

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD



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Fourth Session

Geneva, 18–20 May 2016

International Standards – the global dimension of services

SESSION # 1



UNITED NATIONS
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International Standards – the global dimension of services

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UNCTAD Multi-year expert meeting on Trade, Services and
development – 18 May 2016, Geneva (Switzerland)

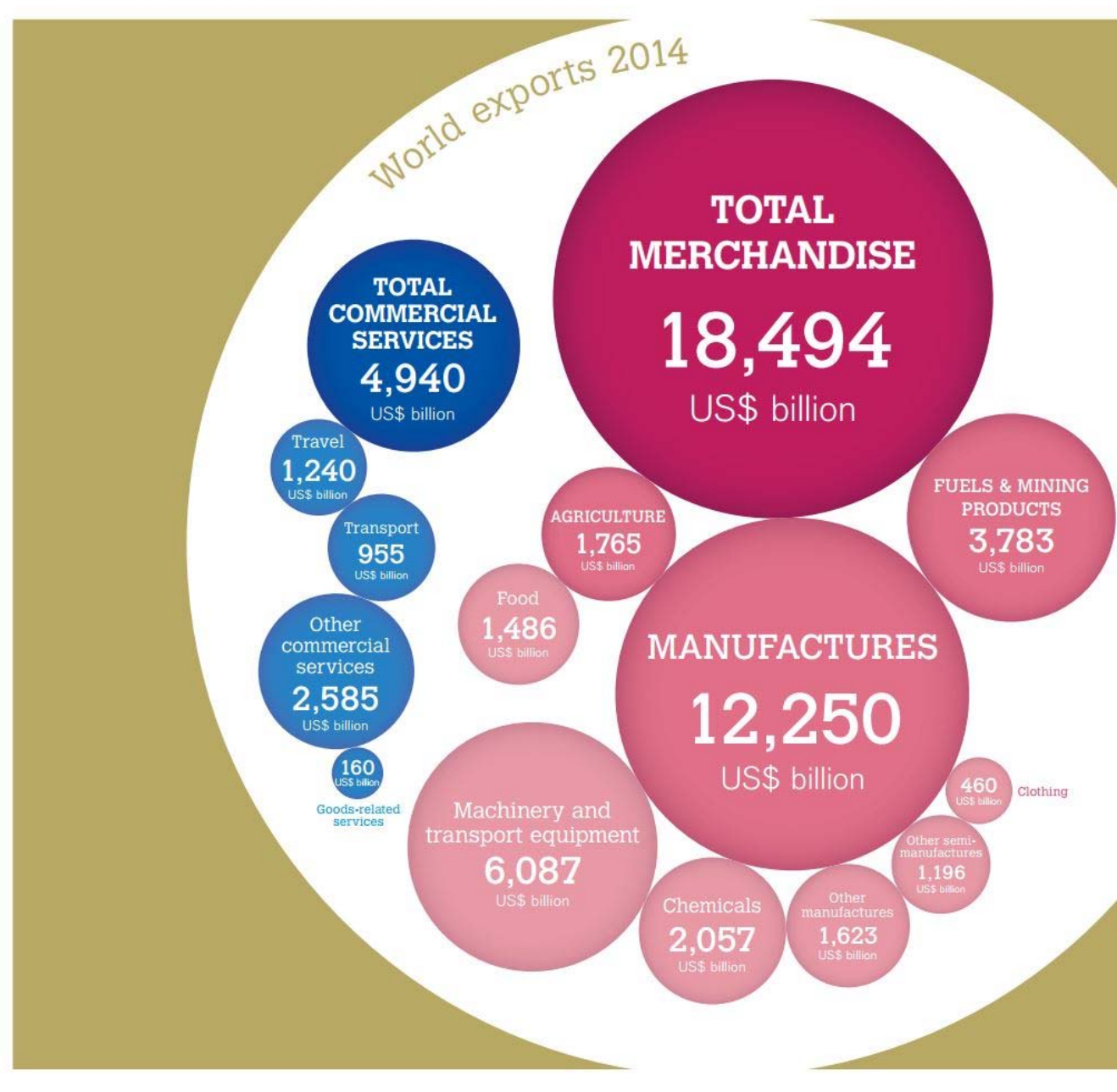


Nominal GDP sector composition

No	Country	nominal GDP	Agri.	Indus.	Serv.
–	World	74,699,258	5.9%	30.5%	63.6%
1	United States	17,418,925	1.12%	19.1%	79.7%
2	China	10,380,380	9.1%	42.6%	48.3%
3	Japan	4,616,335	1.2%	27.5%	71.4%
4	Germany	3,859,547	0.8%	28.1%	71.1%
5	United Kingdom	2,945,146	0.7%	21%	78.3%
6	France	2,846,889	1.9%	18.3%	79.8%
7	Brazil	2,353,025	5.4%	27.4%	67.2%
8	Italy	2,147,952	2%	24.2%	73.8%
9	India	2,047,811	17.4%	25.8%	56.9%
10	Russia	1,857,461	3.9%	36%	60.1%
11	Canada	1,788,717	1.8%	28.6%	69.6%
12	Australia	1,444,189	4%	26.6%	69.4%
13	South Korea	1,416,949	2.7%	39.8%	57.5%
14	Spain	1,406,855	3.3%	24.2%	72.6%
15	Mexico	1,282,725	3.7%	34.2%	62.1%
16	Indonesia	888,648	14.3%	46.9%	38.8%
