



# Launching the Canadian Standards Strategy

## The Challenge

*A more strategic approach to standards will enable Canada to improve its global competitiveness while at the same time advancing its social and environmental agenda*

With the growing trend toward international voluntary standards, Canada must position itself to secure and enhance its leadership in the development and application of standards, or risk being left behind in the global economy.

## Standards — Canada's Gateway to the World

*Standards are a pillar of the global trade system: Canadian leadership is essential*

In today's global economy, exporters must increasingly conform to international standards on design, performance, and quality and environmental systems, to ensure that they are able to sell to other markets. When Canada plays an active role in the development and harmonization of standards, Canadians win — trade is expanded, consumer confidence is enhanced and our competitiveness grows.

## The Power of Standards for Business

*Many of Canada's most successful global players are active participants in the National Standards System and in international standards forums*

Technology innovators, financial service companies, telecommunications leaders — many of Canada's international winners are setting the standards in their industries, and using their adherence to internationally-recognized standards as an important tool for marketing and for expanding access to new markets around the world. Standards are key elements in e-commerce, wireless telecommunications and other innovative and fast growing sectors of the economy.

## Social and Environmental Responsibility

*Standards play a greater role in social and environmental agendas*

Quality of life in Canada is enhanced by standards in privacy, communications, health and safety, consumer protection and other areas of social concern. Standards for the environment ensure sustainable and responsible development.

## Meeting the Standards Challenge — The Canadian Standards Strategy

*The Canadian Standards Strategy is an action plan aimed at ensuring that Canada will succeed in an era when standards are more important than ever to economic and social prosperity*

The Canadian Standards Strategy has been developed by the Standards Council of Canada in partnership with key stakeholders in the National Standards System — industry, government, standards development and certification organizations, and the general public. The Canadian Standards Strategy is a blueprint for Canadian leadership in the fast-changing, critical, economic and social arena of standardization.

For more information,  
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