

Trade Promotion Through Standardization

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STANDARD

- ▶ Document, established by consensus and approved by a recognized body, that provides, for common and repeated use, rules, guidelines or characteristics for activities or their results, aimed at the achievement of the optimum degree of order in a given context.

NOTE – Standards should be based on the consolidated results of science, technology and experience, and aimed at the promotion of optimum community benefits.

(ISO GUIDE 2)



Standardization

- ▶ Activity of establishing, with regard to actual or potential problems, provisions for common and repeated use, aimed at the achievement of the optimum degree of order in a given context.

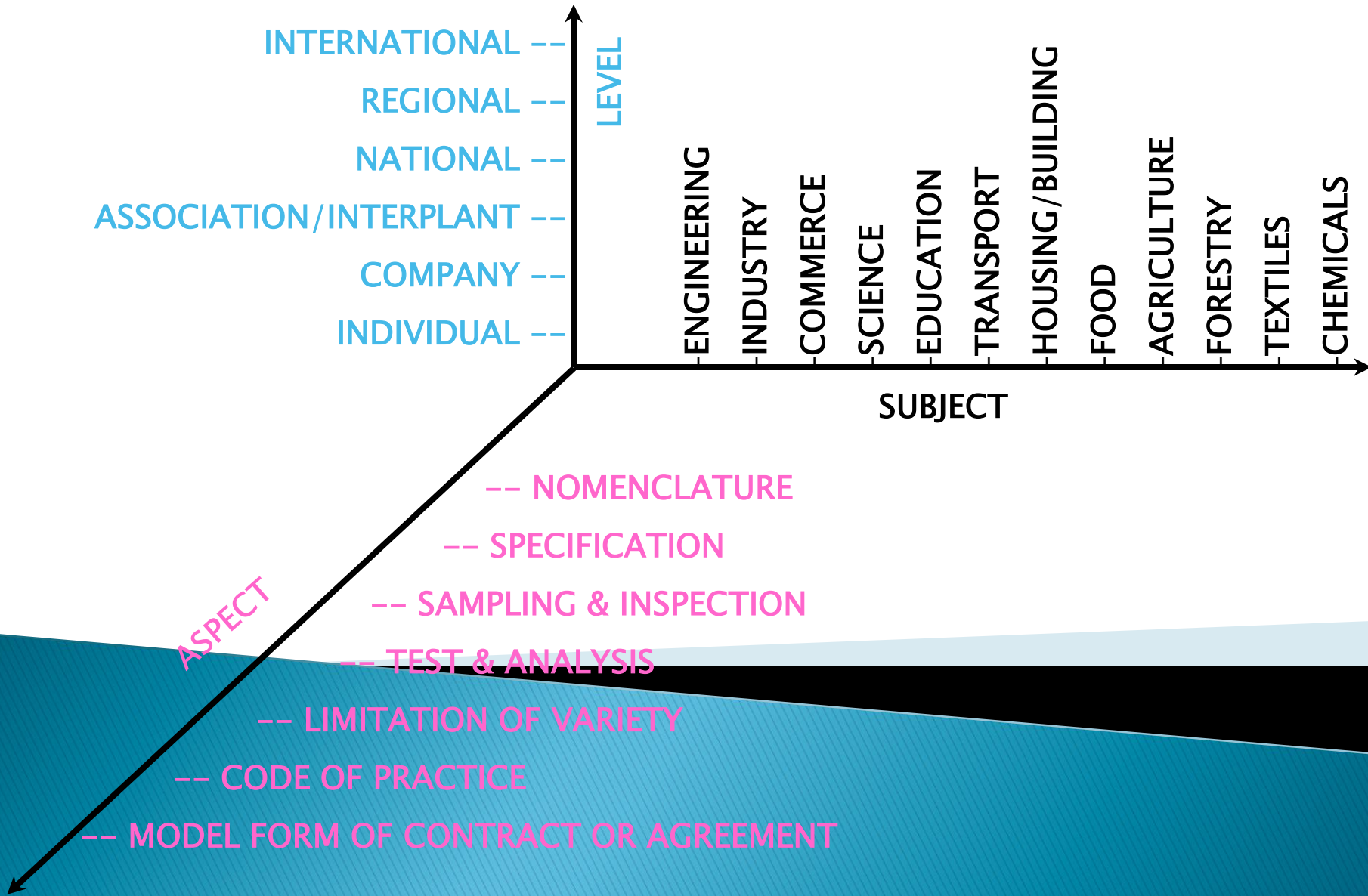
TYPES OF STANDARDS

- ▶ Basic Standard
- ▶ Terminology Standard
- ▶ Testing Standard
- ▶ Product Standard
- ▶ Process Standard
- ▶ Service Standard
- ▶ Interface Standard
- ▶ Standard on data to be provided

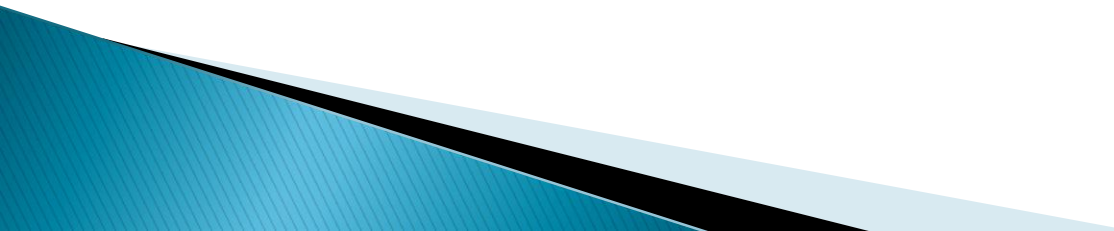