17	Netherlands	866,354	2.8%	24.1%	73.2%
18	Turkey	806,108	8.9%	28.1%	63%
19	Saudi Arabia	752,459	2%	66.9%	31.1%
20	Switzerland	712,050	1.3%	27.7%	71%



International Trade Statistics (WTO)





Trade in services: more to know



Trade in services in the global economy





Trade in services: WTO GATS



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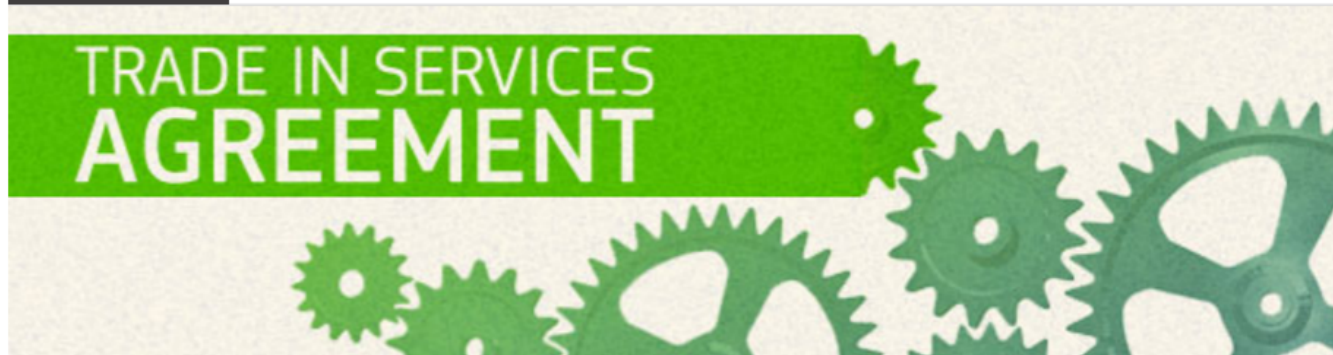
The **General Agreement on Trade in Services (GATS)**

- The GATS is an important outcome of the Uruguay Round, whose results entered into force in January 1995
- GATS comprises:
 - **General obligations**, which apply directly and automatically to all Members and services sectors
 - **Commitments** concerning market access and national treatment in specifically designated sectors
- The GATS distinguishes between **four modes of supplying services**:
 - **Cross-border supply**
 - **Consumption abroad**
 - **Commercial presence**
 - **Presence of natural persons**



Trade in services: TiSA

In focus



Trade in Services Agreement (TiSA)

The Trade in Services Agreement (TiSA) is a trade agreement currently being negotiated by 23 members of the World Trade Organisation (WTO), including the EU. Together, the participating countries account for 70% of world trade in services.

