

Standards: A Vital Link to Global Trade

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ANSI

1918 - 2018

Last updated: February 2018



- ◆ The American National Standards Institute leads standards, conformity assessment, and related activities in the United States of America.
- ◆ Founded in 1918, ANSI is a private, non-profit organization.
- ◆ ANSI is not a government agency or a standards developer.



ANSI's mission

To enhance both the global competitiveness of U.S. business and the U.S. quality of life by promoting and facilitating voluntary consensus standards and conformity assessment systems, and safeguarding their integrity.



- ◆ Represents U.S. globally
- ◆ Ensures integrity of the standards and conformity assessment system
- ◆ Offers neutral forum
- ◆ Accredits standards developers and conformity assessment organizations
- ◆ Bridge between U.S. public and private sectors



- ◆ U.S. member of ISO
- ◆ U.S. member of the IEC, via ANSI's U.S. National Committee
- ◆ a U.S. member of IAF and ILAC
- ◆ member of regional forums in the Pacific Rim and the Americas liaison with groups in Europe, Africa and the Middle East
- ◆ bilateral agreements with other national standards bodies



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DE NORMAS
TÉCNICAS



STANDARDIZATION ADMINISTRATION
OF THE PEOPLE'S REPUBLIC OF CHINA

Snapshot: ANSI International, Regional, and Bilateral Activities



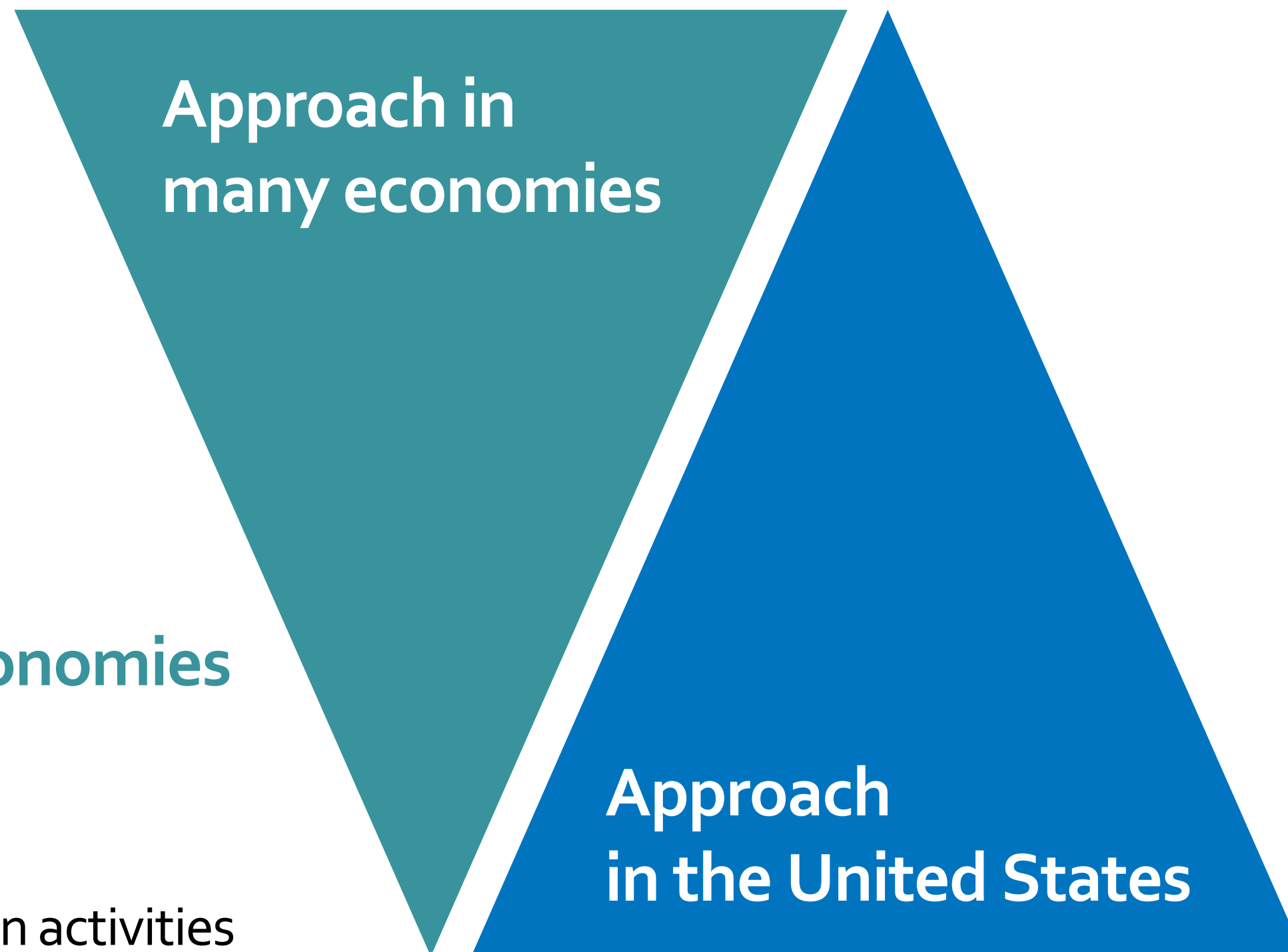


ANSI represents and serves the diverse interests of more than **270,000 companies and organizations** and **30 million professionals** worldwide.

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

U.S. Standardization System

comparison with many other economies



Many other economies
Top Down

Standards bodies
drive standardization activities

United States
Bottom Up

Standards users drive
standardization activities