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STANDARDIZATION SPACE



Application

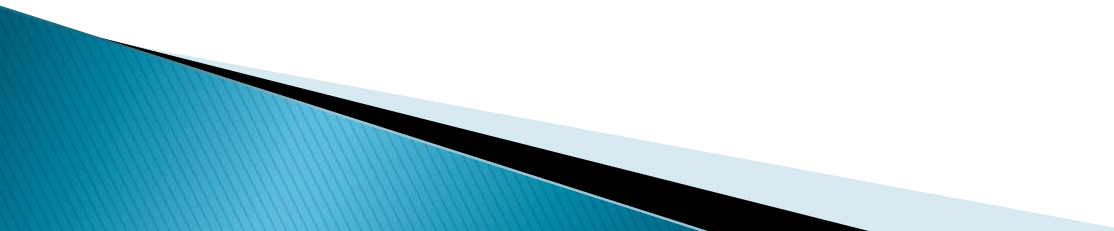
- ▶ For procurement of raw materials
 - ▶ For production
 - ▶ For Designing
 - ▶ For selling of goods
 - ▶ For purchasing by consumers
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Global Relevance ISO/Technical Management Board (TMB) definition:



- ▶ ‘The required characteristic of an International Standard that can be used/implemented as broadly as possible by affected industries and other stakeholders in markets around the world’

What are the benefits of ISO International Standards?

- ▶ ISO International Standards ensure that products and services are safe, reliable and of good quality. For business, they are strategic tools that reduce costs by minimizing waste and errors and increasing productivity. They help companies to access new markets, level the playing field for developing countries and facilitate free and fair global trade.
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Value of International Standards