TiSA is based on the WTO's General Agreement on Trade in Services (GATS), which involves all WTO members. The key provisions of the GATS – scope, definitions, market access, national treatment and exemptions – are also found in TiSA.

The talks are based on proposals made by the participants. TiSA aims at opening up markets and improving rules in areas such as licensing, financial services, telecoms, e-commerce, maritime transport, and professionals moving abroad temporarily to provide services.



Survey

[Trade in Services Agreement - what do you think?](#)

Quick Facts on TiSA

- an agreement to liberalise trade in services
- involves 24 WTO members, including the EU, who together account for 70% of world trade in services
- open to other WTO members and compatible with WTO / GATS



Standards for services in ISO

- ISO is traditionally known as a products and processes-based organization

But

- ISO recognizes the growing need for International Standards for services
- ISO already has hundreds of service standards in its portfolio
- A growing number of ISO/TCs are developing service standards



What is a *service*?

- “Result of at least one activity, necessarily performed at the interface between the supplier and customer, that is generally intangible”
ISO/IEC Guide 76:2008(en), 3.1
- “Type of economic activity that is **intangible**, is **not stored** and **does not result in ownership**. A service is consumed at the point of sale. [...] Examples of services include the transfer of goods, such as the postal service delivering mail, and the use of expertise or experience, such as a person visiting a doctor.”

InvestorWords



What are the benefits of standards for services ?

IMMEDIATE INTEREST

- Clarity regarding definitions, characteristics and modality of delivery of services
- Unambiguous information to customers
- Performance assessment and rating
- Customer satisfaction and complaints handling
- Security, safety, liability, general consumer protection aspects



What are the benefits of standards for services ?

POTENTIAL FOR FUTURE DEVELOPMENTS

- Interfaces for the new, mostly digitally based components of modularized services
- Methods and techniques for Big data, Analytics, (geo)localization services, IoT...
- ...as separate elements, as well as integrated into specific systemic offerings



Standards for services and developing countries

Similarly to product and management standards, standards for services can be very important for developing countries

- As a source of up-to-date (and **affordable**) **knowledge** – helping to improve processes and efficiency
- As a way to demonstrate **quality, reliability, safety and environmental protection** – against recognized international criteria and good practices, with significant impact on trade and welfare:
 - **integration in global supply chains, access to export markets**
 - **promotion of national resources (e.g. tourism)**
 - **consumer, labor and environmental protection (domestic)**



Classification of services



*12 services sectors according to the WTO GATS
(many other types of classification exist!)*



Examples of ISO TCs developing standards for services

- ISO/IEC JTC 1/SC 40 IT Service Management and IT Governance
- ISO/TC 68 Financial services
- ISO/TC 176/SC 3 Quality management and assurance
- ISO/TC 222 Financial planning services
- ISO/TC 224 Services activities related to drinking water supply systems and wastewater systems
- ISO/TC 225 Market, opinion and social research
- ISO/TC 228 Tourism and related services
- ISO/TC 232 Learning services outside formal education
- ISO/TC 260 Human resource management
- ISO/TC 292 Security



ISO standards in the services sector

ISO TC 224 – Service activities relating to drinking water supply systems and wastewater systems - Quality criteria of the service and performance indicators



Water and Sanitation services in Africa

Testing ISO standards 24510, 24511, 24512

English-speaking workshop
Kampala, 2007 July 24-27

ENTER



ISO 24510:2007 Guidelines for the assessment and for the improvement of the service to users

ISO 24511:2007 Guidelines for the management of wastewater utilities and for the assessment of wastewater services

ISO 24512:2007 Guidelines for the management of drinking water utilities and for the assessment of drinking water services



ISO standards in the services sector

ISO/TC 228 Tourism and related services

ISO Standards on diving

ISO 24801 – training of scuba divers

ISO 24802 – training of instructors

ISO 24803 - Requirements for service providers



ISO standards in the services sector

ISO/IEC 27001:2013 - Information security management



ISO/IEC 27001 is the best-known standard in the family providing requirements for an information security management system (**ISMS**): a systematic approach to managing sensitive company information so that it remains secure. It includes people, processes and IT systems by applying a risk management process.

