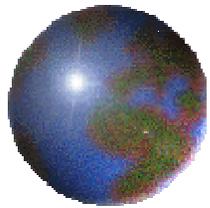




*SCC National Standards
Systems Conference
Public Policy Session
Panel on Trade Barriers*



Presentation by:

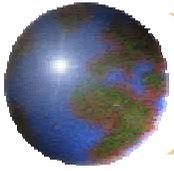
Jennifer Stradtman, International Trade
Specialist

U.S. Department of Commerce



Summary

- The U.S. Approach to Standardization
- Standards in Trade – Domestic Links
- U.S. Department of Commerce Standards Initiative
- U.S. National Standards Strategy
- Working together

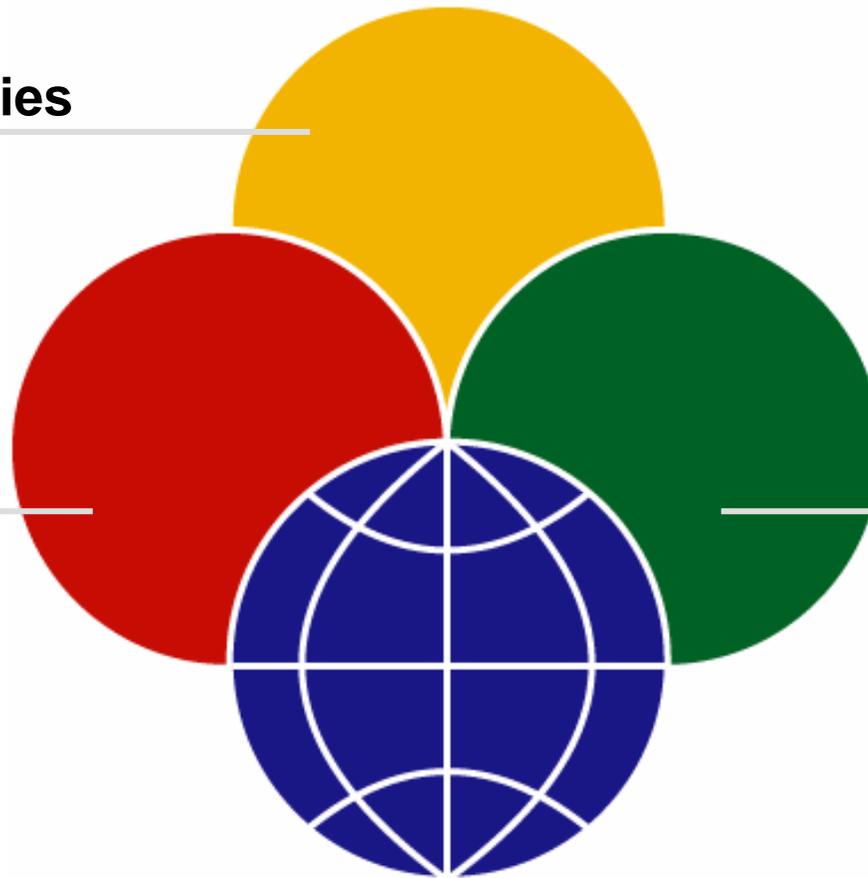


U.S. Approach to Standardization

**Standards Developers
and Conformity
Assessment Bodies**

**Commercial
and Consumer
Acceptance**

**Government
Acceptance**





U.S. Approach to Voluntary Consensus Standards

✚ Characteristics

- ▣ Market-driven, led by private sector interests
- ▣ Industry-specific
- ▣ Decentralized

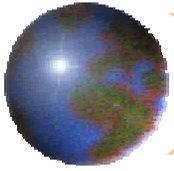
✚ Organized under the American National Standards Institute (ANSI)

- ▣ Federation of standards developers, government, trade associations, and companies



Principles of Voluntary Consensus Standards

- Openness
 - All materially affected parties may participate in standards development
- Transparency
 - Records and processes open and publicly available (no secret meetings)
- Consensus
 - Decisions by more than a simple majority
- Due Process
 - Written, documented appeals process



Role of the U.S. Government

- There is **NO** single U.S. government agency that has control over standards development.
 - Each regulatory agency determines which standards meet its needs
 - Compliance and enforcement criteria must be identified for any standards that are referenced or mandated in regulations
 - The agency is responsible for determining whether a private sector standard already exists that is appropriate for its needs
 - If so, they will use the private sector standard
 - If not, the agency is expected to work with the private sector to develop the needed standard

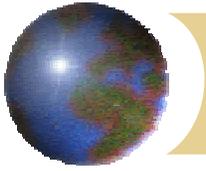


Roles of ANSI

- U.S. Signatory to the WTO TBT Code of Good Practice

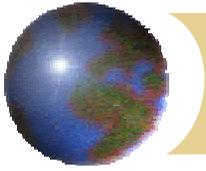
- ANSI serves as the official U.S. member and sets policy for U.S. participation in the
 - International Organization for Standardization (ISO), International Electrotechnical Commission (IEC), and International Accreditation Forum (IAF)
 - Participation in Regional Bodies (COPANT, PASC)

- U.S. technical positions for ISO and IEC activities are developed by Technical Advisory Groups (TAGs)
 - Allows all affected parties to participate in standardization activities



U.S. National Standards Strategy (NSS)

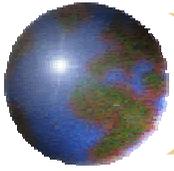
- ❖ Developed over a two-year period by a diverse group of government and private sector representatives from industry, government, trade and professional societies, and consumer organizations, the U.S. NSS was published in August 2000 as a roadmap to developing reliable, market-driven standards in all sectors.