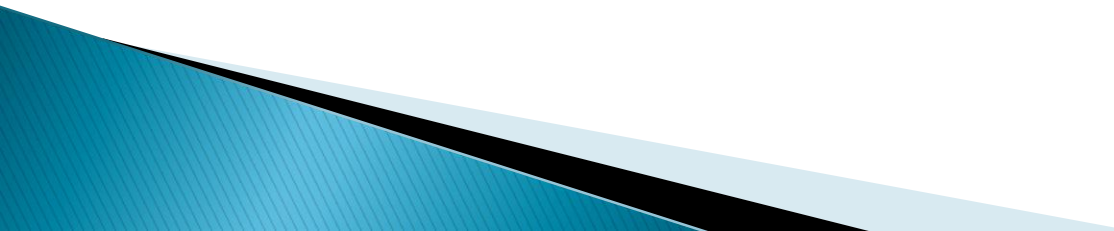


80% of world trade depends on standards and related activities

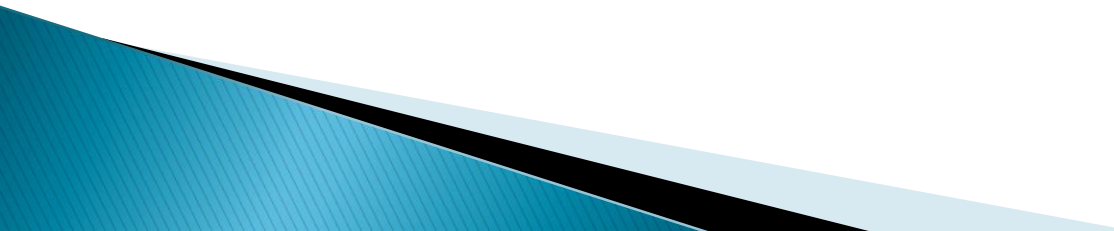
90% of all global goods are transported by container

The container has cut transport times by 84%

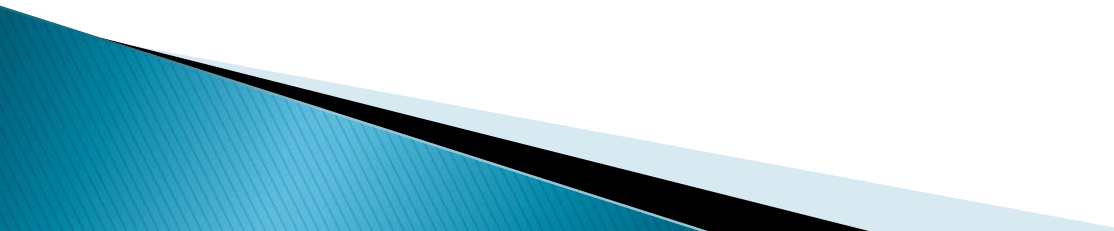
Benefits for.... all

- ▶ Optimize solution to repetitive technical problems
 - ▶ Product safety health and property from hazards due to fire, explosions, chemicals, radiation, electricity.
 - ▶ Ensured interchangeability and inter-operatability
 - ▶ Basis for the procurement and assessment of quality
 - ▶ Improvement guidance to organization (quality Management system, Environmental Management system)
 - ▶ Common technology facilitating communication
 - ▶ Contribution to sustainability
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Benefits for.... all

- ▶ Safer, healthier, more environmentally sound products and services
 - ▶ Product with improved quality and reliability
 - ▶ Compatibility within and between products
 - ▶ Greater consistency in the delivery of the services
 - ▶ Improved choice and access to goods and services
 - ▶ Lower cost
 - ▶ Better product or service information
- 

Benefits for Developing Countries

- ▶ Source of up to date technical information
 - ▶ Establishment of national standards as possible basis of regulations
 - ▶ Selection of technologies and equipment
 - ▶ Adopting products for export
 - ▶ Competitiveness of producers
 - ▶ Safeguarding national interests for imports
 - ▶ Retaining access to export market
- 



How to make Standards ...à la ISO!

ISO in figures 2013*

Do you find your standards flop when you take them out of the oven? Don't worry, at ISO we have the solution. Over the years, we have perfected the art of baking standards, and we keep working to make the formula simpler, faster and better. This is no family secret, so here we share our standards recipe for 2013.

