA-DR, Panama)

- *Scheduling for needs assessment meetings in El Salvador, Guatemala, and Costa Rica*  
Following the groundwork that was laid in previous project periods, the initial proposed dates for the assessment meetings needed to be postponed. However, working with USG, other stakeholders in region, and an experienced contractor, ANSI established a new schedule of meetings with relevant partners in El Salvador, Guatemala, and Costa Rica, to be conducted in late May 2014. The contractor engaged, Mr. Rene Salazar, was recommended by U.S. government and other experts with experience in the region, and brings previous experience working for the government of El Salvador responsible for negotiating and implementing free trade agreements.

The purpose of the meetings in Central America, as well as further consultations with U.S. stakeholders will be to validate and update a preliminary proposal for CAFTA-DR engagement that was prepared in May 2013 with input from USG staff that traveled to El Salvador and met with a variety of agencies and industry representatives. The work plan is expected to be finalized following the meetings in region.

## Colombia

- *Finalization of work plan for Colombia*  
Following the in-country consultations that took place in Bogota in August 2013, ANSI prepared a draft work plan of proposed activities the first year of engagement with Colombia. This was shared with the primary point of contact at the Ministry of Commerce, Industry and Tourism (MINCIT) with feedback promised by late January 2014. In February and March, ANSI received feedback from Colombia and the work plan was finalized with their input. The work plan was sent to ANSI members and interested USG stakeholders, and is available on the Standards Alliance website [here](#). The work plan includes activities such as the development of a [StandardsPortal](#) in Spanish language; a seminar on the WTO Code of Good Practice for the Preparation, Adoption and Application of Standards; conduction of a U.S.-Colombia FTA meeting; and assistance for a Colombian lab to become recognized by CPSC to test children's products for conformity with CPSC's children's product safety rules.

## East African Community

- *Conducted joint assessment meetings in Nairobi, Kenya and Bujumbura, Burundi*

The U.S. has received proposals from Kenya, Rwanda, Burundi and Tanzania for engagement under the Standards Alliance. On February 11-15, ANSI traveled to Nairobi, Kenya and Bujumbura, Burundi to conduct in-country assessment consultations leading towards the development of a work plan for Standards Alliance activities in the East African Community (EAC) region. ANSI and USTR attended the planned meeting of the U.S.-EAC Trade and Investment Joint Technical Level meeting, which included representatives of the EAC Secretariat and member states. In addition, ANSI met with

representatives of EAC member national standards bodies and other stakeholders at the meeting of ISO TC 285 in Nairobi, Kenya. Finally, ANSI held dedicated discussions with the East Africa Trade Hub (EATH), a USAID-funded facility based in Nairobi, and the TradeMark East Africa, a European-funded initiative. The Trade Hub is likely to be a partner in the implementation of Standards Alliance activities in EAC in the future, pending award of a future contract. The primary objectives of the meetings in Nairobi and Bujumbura included:

1. Identify a primary point of contact that will agree to the work plan and coordinate local input to ANSI
2. Refine proposed activities based on actual goals and desired outcomes
3. Introduce known U.S. priorities and discuss potential additional activities
4. Collect information about participants' background and their current roles and responsibilities within their respective agencies
5. Identify challenges or problem areas within the Standards Alliance initiative that are important to participants and could potentially be addressed through collaboration
6. Identify knowledge gaps
7. Identify potential stakeholders or partners not yet engaged
8. Assess factors that would influence willingness to actively participate, and determine interest in assuming a leadership role or other responsibilities
9. Assess preferences for format and frequency of periodic meetings and on-going collaboration
10. Begin to identify preliminary timeline for engagement

All of these objectives were met, and ANSI conducted similar meetings with stakeholders in the U.S. including government agencies such as the Department of Commerce. In addition, private sector organizations from ANSI's membership and beyond have been consulted to identify specific priorities for U.S. industry. Initial sectors of interest identified on the U.S. side include electrical and electronic products, and transportation/infrastructure.

Based on the above consultations, ANSI is preparing a draft work plan that will be shared with the EAC and individual counterparts in member states early in Q2 2014, taking into account previous and planned future activities with the enquiry points (see report for Q4 2013).