U.S. Standardization System

comparison with many other economies

- ◆ Emphasizes private-sector **standards solutions**
- ◆ Relies on private-sector **compliance verification** (conformity assessment) for both regulatory and non-regulatory functions
- ◆ Provides a strong voice and greater authority to standards users and individual stakeholders



Why Standards Matter



Today, more than ever, standards are an imperative undertaking.

Standards are the building blocks for innovation and competitiveness.

Nations' ability to compete and lead in a rapidly changing global economy is closely related to participation in the development and effective use of standards and standardization processes.



Standards provide the common language that keeps domestic and international trade flowing. It is difficult to overestimate their critical value to both the U.S. and global economy.

Source: Patrick Gallagher, Former Director of the National Institute of Standards and Technology, *United States Standards Strategy*, December 2, 2010

Standards: A Common Language

“ The International language of commerce is standards. Adherence to agreed upon product or service specifications underpins international commerce, enabling trillions of dollars of goods to flow across borders, regardless of the spoken language of any business. The common acceptance of standards is fundamental to the success of robust, fair, and free trade. Without standards it would be difficult to imagine the tremendous volume and complexity of international trade.”

-Donald L. Evans, U.S. Secretary of Commerce (2004)



93% of global exports are affected by standards and technical regulations

30% of the total value of America's exports is services



In line with the USSS, ANSI accreditation promotes the consistent, worldwide application of globally relevant standards and compliance programs.