It can help small, medium and large businesses in any sector keep information assets secure.



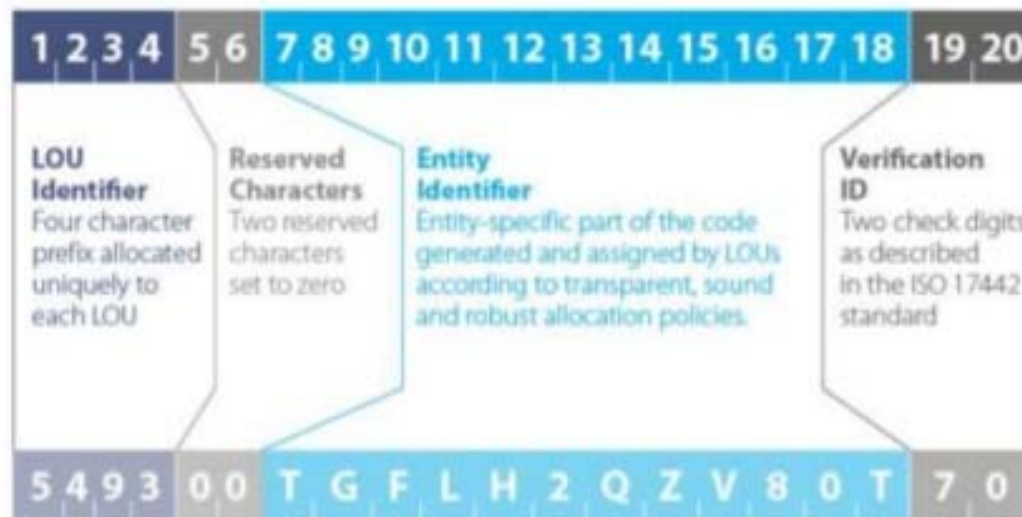
ISO standards in the services sector

What is a LEI?



- LEI = Legal Entity Identifier
- Unique 20 digit alphanumeric code based on ISO 17442 standard assigned to legal entities.

ISO 17442:2012 Financial services – Legal Entity Identifier (LEI)