## Indonesia

- *Finalization of work plan for Indonesia (water sanitation and plumbing sector)*

After the first Standards Alliance activities were conducted in Indonesia in June 2013, ANSI worked with interested stakeholders in the U.S. and Indonesia to identify priorities for future work. A proposal was received from the International Association of Plumbing and Mechanical Officials (IAPMO) for continued work with the National Standardization Agency of Indonesia (BSN) to adopt and implement the Uniform Plumbing Code for Indonesia. A subagreement was signed with IAPMO in March 2014 and the work plan finalized with BSN for work in the next project year.

## Mexico

- *Outreach to encourage Mexico to partner as part of the Standards Alliance*

The important trade relationship between the U.S. and Mexico was a key driver in identifying Mexico as a potential partner in the Standards Alliance. ANSI and USTR conducted extensive outreach to agencies within the Mexican government to encourage participation that would allow a forum for sustained dialogue and cooperation between the two countries. In February 2014 Mexico submitted proposals for two defined activities under the Standards Alliance – one focused on implementation of the North American Free Trade Agreement (NAFTA) which will include partnership with Canada; and one focused on conformity assessment best practices. Following receipt of the proposals, ANSI has proposed dates for initial meetings in Mexico in May 2014. It is expected that these meetings will allow for finalization of a work plan including the proposed activities and planning for events later in the year.

## Middle East/North Africa

- *Conducted joint assessment meetings in Jordan and Morocco*

Proposals for engagement in the Standards Alliance were received from Jordan and Morocco. On January 6-7 ANSI traveled to Amman, Jordan, and January 16-17 ANSI and USTR traveled to Rabat and Casablanca, Morocco to conduct in-country assessment consultations leading towards the development of a work plan for Standards Alliance activities in the Middle East/North Africa (MENA) region. In Jordan, ANSI met with the Jordan Standards and Metrology Organization (JSMO) (standards, accreditation, metrology and enquiry point departments); the U.S. Embassy (including State department economic officers); and the USAID mission and projects including the Jordan Competitiveness Project and others. In Morocco, ANSI and USTR met with the Ministry of Industry, Commerce and New Technologies (MCINET); Moroccan Institute for Standardization (IMANOR); National Federation of Electricity and Electronics (FENELEC); Moroccan Association of Textile and Apparel Industries (AMITH); and U.S. Embassy Rabat (including ECON, USAID and FCS).

The objective of the meetings was the same as described above, and all of these objectives were met. ANSI conducted similar meetings with stakeholders in the U.S. including government agencies such as the Department of Commerce and USTR. In addition, private sector organizations from ANSI's membership and beyond have been consulted to identify specific priorities for U.S. industry. Initial sectors of interest identified on the U.S. side include electrical and electronic products, autos, green building, toys, and gas appliances.

Based on the above consultations, ANSI is preparing a draft work plan that will be shared with Jordan and Morocco early in Q2 2014, taking into account other U.S. engagement through the Department of Commerce and other vehicles.

## Peru

- *Development of draft work plan for Peru*

Following the visit of a delegation of Peruvian officials to Washington, DC in September 2013 (see Q3 2013 report), ANSI and the delegation agreed on a list of potential activities to be conducted under a work plan for the Standards Alliance. The delegation was tasked with prioritizing the list into 3-4 distinct areas for focus in the first year. ANSI corresponded with Peru through the end of 2013 and in February 2014 received the prioritized list. Based on this list, ANSI developed a draft work plan that will be agreed upon with Peru (through the primary point of contact at MINCETUR). It is expected that the work plan will be finalized in Q2 and activities will begin in Q3 or Q4.

## Southern African Development Community

- *Visit of a delegation from Zambia, Lesotho and Malawi to Washington, DC*

In coordination with the Southern African Trade Hub (SATH), ANSI facilitated a week-long visit (January 13-17, 2014) to the U.S. for officials from Zambia, Lesotho and Malawi, including meetings with relevant government agencies and private sector organizations involved in standards and regulation in the U.S. The delegation included:

- Mr. George Makore, Director, Enabling Environment, SATH
- Mr. Moses Gwaza, Information Officer, Malawi Bureau of Standards (MBS)
- Mr. Fred Edington Sikwese, Director for Standards Development, MBS
- Ms. Gloria Mhango Chaonamwene, Standards Manager, MBS
- Ms. Ketelo Elizabeth Hlehlisi, Technical Inspector, Lesotho Ministry of Trade and Industry, Cooperatives and Marketing, Department of Standards and Quality Assurance
- Ms. Amohelang Mary Hatase, Technical Inspector, Lesotho Ministry of Trade and Industry, Cooperatives and Marketing, Department of Standards and Quality Assurance
- Mr. Davis Mukuka, Senior Documentation Officer, Zambia Bureau of Standards
- Ms. Prisca Mulonda, Senior Standards Officer, Zambia Bureau of Standards
- Mr. Kelvin Mambwe, Standards Officer, Zambia Bureau of Standards

The primary purpose of the visit was to reinforce the principles covered during the enquiry point trainings conducted in the three countries in December 2013, and also provide an opportunity for deeper exchange with the standards, regulatory and private sector experts in the U.S. A robust schedule was developed that included the following meetings:

### Monday, January 13

Welcome and introduction, expectations of the visit

*ANSI*

Clean Cookstoves and ISO National Committees Presentation

*ANSI, Global Alliance for Clean Cookstoves*

Meeting with standards developing organization  
*ASTM International*

Overview of U.S. SPS Enquiry Point Operations  
*USDA Foreign Agricultural Service*

Meeting with USTR

Tuesday – Thursday, January 14-16  
NIST Benchmarking Visit and Workshop

Friday, January 17  
Meeting with standards developing organization  
*IAPMO*

Wrap-up/Conclusion  
*ANSI*

As a result of the week-long series of meetings and discussions with the delegation, ANSI refined and added to a list of potential program activities for inclusion in the work plan for the Standards Alliance in SADC, and shared the updated draft with the Trade Hub for consideration. The work plan is near completion and is expected to be finalized and shared with counterparts in partner countries in early Q2 2014.

- *Continued support for enquiry point engagement*

In order to assure that initial support and assistance for the enquiry points of SADC and EAC partners continues consistently, USAID engaged a contractor for this purpose. Diane Thompson, an experienced consultant and former national enquiry point officer, will work with the Standards Alliance and USAID facilities in the two African regions to develop follow-on activities and continued support. ANSI facilitated the official introduction of Diane to each of the relevant enquiry points and will work closely with her to incorporate activities into the work plans for SADC and EAC.

## Vietnam

- *Scheduling for needs assessment meetings in Vietnam and Laos*

A proposal for the Standards Alliance was received from Vietnam, which is a member of the Association of SouthEast Asian Nations (ASEAN). In addition to providing assistance to Vietnam, the Standards Alliance expects to leverage this proposal to increase cooperation between the U.S. and ASEAN. In Q1 2014, ANSI worked with the points of contact in Vietnam to agree on a schedule of meetings in Hanoi, Vietnam on April 7-9. In addition, ANSI worked with the U.S. Department of Commerce to secure an invitation as an observer at the meetings of the ASEAN Consultative Committee on Standards and Quality (ACCSQ) in Luang Prabang, Laos on April 10-11.

## Yemen (and GSO)

- *Conducted joint assessment meetings in Riyadh, Saudi Arabia*

A proposal for engagement in the Standards Alliance was received from Yemen, and the U.S. is interested in leveraging this engagement for closer collaboration with the Gulf Cooperation Council (GCC) Standards Organization (GSO) and its members, including Yemen. On January 8-9, ANSI and USTR traveled to Riyadh, Saudi Arabia to conduct in-country assessment consultations leading towards the development of a work plan for Standards Alliance activities in Yemen and cooperation with the GSO. In Riyadh, ANSI and USTR met together with GSO staff, and representatives from Saudi Arabia, Qatar, and Yemen. In addition, ANSI and USTR held dedicated meetings with the Yemen Standards and Metrology Organization (YSMO) and Saudi Arabian Standards Organization (SASO).

The objective of the meetings was the same as described above, and all of these objectives were met. ANSI conducted similar meetings with stakeholders in the U.S. including government agencies such as the Department of Commerce and USTR. In addition, private sector organizations from ANSI's membership and beyond have been consulted to identify specific priorities for U.S. industry. Initial sectors of interest identified on the U.S. side include electrical and electronic products, autos, green building, toys, and gas appliances.