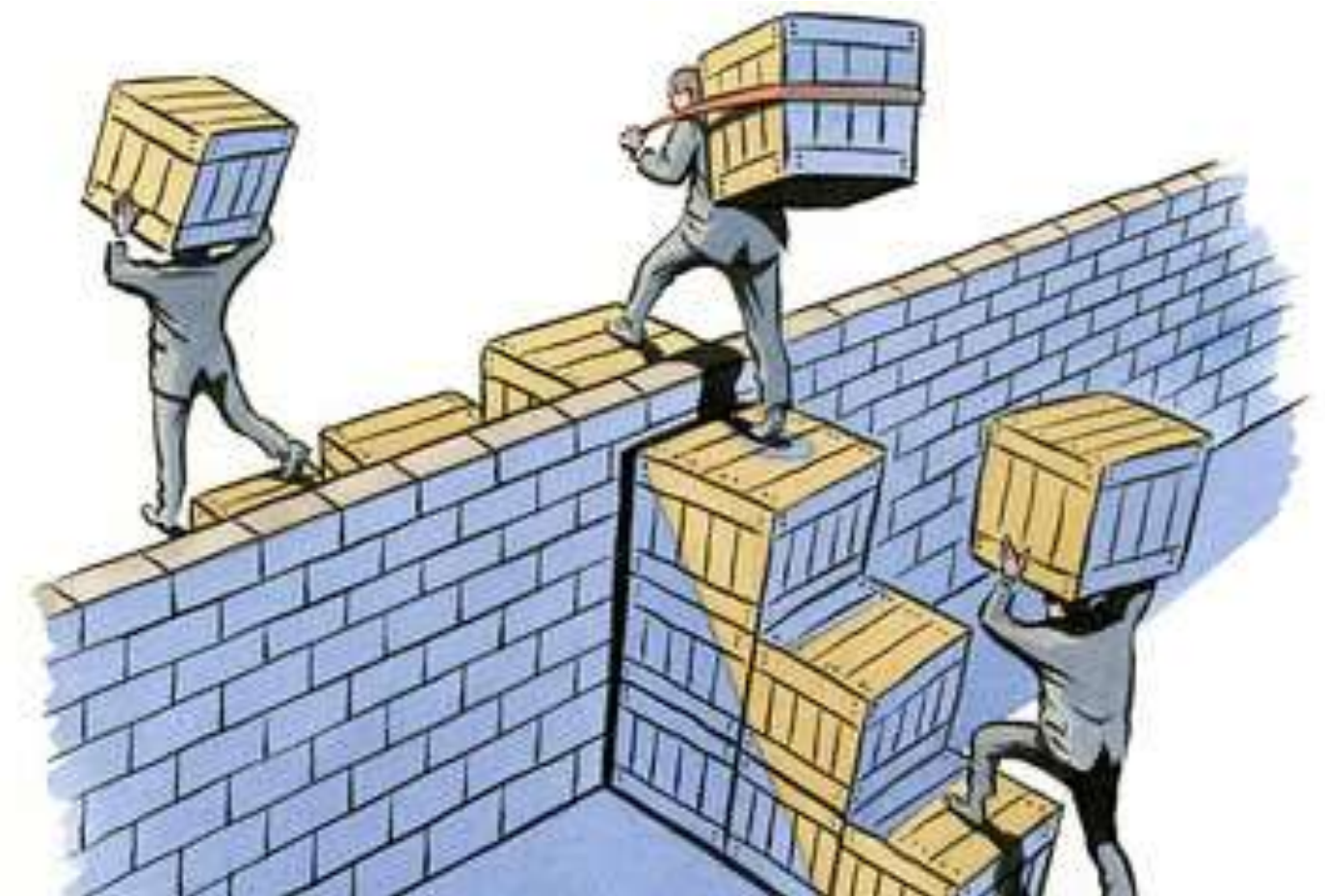
Standards: A Common Language

- ◆ Ensure quality
- ◆ Protect consumer health and safety
- ◆ Enhance production and efficiency
- ◆ Expand market opportunities
- ◆ Support knowledge sharing
- ◆ Improve confidence
- ◆ Create space for innovation



Standards: A Barrier to Trade?

- ◆ Costs of Compliance
- ◆ Burdensome and self-serving requirements
- ◆ Limit innovation
- ◆ Constrict competition
- ◆ Complicate the Marketplace



Standards Harmonization



U.S. Standards System

guiding principles

- ◆ Standards should meet societal and market needs and should not be developed to act as barriers to trade
- ◆ The U.S. endorses the globally accepted standardization principles of the World Trade Organization Technical Barriers to Trade Agreement
 - Transparency
 - Openness
 - Impartiality
 - Effectiveness and relevance
 - Consensus
 - Performance-based
 - Coherence
 - Due process
 - Technical Assistance
 - Flexible
 - Timely
 - Balanced



WORLD TRADE
ORGANIZATION

Annex 3: Code of Good Practice for the Preparation, Adoption, and Application of Standards

- ◆ Key provisions:
 - Standards should not act as technical barriers to trade
 - Preference for international standards
 - Avoid duplication and overlap, strive for consensus
 - Publish a work program
 - Allow for a 60-day comment period
 - Take comments into account
- ◆ ANSI has accepted the Code of Good Practice on behalf of its accredited SDOs



Implementing the Code of Good Practice: Avoiding duplication and overlap

2.4.2 Coordination/Harmonization

- ◆ A “good faith effort” must be made to resolve potential conflicts and coordinate activities

2.5.1.2 Assertions of conflict or duplication

- ◆ A deliberation between the relevant stakeholders must be convened if a standards developer receives comments asserting duplication or conflict with a project initiation notification (PINS)
 - Comments must be received within 30 days of announcement and the deliberation must be held within 90 days of comment deadline
 - Scope is limited to existing or candidate ANS

Implementing the Code of Good Practice: Considering comments and achieving consensus

2.6 Consideration of Views and Objections

- ◆ Requires prompt consideration for the written views and objections of all participants
- ◆ Require effort to resolve all relevant objections expressed
- ◆ Unresolved objections, attempts at resolution, and substantive changes must all be reported to the consensus body so members have the opportunity to respond and/or change their vote