Example: ABB Sécheron S.A, Switzerland



ISO standards in the services sector

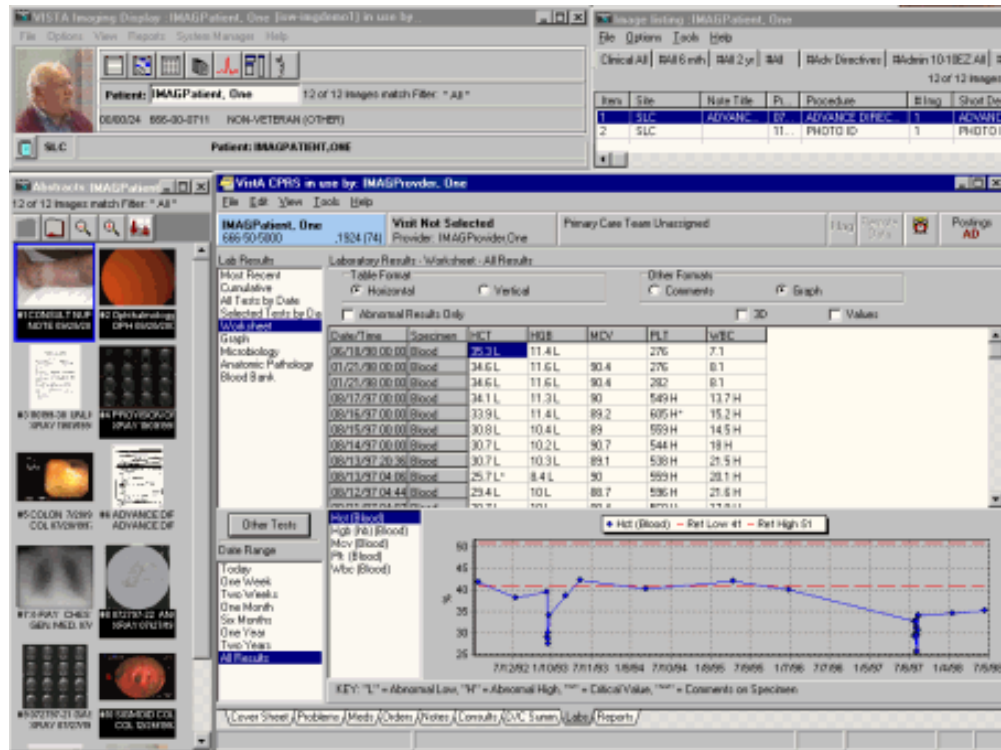


ISO/IEC 15420:2009

Information technology –
Automatic identification and
data capture techniques –
EAN/UPC **bar code**
symbology specification



ISO standards in the services sector



ISO 18308:2011
Health informatics –
Requirements for an
electronic health
record architecture



Freight Containers

Believing that standardization was the path to overall industry growth, Mc Lean provided ISO a royalty free license, allowing the use of his patented designs in the creation of international standards

10' Container

Payload 30,000 lbs.
Tare weight 3,500 lbs.
Cubic Capacity: 582 cu.ft.

Exterior Dimensions
L: 10'
W: 8'
H: 8'6"

Interior Dimensions:
L: 9' 5"
W: 7'8" - 1/8"
H: 7'9" - 5/8"



20' Container

Payload 48,600 lbs.
Tare weight 5,015 lbs.
Cubic Capacity: 1,164 cu.ft.

Exterior Dimensions
L: 20'
W: 8'
H: 8'6"

Interior Dimensions:
L: 19' 5"
W: 7'8" - 1/8"
H: 7'9" - 5/8"

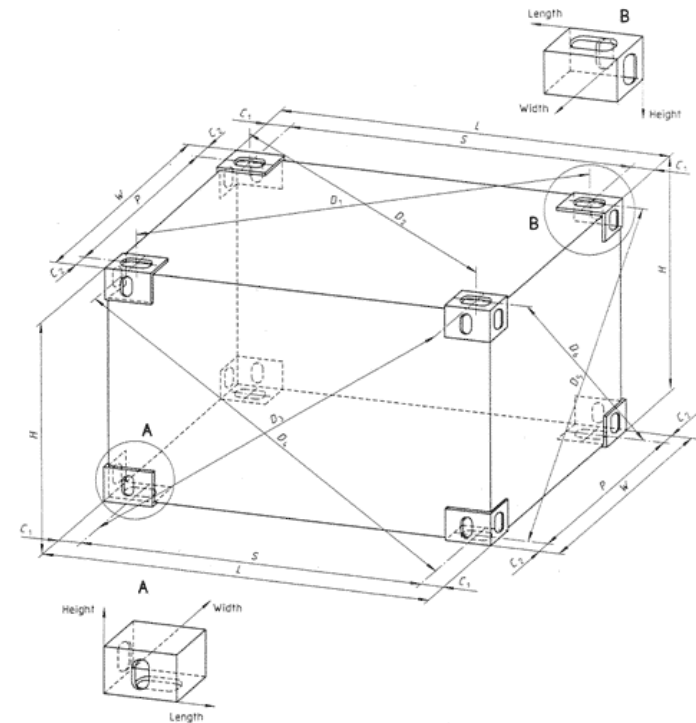


40' Container

Payload 80,350 lbs.
Tare weight 8,377 lbs.
Cubic Capacity: 2,376 cu.ft.

