



European Commission

Enterprise Directorate General

# Standardization for international trade and economical integration

## The European view

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**Georg HILPERT**  
Enterprise DG  
European Commission

## Standardisation is independent and voluntary

- Voluntary activity by and for the parties in response to their needs
- Market driven (ideally self-funded)
- Standards are neither defined, nor adopted by public authorities
- Industry active in IEC, ISO, ITU, CEN, CENELEC, ETSI
- European Harmonised standards => presumption of conformity with legal essential requirements
- ... but remain **voluntary!**



## Regulatory environment

### Need for a regulatory environment

- clear, effective, workable in a rapidly changing global market;
- no over-regulation;
- regulation limited to areas where it is necessary;
- flexible and complementary legislative approach;



## Regulatory environment

### => Balance between

- needs to protect the public interest,
- benefits of trade and economic interest and
- the promotion of economic efficiency and innovation.



**Standardisation** can meet these requirements.



## Bringing down legal barriers in EU- The New Approach

### New Approach to technical harmonisation and standardisation - a success story

- **20 different industrial sectors:** e.g. LVD, EMC, Lifts, Machinery, Pressure equipment, Telecommunication.
- **performance oriented** legal framework (technology-neutral);
- **flexible for business** by use of harmonised standards which are most based on international standards.



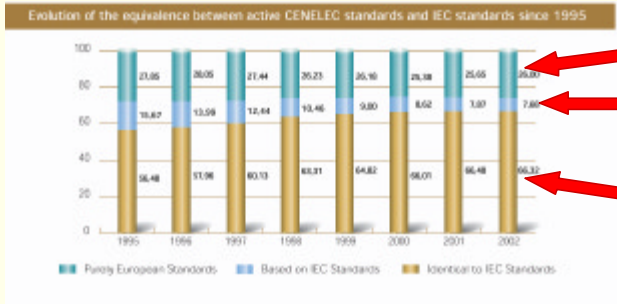
## Guiding Principles of the New Approach

- Legislative harmonisation limited to **essential requirements** (safety, health, consumer protection and environmental protection)
- Manufacturers are free to use **any technical solution** provided the product complies with the essential requirements
- When applied, **harmonised European standards** give presumption of conformity
- Conformity assessment
- CE marking
- Market surveillance





# European Standards and their relation to international IEC standards



Purely EN  
Based on IEC  
Identical to IEC



# Use of standards good for business...

We succeed with products produced to national standards

We make adjustments to our production in that we:

... adapt to national standards in a country of export

... build production facilities in a country of export

... allocate production to third parties in a country of export

... use European/international standards



European and International standards play a major role in export markets.

Companies modify their export strategies by adapting to these standards

Businesses access the global market by applying European and International standards



## Beyond the single market

### Beyond the Single Market: Using *all instruments* that facilitate international trade

#### Pursuance of objectives outside EU:

- implementation of WTO-TBT agreement;
- promotion of regional integration;
- bilateral agreements;
- technical assistance.



trade and market access



## Toolbox of instruments

- ***Harmonisation***: draw-up common rules  
(ex.: EU, IMO, ICAO)
- ***Recognition of Equivalence***: different regulations, same objectives  
(ex.: EU-US marine safety equipment agreement)
- ***Mutual Recognition Agreements***: recognition of results of conformity assessment
- ***Voluntary Agreements***: subcontracting, co-operation of laboratories..  
(ex.: IEEC-CB scheme)
- ***International Standardization***



## International standards

**Coherence** is needed if international standards should be used as a basis for technical regulations as stipulated by the WTO TBT agreement.

**National positions** must be represented in an impartial, international body if standards were used as reference points for national legislation.



## International standards

### **Why are international standards bodies important?**

- **transparent, open, consensus-minded and market-oriented, accommodating to developing countries, coherent;**
- **joint responsibility;**
- **members have a say in the maintenance.**



## Conclusions

- The use of IEC standards can enhance market access and facilitate trade significantly in Mercosur states;
- Diverging standards cause trade friction;
- Adaptation of the legal framework in the Mercosur states may facilitate the use of IEC standards
- The international standards bodies offer globally applicable solutions;
- European Commission welcomes the key role plaid by IEC in the development of international electrotechnical standards;



**Thank you for your attention**

Further information:

<http://europa.eu.int/comm/enterprise>

<http://www.newapproach.org>

<http://europa.eu.int/comm/enterprise/newapproach/index.htm>

