

12:30 Lunch

14:00 Best practices of industry participation in standardization

A keynote perspective of the major issues facing industry today; how does industry link with customers and wider stakeholder groups for competitive advantage using the standards process and the value that standards provide?

14:20 Standards, industry and SMEs

The role of industry associations to extend the discussion on standards benefits to other groups to foster industrial growth. What is the message and methods of communication of the message, including to small and medium sized enterprises (SMEs)?

15:15 Panel discussion

Inspired by the previous sessions (morning and afternoon), to consider what industry and organizations supporting industry might do differently in their businesses and what they need standards organizations to do to meet business needs

16:15 Summary and next steps

Summary of the day and recommendations for further action

16:30 Closing



Bureau of Indian Standards

9 Bahadur Shah Zafar Marg
New Delhi 110 002, India

Tel. +91 11 23 23 01 31
Fax +91 11 23 23 40 62
E-mail info@bis.org.in
Web www.bis.org.in



International Organization for Standardization

Central Secretariat
1, ch. de la Voie-Creuse
Case Postale 56
CH-1211 Genève 20, Switzerland

Tel. +41 22 749 01 11
Fax +41 22 733 34 30
E-mail central@iso.org
Web www.iso.org

Industry and standards

Fostering innovation and building competitive advantage



© ISO, 2011-07/2700



34th ISO General Assembly

OPEN SESSION
22 September 2011

Industry and standards

Fostering innovation and building competitive advantage

The choice of theme for this Open Session reflects the significant evolution in how standards are perceived. For many years, standards were principally appreciated for the technical solutions they supplied for engineering problems. Today, industry leaders are becoming more and more aware of the economic benefits that implementing standards can achieve.

Standards impact positively on the bottom line by increasing the efficiency of processes, by making the best use of resources and by ensuring effective operations that meet customer and regulatory requirements. In addition, International Standards help to open up new markets on a global scale.

Industry leaders who have understood the economic opportunities of standards can turn them to their competitive advantage by making standards part of their strategy. They can go even further by participating in the development of standards, picking up intelligence about the standards that will shape the future and having the opportunity themselves to influence outcomes.

Beyond a means to securing competitive advantage in the here and now, standards support industry as vehicles for the dissemination of technological and managerial innovations. They increase the speed to market of products and services derived from innovation and facilitate their worldwide diffusion, thus creating new markets. At the same time, they help to ensure that innovations do not have harmful side effects to health, or to the environment.

Whether in terms of competitive advantage or of innovation, standards provide concrete, measurable benefits. The presentations in this Open Session therefore emphasize examples from the real world of business. The speakers have been encouraged to “tell it like it is” in sharing their views on what industry could do better to benefit more from standards and what standardizers could do better to serve industry.

In many countries, such as India, industry associations are important as think tanks and conduits of opinion and so this Open Session benefits from inputs from such associations on issues including business and sustainability.

And industry does not just mean big business. It is estimated that more than 95 % of the world's businesses are small to medium sized. Therefore, International Standards need to provide as many benefits for small businesses as they do for global enterprises – so SMEs are included in the Open Session discussions.

With innovation one of the subjects for discussion, the Open Session itself innovates by providing electronic keypads to gauge opinions from the floor in real time.



Programme

Venue : Vigyan Bhawan, New Delhi, India

09:30 Welcome

09:40 Inaugural address

09:55 Introducing the facilitator and keynote speaker

10:00 Keynote speech

Industry and standards. Fostering innovation and building competitive advantage

10:30 Coffee break

11:00 Economic benefits of standards

Examples from different countries of how standards have brought economic advantage and competitive advantage to a business

11:40 Panel discussion and interaction with participants

Inspired by the previous sessions the panel will engage with participants to consider what industry might do differently in their businesses and what they need standards organizations to do to meet business needs