Exterior Dimensions
L: 40'
W: 8'
H: 8'6"

Interior Dimensions:
L: 39' - 3/8"
W: 7'8" - 1/8"
H: 7'9" - 5/8"





ISO Standards for Freight Containers (TC 104)

◆ Standard and/or project

✓ ISO 668:2013

Series 1 freight containers -- Classification, dimensions and ratings

✓ ISO 830:1999

Freight containers -- Vocabulary

✓ ISO 830:1999/Cor 1:2001

✓ ISO 1161:1984

Series 1 freight containers -- Corner fittings -- Specification

✓ ISO 1161:1984/Cor 1:1990

✓ ISO 1161:1984/Amd 1:2007

45 ft containers

✓ ISO 1496-1:2013

Series 1 freight containers -- Specification and testing -- Part 1: General cargo containers for general purposes

✓ ISO 1496-2:2008

Series 1 freight containers -- Specification and testing -- Part 2: Thermal containers

✓ ISO 1496-3:1995

Series 1 freight containers -- Specification and testing -- Part 3: Tank containers for liquids, gases and pressurized dry bulk

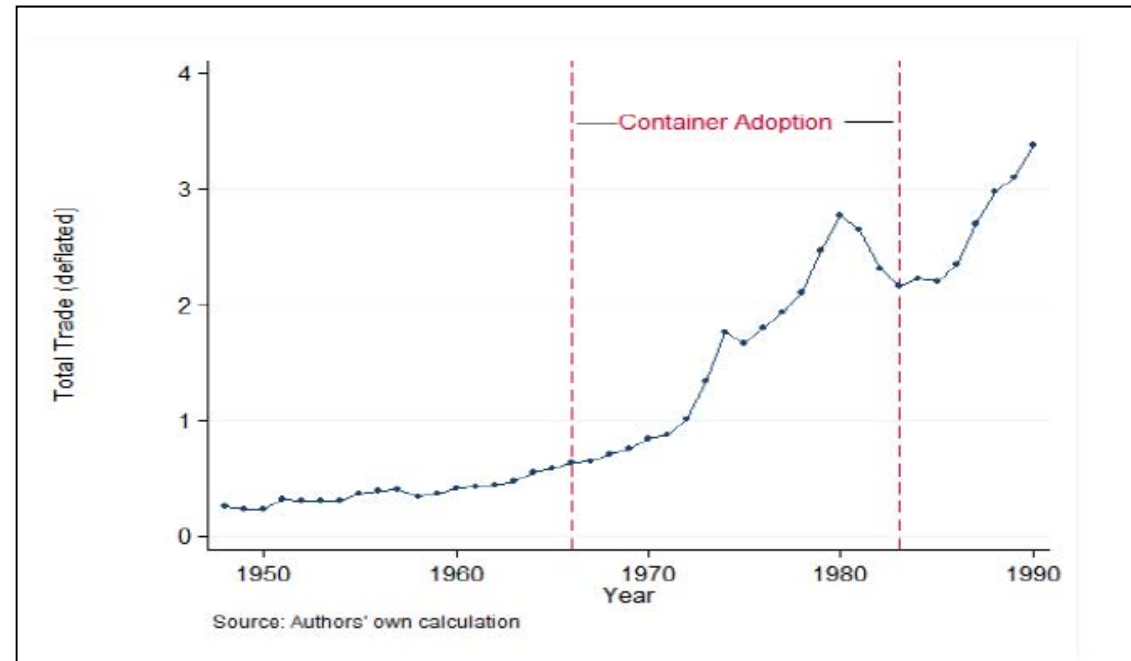
✓ ISO 1496-3:1995/Amd 1:2006

Testing of the external restraint (longitudinal) dynamic



Impact of containerization

Containerization is considered probably the most important driver for the development of global trade



Daniel M. Bernhofen, Zouheir El-Sahli,
Richard Kneller, School of Economics and
Management, Lund University (Sweden)



