

CONSENSUS

Canada's Magazine of Standardization

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As in recent years, the Standards Council of Canada (SCC) will publish *CONSENSUS* Magazine on October 14, to coincide with World Standards Day—the day designated by international standards bodies (ISO, IEC and ITU) to recognize and celebrate the importance of standardization around the world.

The October 2010 edition of *CONSENSUS* will examine the pivotal role of standardization in advancing the national economic growth of various key Canadian sectors and industries. Articles in the magazine will highlight the potential for standards and conformity assessment to contribute to increasing Canada's competitiveness while safeguarding the health and safety of its citizens.

Covering a range of themes and topics that include consumer product safety, healthy enterprises, electric vehicles, fuels infrastructure, nanotechnology, cloud computing and green buildings, as well as leading-edge medical devices, the Magazine will provide insight into how standardization can be a successful driver of innovation and growth.

Volume 37 of *CONSENSUS* will provide readers with concrete examples and standardization perspectives that illustrate the impact of "standards in action" on the Canadian economy. *CONSENSUS* will be distributed to individuals and organizations across Canada's National Standards System including business owners, industry associations and various government bodies.

Please note that space must be reserved by August 21st and that materials/graphics are due by September 17th.

To view previous issues of *CONSENSUS*, visit the publications section of the SCC website.

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