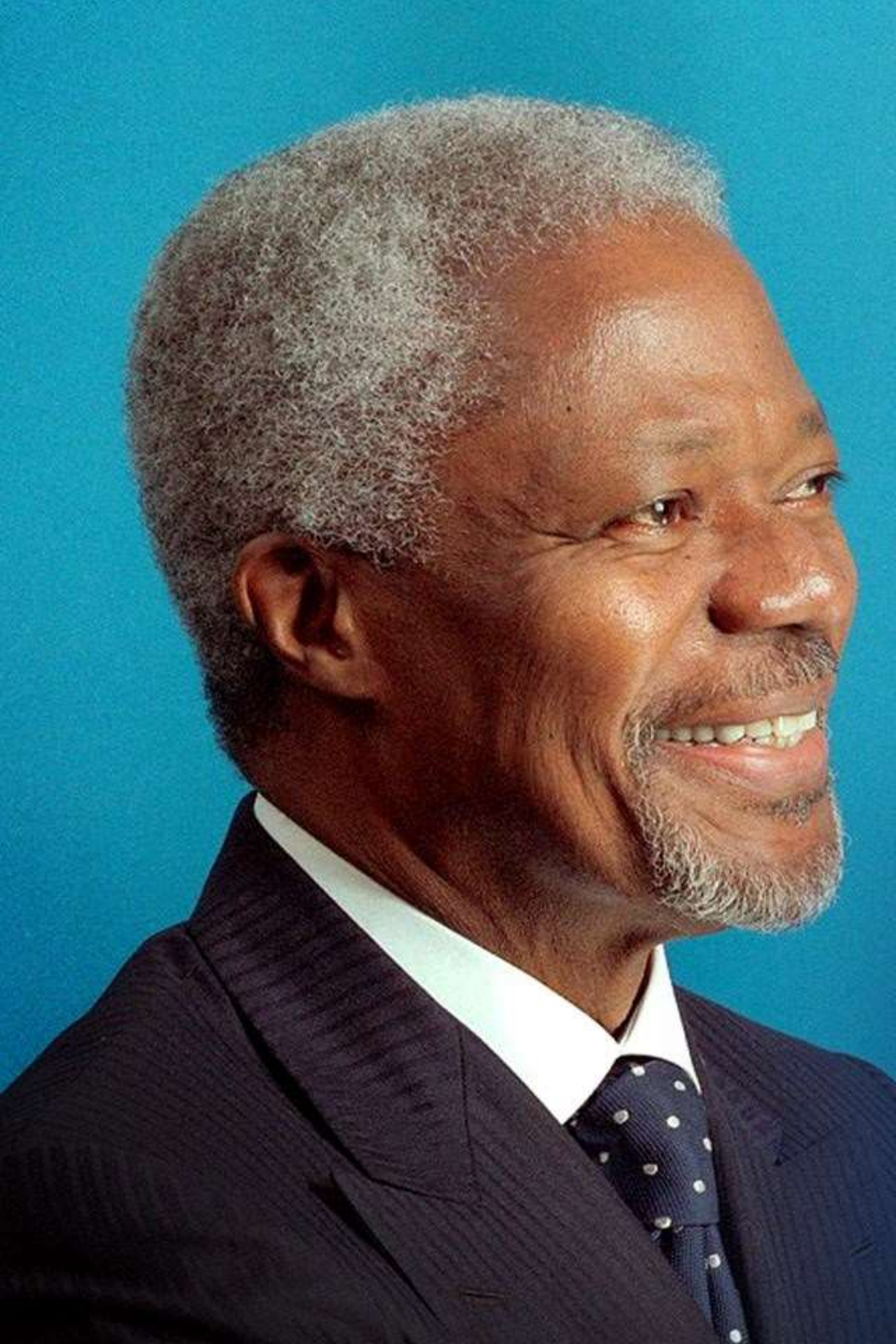
2.7 Evidence of consensus and consensus body vote

- ◆ Consensus defined as substantial agreement by directly and materially affected interests
- ◆ Consensus is determined in part by a vote
- ◆ Evidence of consensus must be documented

Implementing the Code of Good Practice: Work programs, public review and comments

2.5. Notification of standards development and coordination

- ◆ ASDs should consult regional and international activities that may be impacted or impact the ANS
- ◆ ASDs must coordinate with ANSI at two stages requiring public comment:
 - Project proposal
 - Draft document
- ◆ Notifications published in ANSI's *Standards Action*
- ◆ Used in conjunction with ASDs' own or additional platforms

A portrait of Kofi Annan, an elderly man with short, graying hair, wearing a dark blue pinstriped suit, white shirt, and a dark blue tie with white polka dots. He is smiling slightly and looking towards the right. The background is a solid blue color with a faint, larger-scale version of the United Nations logo.

