

WORKSHOP PROGRAMME

Consumer confidence and the role of standards

Principles
and ethical practice



9 September 2003
Bangkok, Thailand

Hosted by
Thai Industrial Standards Institute (TISI)



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Shangri-La Hotel

89 Soi Wat Suan Plu, New Road,
Bangrak, Bangkok 10500
Thailand

Confidence is the bedrock underlying standards and their successful implementation. Confidence not only involves intended results – products and services which more closely match expectations – but also faith in the standards development process itself. Furthermore, confidence involves trust in the means to demonstrate that those products match the requirements appearing in standards.

Consumers, as end users of the products and services for which standards are written, are crucial stakeholders in standardization. They have a strong interest in ensuring that standards are reliable and responsive, and that they are produced in an open, transparent and credible way.

This workshop will highlight how to improve consumer confidence in goods and services through the use of standards. The workshop will explore the implications of unethical practices for consumer confidence. It will show how consumers can benefit from standards and, in turn, how standardization and its associated mechanisms can better respond to consumers' expectations.

This workshop will be of interest to standards officers and standards writers, consumer representatives, government officials, and academics who wish to understand more fully the interface between consumers and standards, and how this impacts end products.



P R O G R A M M E

09:00 **Opening of the workshop**

Workshop Chair: *Ms. Caroline Warne*,
COPOLCO Chair

Welcome

Mr. Somsak Thepsuthin
Ministry of Industry, Thailand

Introduction

**Standardization, consumer confidence and
the global market**

Ms. Kanya Sinsakul
Former Secretary-General of the Thai Industrial
Standards Institute (TISI), Thailand

I d e n t i f y i n g t h e r e q u i r e m e n t s

09:30 **International standards-making – ensuring an open-door policy**

**Bringing developing countries into the
standards development process**

Dr. S. Sothi Rachagan
Regional Director, Consumers International,
Regional Office for Asia and the Pacific

09:50 **What do the “deliverables” deliver?**

**What international standards bodies produce,
how they produce it and why it matters to
the consumer**

Mr. Herman Schipper
Head, International and European Affairs, Neder-
lands Normalisatie-instituut (NEN), Netherlands

10:10 **Standards as an extension of the law**

**How standards and the law interact in
promoting confidence**

Ms. Benedicte Federspiel
Chief Consultant, Danish Consumer Committee,
Denmark

Questions and answers

10:30 **Coffee/tea break**

Checking against the requirements

11:00 **Effective market surveillance for customer satisfaction**

What an effective market surveillance system needs to ensure consumer protection

(to be announced)

11:20 **Conformity assessment: what issues for consumer confidence?**

Current challenges in ethics, conformity assessment and consumer confidence

Mr. Kiyoto Mitsui

Convenor, CASCO working group on marks and JISC representative to CASCO
Senior Advisor, JQA, Japan

12:00 Lunch

13:20 **How safe is your purchase?**

Quality toys for all children – how standards on safety measures and accessible design contribute to confidence

Ms. Reiko Takahashi

Senior Project Manager, Common-use Products Promotion Department, TOMY Company Ltd., Japan

13:40 **The 'standards' future for better customer service**

The role of the standards in ensuring consumer confidence, a vision for the future

Mr. Allan Asher

Director of Campaigns, Consumers' Association, United Kingdom

Questions and answers

14:00 **Break-out sessions: promoting consumer confidence in International Standards**

1) Product safety in a changing world

What are the new issues in product safety? Does a good standard lead to a safer product on the market? How do market surveillance and conformity assessment help? What impact does new technology have on product safety?

Moderator: *Dr. Ken Sagawa*

Leader, Perception Group, National Institute of Advanced Science and Technology (AIST), Japan

Rapporteur: *Mr. John Henry*

Director – Environment, Materials and Consumer, Standards Australia International

2) *Making marks contribute to consumer confidence*

How are management system and product marks different? To what extent can marks really enhance consumer confidence?

How do they transpose to new technological possibilities, such as in e-commerce?

What do they mean to the "new consumer"?

Where do marks go wrong?

Moderator: *Ms. Linda Golodner*

President, National Consumers League, USA

Rapporteur: *Mr. Malcolm Bassett*

Principal Policy Adviser, Consumers' Association, United Kingdom

3) *Ethics and confidence in standards*

What are the consumer issues and problems?

Have they changed over time, and if so, how?

Who is the "21st century" consumer?

Is the standards world ready for the 21st century consumer?

Moderator: *Ms. Sadie Homer*

Standards Officer, Consumers International

Rapporteur: *Mr. Herman Schipper*

Head, International and European Affairs, Netherlands Normalisatie-instituut (NEN), Netherlands

15:30 Coffee/tea break

16:00 **Reports/presentations from the break-out groups, discussion**

16:45 **Workshop conclusions**

17:00 **Closure**



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