Ingredients

100 000 experts neatly divided into **3 483** technical bodies

selected from as many countries and fields of work as possible



164 national standards bodies

to bring the experts together



138 full-time staff from **19** countries, headquartered in a Central Secretariat in Geneva, Switzerland

to coordinate the whole standards-making process

Instructions



• First things first, start work on **1 829** new projects

Begin early, as standards, like all doughs, need time to "rise" (from several months to a few years)

• Organize **19 meetings a day** (on average)

By the end of the year, you should have whipped up **1 982** meetings in **48** countries



• Make sure you involve **649** international organizations for added spice and flavour



Serving suggestions

In 2013, our foolproof recipe made **1 103** standards

– that's a filling of **58 793** pages!

We suggest you serve them electronically on www.iso.org/obp

The forests of the earth will thank you for it



This tested formula can be applied to all areas of work. Check out our portfolio. At the end of December 2013, we had **19 977** International Standards and standards-type documents.



*At 31 December 2013.

Bon appétit!

ISO Methodology of benefit Analysis

Step 1 Analyse value chain

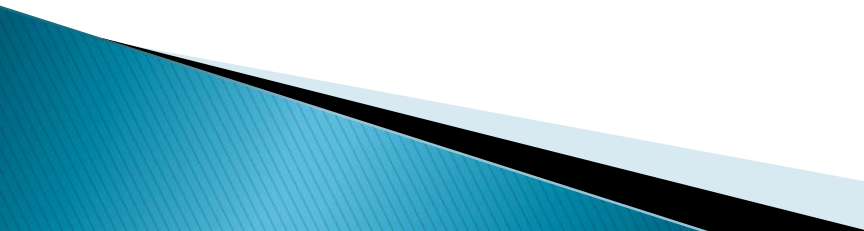
- ▶ Locate companies position in the value chain and the core competences and key activities in the creation of value.

Step 2: Identify the impacts of Standards

- ▶ Determine the impacts of standards on each of company's main business functions and associated activities.

Methodology contd.

Step 3

- ▶ Determine the value drivers and define key operational indicators.
 - ▶ Value drivers are key organizational capabilities that give a company a competitive advantage. The most desirable impact should be concentrated here.
 - ▶ Operational indicators are used to measure actual impact (e.g. required manpower or customer satisfaction).
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Step 4 Collect information and measure impact

- ▶ The earnings before interest and tax (EBIT) indicator is used as a measure of value created. EBIT accounts for the gross profit of a company (revenue minus costs) at a given point in time.

Comparison between two situations

Situation 1	Situation 2
No Use of Certain Standards	Use of standards

Operational Indicators

- ▶ **Efficiency**
 - ▶ – Cost
 - ▶ – Time
 - ▶ –Waste
 - ▶ – Conformity rates
 - ▶ – Others
- ▶ **Market Developments**
 - ▶ – Sales
 - ▶ –Take up of New products
 - ▶ –Price
 - ▶ –Others

Methodology

- ▶ Before and after comparison
 - ▶ Comparing concurrent conditions – Projects
 - ▶ What if comparison
- 

Business Functions	Operational Indicators	Definitions
Management & Administration	Legal compliance	Due to the use of standards, awareness has been built into management systems so that legal requirements can be easier traced
Research & Development	Manpower	Due to the use of standards, the amount of work needed to develop a new product has decreased.

Business Functions	Operational Indicators	Definitions
Marketing and Sales	<p>Increase of Sales</p> <p>Access to existing markets that are new to the company</p>	<p>Due to the use of standards for new or modified products or improvements in production, the company increased sales revenues and profits</p> <p>By meeting certain requirements stated in standards (regulatory or market expectations), the company can access markets that were</p>

Business Function	Operational Indicators	Definitions
Marketing and Sales	Creation of New Markets	Using Certain standards, the company developed markets for a new type of product for which it occupies a monopoly position for a certain time.