"The poor are poor not because of too much globalization, but because of too little – because they are not part of it, because they are excluded."

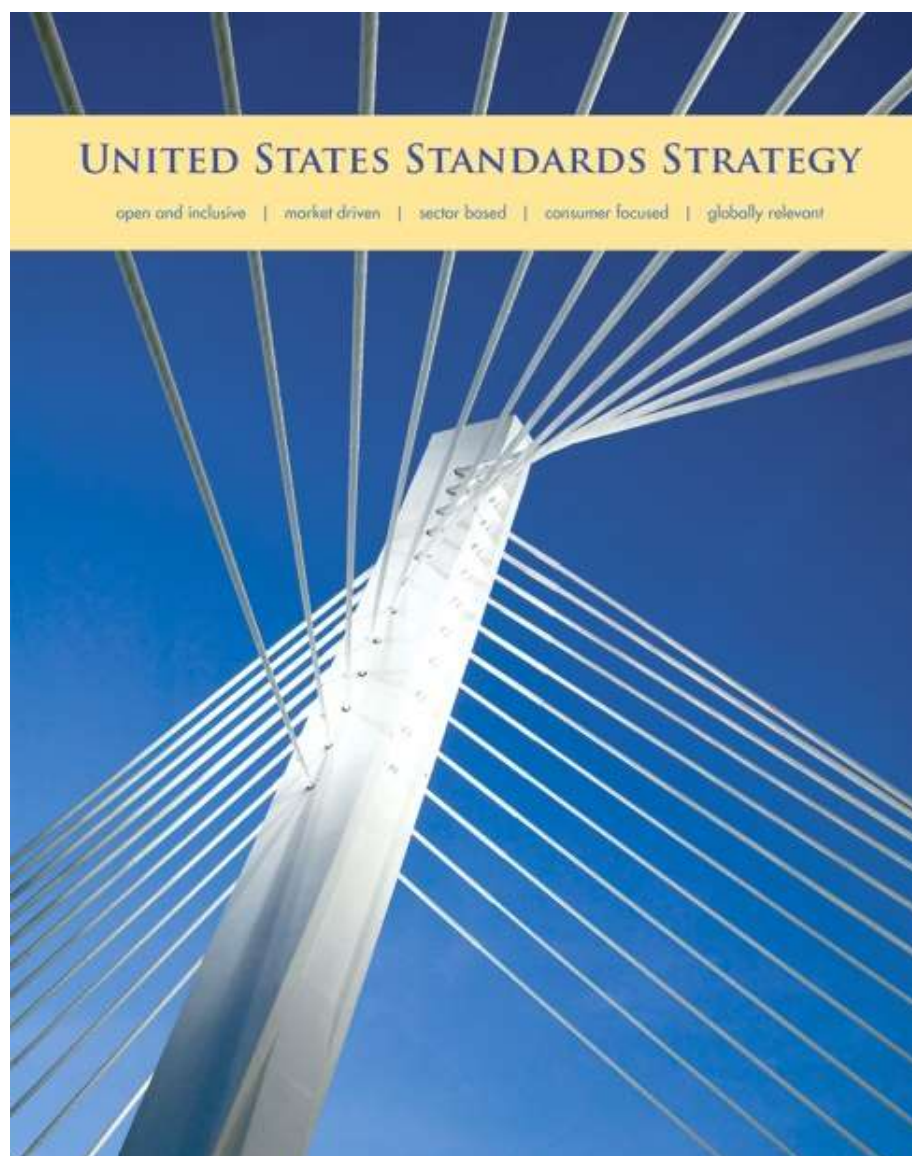
**KOFI
ANNAN**

1938 – 2018

U.S. Standards and Conformity Assessment System

reliable – flexible – responsive

- ◆ Market driven
- ◆ Flexible and sector-based
- ◆ Industry-led and government-supported



This system is designed to . . .

- ◆ Support a broad range of stakeholder engagement
- ◆ Address emerging priorities and new technologies
- ◆ Allow stakeholders to find the solutions that best fit their respective needs

As defined in the *United States Standards Strategy*

www.us-standards-strategy.org

For More Information

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