U.S. National Standards Strategy

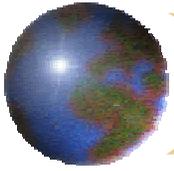
(NSS)

- March 2004 - The National Standards Strategy Committee (NSSC) has been established by ANSI to review and revise the NSS.
- Subcommittees
 - National Priorities and Processes - Public/Private Sector Cooperation
 - International
 - Education and Communication
 - Funding the Standards System, Intellectual Property Rights and Patents
- Review is expected to be complete by May 2005



Standards in Trade: Domestic Links

- Who leads the U.S. on market access and compliance trade issues, specifically those related to standards?
- The Office of the U.S. Trade Representative (USTR) is the lead agency responsible for coordinating U.S. policy:
 - WTO Agreements and Committees, including the Technical Barriers to Trade (TBT) Agreement/TBT Committee
 - Free Trade Agreements, including NAFTA Committee on Standards-Related Measures
 - Other regional activities, such as APEC Committee on Standards and Conformance
- Standards issues included in Annual National Trade Estimate Report



Standards in Trade: Domestic Links

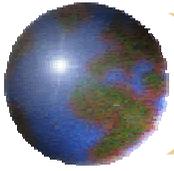
- What is the role of the Department of Commerce?
 - Serve on the interagency committee on standards and technical barriers that is led by USTR
 - Other members of the committee include U.S. regulators, State Department, International Trade Commission
 - U.S. TBT Inquiry Point (NIST)
 - Co-Chair Industry Advisory Committee on Standards
 - Work with U.S. companies domestically and internationally on market access and compliance issues (ITA)
 - Provide some Technical Assistance Programs



DOC Standards Initiative

■ Launched March 19, 2003

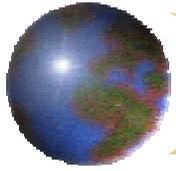
- Standards can facilitate trade or serve as a trade barrier.
- Response to industry concerns that standards and technical regulation issues are becoming among the greatest challenges to expanding exports.
- Improve efficiency and effectiveness of current Commerce programs and policies.
- Identify new opportunities and better ways for Commerce to work with the private sector and other USG agencies on standards-related issues.



Commerce Standards Initiative

✚ Original Eight Points

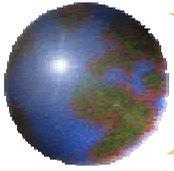
- ✚ Develop an Assessment of Commerce Standards Activity
- ✚ Reinforce Expertise in Key Markets (completed)
- ✚ Devise an Effective Training and Outreach Program (ongoing)
- ✚ Create a "Best Practices" Database (ongoing)
- ✚ Expand the Early Warning System (ongoing)
- ✚ Partner with the President's Export Council on Standards Leadership (completed)
- ✚ Reach out to U.S. Industry (ongoing)
- ✚ Appoint a Standards Liaison at ITA (completed)



2004 Standards Initiative

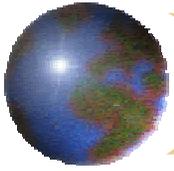
Recommendations

- Overarching Recommendations
- Improve DOC Coordination
- Commercial Service Training
- Outreach/Collaboration with Industry
- Improve Public Access to Information
- Improve Coordination with other USG Agencies
- Improve Interactions with China
- Improve Interactions with Foreign Governments
- Address Concerns about ISO and IEC
- Effective Implementation of U.S. Trade Policy
- Long Term Strategies



Standards Initiative: Recent Developments

- ❖ Commerce Report - Standards and Competitiveness: Coordinating for Results, released May 2004
- ❖ Several Internal Training Programs on Standards Launched, including Commercial Service Training - July 2004
- ❖ U.S.- China Standards Workshop – August 2004
- ❖ Market Cooperator Development Grant awarded for Standards and Conformity Assessment Office in China – October 2004



Working together

- How can we work together so that non-tariff barriers can be avoided.
 - U.S. industry has asked us for earlier communications on standards development and proposed technical regulations so that earlier industry input may be sought
 - Greater cooperation in organizations like ISO and IEC
 - Other mechanisms for cooperation



Questions and Contacts

✿ DOC Standards Initiative Website:

✿ http://ts.nist.gov/ts/htdocs/210//trade_barriers_report.pdf

Contact:

Jennifer Stradtman

International Trade Specialist

Office of Standards Liaison

Jennifer_Stradtman@ita.doc.gov