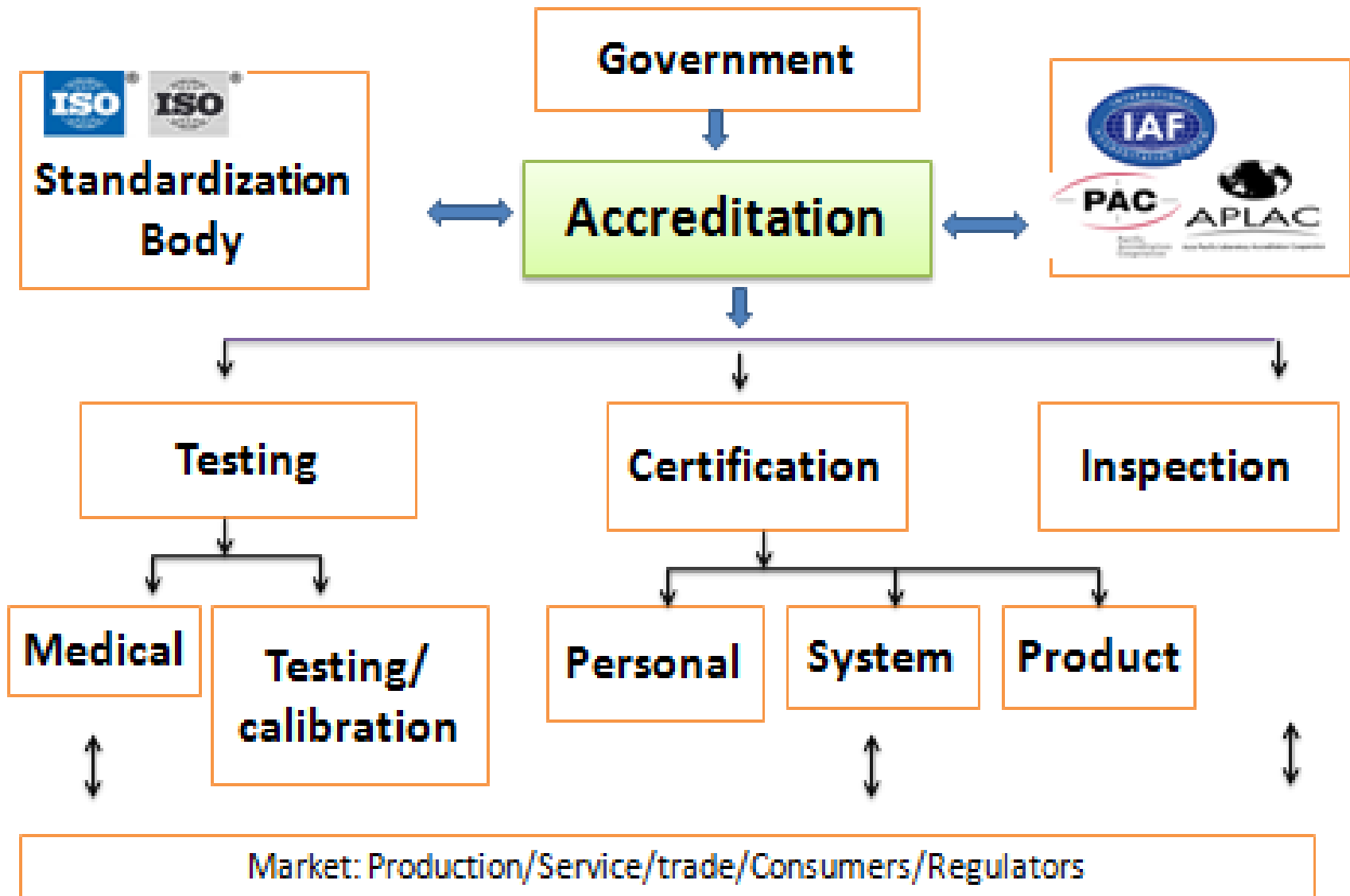
Standards Involve in all stages

Competitive

conform

Connectivity
to Market

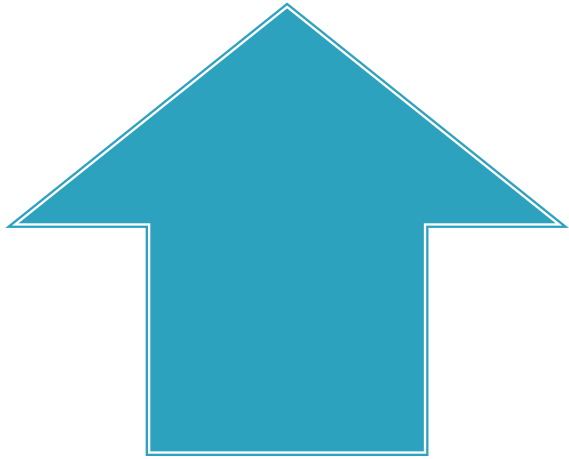
Quality Infrastructure



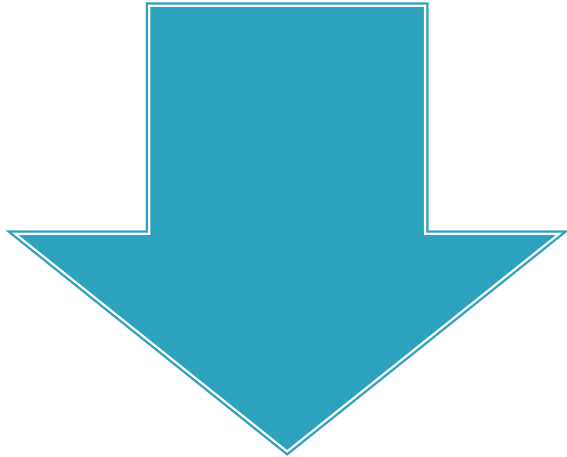
Complex but Systematic Channel in Market



Technical Barriers to Trade



Creates




Remove

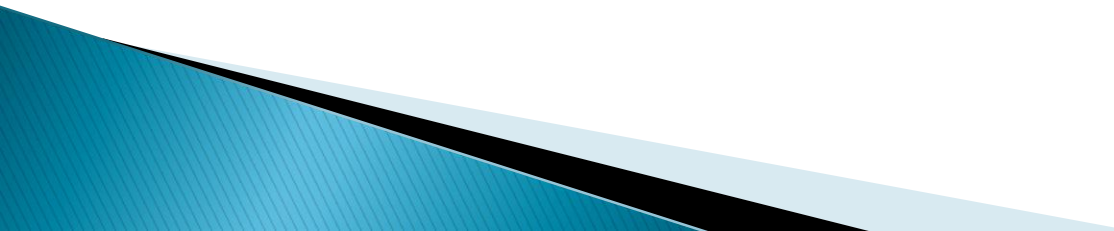
Current Initiation

- ▶ Full Member of ISO
 - ▶ Regional harmonization of Standards
 - ▶ Strengthening of Conformity Assessment
 - ▶ Involve Stakeholders in National Regional or International Standardization –SESA Program
 - ▶ Preparation of New Nepal Standards Bill
 - ▶ Preparation of Accreditation Bill
 - ▶ MOU with NABCB, India
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Way Forward....

- ▶ Participation in International Standardization
 - ▶ Renewal relationship with IEC and other International Standards Body
 - ▶ Adoption of Good Standardization practices
 - ▶ Well functioning of TBT Enquiry Points
 - ▶ More Standards
 - ▶ Formation of process related standards, climate related standards and standards for indigenous products
 - ▶ Establishment of Accreditation Body
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Expected Outcome

- ▶ Protection of Nepalese in interest in International Standards
 - ▶ Enhancing Competitiveness of organization
 - ▶ Higher recognition of our conformity assessment
 - ▶ More applicable standards
 - ▶ Better Legal Framework
 - ▶ More export more trade
 - ▶ Protection of consumers and general people
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Thanks for your attention