Based on the above consultations, ANSI is preparing the following documents:

- Draft work plan for Yemen, that will be agreed by YSMO
- Draft implementation agreement between ANSI and the GSO, which will serve as a supplement to the ANSI-GSO MoU signed in 2008 and outline the ways in which the two organizations will cooperate under the Standards Alliance
- Draft program of activities with GSO and its members, based off feedback to be provided by the GSO after a survey of its members' priorities

It is expected that discussions held in Washington, DC during the U.S.-Saudi Trade and Investment Framework Agreement (TIFA) meetings scheduled for late April 2014 may also contribute to the plan for activities with GSO and its members. The work plan with Yemen is expected to be finalized in Q2 2014.

## EVALUATION OF ACTIVITIES

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The primary outcomes for the period of performance are outlined in the table below.

#	Country	Definition	Required in Work Plan?
1	United States	Provided regular project updates and communication to government and private sector stakeholder groups outlined in the project plan	Yes
2	United States	Posted project news and activities to the Standards Alliance website	Yes

3	CAFTA-DR	Established schedule for joint assessment consultations and began drafting work plan	Yes
4	Colombia	Finalized work plan and posted to the Standards Alliance website	Yes
5	EAC	Joint assessment conducted in Kenya and Burundi	Yes
6	Indonesia	Finalized work plan with BSN and IAPMO	Yes
7	Mexico	Secured agreement from Mexico to partner and applications received	No
8	MENA	Joint assessment conducted in Jordan and Morocco	Yes
9	Peru	Developed draft work plan in consultation with Peru	Yes
10	SADC	Hosted delegation visit by Lesotho, Malawi and Zambia including enquiry point benchmarking	No
11	SADC	Developed draft work plan to be agreed by SATH and partner countries	Yes
12	Vietnam	Scheduling of joint assessment meetings in Vietnam and Laos	Yes
13	Yemen	Joint assessment conducted in Saudi Arabia	Yes

The next table summarizes each country/region's progress towards an agreed-upon work plan (targeted by end of Year One).

Country	Schedule joint assessment	Conduct joint assessment	Draft work plan	Agree on work plan
<b>CAFTA-DR</b>				
<b>Colombia</b>				
<b>EAC</b>				
<b>Indonesia</b>				
<b>MENA</b>				
<b>Mexico</b>				
<b>Peru</b>				
<b>SADC</b>				
<b>Vietnam/ASEAN</b>				
<b>Yemen</b>				

The successes of this period resulted mainly from conducting and scheduling the joint needs assessments for all of the remaining Standards Alliance partner countries/regions. Significant progress was made toward the year one goal of completing individual work plans, with 7 of the 10 partner countries/regions at least in the draft work plan stage.

Building on the positive outcomes of previous project periods, another key outcome was carrying out processes for collecting input and expertise, which will be vital as the Standards



Alliance continues. In particular, in this project period the Standards Alliance began to announce more specifics about future project activities, providing U.S. stakeholders with more concrete understanding of the opportunities to participate. It is important to take full advantage of the public-private expertise that exists in the U.S. system. Throughout the activities described above, new and existing stakeholders were added and consulted, building up the overall Standards Alliance knowledge base.

In order to continue progress on effective enquiry point operation, one of the four main pillars of the Standards Alliance, USAID secured the assistance of a consultant on contract to provide continuing support and follow-on activities for the enquiry points in Southern and Eastern Africa. With this experienced expert on board, the long-term impact of Standards Alliance interventions with these enquiry points is sure to be expanded. The work plans for SADC and EAC will reflect specific activities that ANSI, the consultant, and other USAID facilities agree with the respective countries.

Finally, the activities in this quarter gained prominence due to the focus on two Standards Alliance regions that represent significant market importance to U.S. industry – Mexico and ASEAN. The submission of an application by Mexico in January came only after months of outreach by ANSI and U.S. government, with the hope of leveraging the platform for increased positive collaboration with an important trading partner. Planning for the activities proposed by Mexico will likely attract significant interest and support from the U.S. standards community.

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## CONCLUSION

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This period of performance achieved important milestones such as the finalization of the first work plan, conducting several joint assessments, and also witnessed significant progress toward completion of all of the first year's activities. Establishing a primary stakeholder group and resource pool for expertise will allow for smoother organization of future events, while establishing or confirming relationships with the project champions in partner countries will help assure that future activities achieve the goal of long-term sustainability. In the next quarter, ANSI looks forward to adding to project resources such as the website, conducting joint assessments in Vietnam, Mexico and CAFTA-DR, and completing most of the remaining country work plans.