Introduction to the U.S. Market Access Directory

February 8, 2011

Elise Owen
Director, International Development

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

<table>
<thead>
<tr>
<th>National Participation</th>
<th>Direct Participation</th>
<th>Consortia</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Treaty Organizations</td>
<td>▪ Nationally Accepted</td>
<td>Examples</td>
</tr>
<tr>
<td>▪ Non-Treaty Organizations</td>
<td>▪ Internationally Accepted</td>
<td>Examples</td>
</tr>
</tbody>
</table>

**Examples**

- **Non-Treaty**: ISO, IEC
- **Treaty**: ITU, CODEX

- **Examples**
  - ASTM International, ASME, SAE, etc.
  - IGRS, W3C, etc.
StandardsPortal
Introduction to U.S. Market Access Directory
2011 Slide 10

Introduction to U.S. Market Access Directory

The following pages focus on the U.S. market and will address questions:

- 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 on the market.
Getting Involved in U.S.-Based SDOs
Getting Involved in U.S.-Based SDOs (2)
U.S. Market Access Directory
www.StandardsPortal.org/directory
Introduction to U.S. Market Access Directory
Introduction to U.S. Market Access Directory

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 35.150-35.200) [See more about ICS Codes]
- **Telecom equipment** (ICS Code 33.050)
- **Petroleum equipment** (ICS Code 75.120)
- **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 sectors 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.
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.
Introduction to U.S. Market Access Directory

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 (SDOs) 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
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.

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

- ASTM International
- Alliance for Telecommunications Industry Solutions (ATIS)
- SEMI

Introduction to U.S. Market Access Directory
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.

Following is a list of standards developing organizations (SDOs) included in the Directory. Many of these SDOs have online technical assistance or membership information available online.

Introduction to U.S. Market Access Directory
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.
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.

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:

- American Society of Mechanical Engineers (ASME)
- ASTM International
- Society of Automotive Engineers International (SAE)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>INFORMATION, TECHNOLOGY, OFFICE MACHINES PRODUCTS</td>
<td>64.85</td>
<td>Information Technology</td>
<td>15.1</td>
<td>Information Technology=Office Machines</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Microprocessor systems including PC, calculator, etc. Integrated Circuits see</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>85</td>
<td>05</td>
<td>15.250</td>
<td>ASTM</td>
<td>ASTM E2761-10</td>
<td>Access</td>
<td>Specification for 3D imaging data exchange</td>
<td>Yes</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>85</td>
<td>15.560</td>
<td>EBC</td>
<td>IEC 279-1989</td>
<td>Access</td>
<td>Access and global data (MULTIBUS) - Part 1: Functional description with electrical and pinout specifications</td>
<td>Yes</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>85</td>
<td>15.560</td>
<td>EBC</td>
<td>IEC 768-11980</td>
<td>Access</td>
<td>Access and global data (MULTIBUS) - Part 2: Mechanical and pinout descriptions for the system bus configurations, with edge connectors (direct)</td>
<td>Yes</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>85</td>
<td>15.560</td>
<td>EBC</td>
<td>IEC 759-2-1990</td>
<td>Access</td>
<td>Access and global data (MULTIBUS) - Part 9: Mechanical and pinout descriptions for the system bus configurations, with pins and socket (indirect)</td>
<td>Yes</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>85</td>
<td>15.560</td>
<td>EBC</td>
<td>IEC 786-31980</td>
<td>Access</td>
<td>Access and global data (MULTIBUS) - Part 9: Mechanical and pinout descriptions for the system bus configurations, with pins and socket (indirect)</td>
<td>Yes</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>85</td>
<td>15.560</td>
<td>EBC</td>
<td>IEC 621-1991</td>
<td>Acceptance</td>
<td>Acceptance and global data (MULTIBUS) - Part 9: Mechanical and pinout descriptions for the system bus configurations, with pins and socket (indirect)</td>
<td>Yes</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>85</td>
<td>15.560</td>
<td>EBC</td>
<td>IEC 822-1985</td>
<td>Acceptance</td>
<td>Acceptance and global data (MULTIBUS) - Part 9: Mechanical and pinout descriptions for the system bus configurations, with pins and socket (indirect)</td>
<td>Yes</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Introduction to U.S. Market Access Directory
For more information:

American National Standards Institute

**Headquarters**
1819 L Street, NW
Sixth Floor
Washington, DC  20036
T:  +1.202.293.8020
F:  +1.202.293.9287

**Operations**
25 West 43rd Street
Fourth Floor
New York, NY 10036
T:   +1.212.642.4900
F:   +1.212.398.0023

www.standardsportal.org/us-indiasccp

Elise Owen
eowen@ansi.org
+1.202.331.3624

Leslie McDermott
lmcdermott@ansi.org
+1.202.331.3626