Service standards in different sectors

Business services, ISO 22313	Communication services	Construction and related engineering services	Distribution services, ISO/TC 204
Educational services, ISO 29990	Financial services, ISO 22222	Health related and social services, ISO 15189	Tourism and travel related services, ISO 13810
Recreational, cultural and sporting services, ISO 24803	Transport services, ISO 12855	Environmental services, ISO 24510	Other



Recent standards/projects

- ISO/TC 267 (ISO/AWI 41000 Facilities Management)
- ISO/PC 283 Occupational health and safety management systems
- PC 288 Educational organizations management systems – requirements with guidance for use
- TC 290 Online reputation (NP 20488 Online consumer reviews)
- TC 292 Security and resilience (ISO 18788:2015 MSS for private security operations)
- ISO/PC 295 Audit data collection
- ISO/TC 297 Waste management, recycling and road operation service

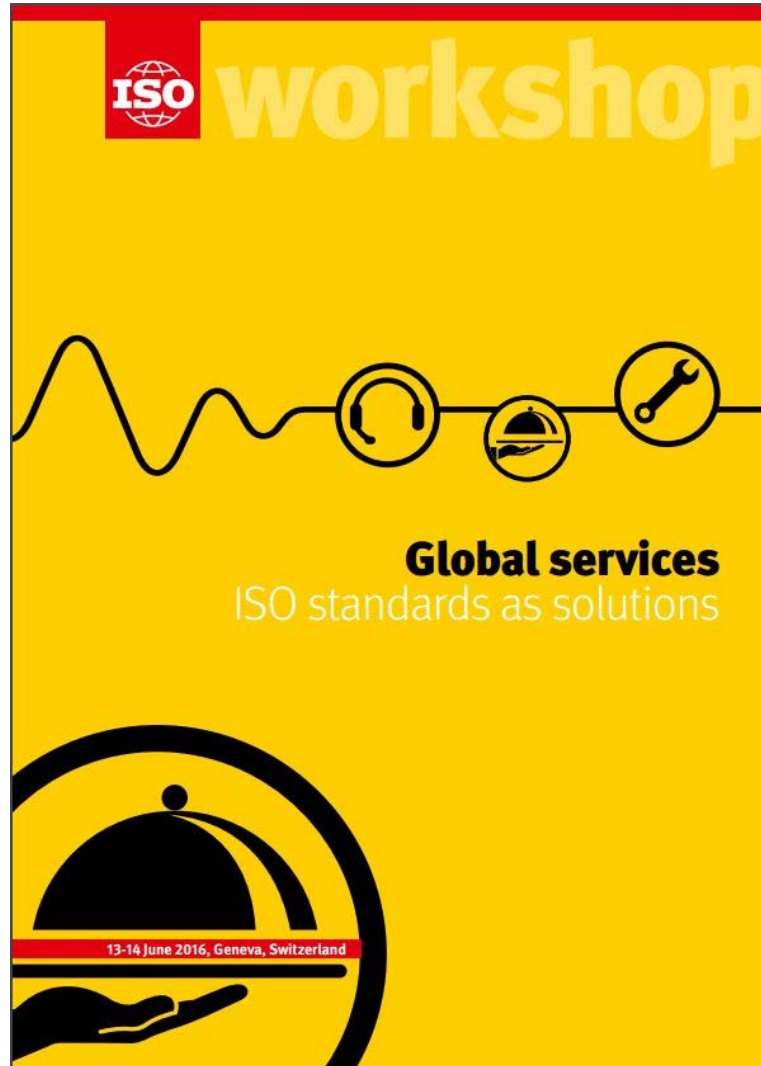


However...

- In most cases, Technical (or Project) committees cover the needs of services sectors mostly through specific, punctual developments
- There is lack of clarity on what “*service standards*” are or should be (**“pure” service standards**? Standards for **processes, interfaces, “components”** of the service? What about Management Systems Standards?)
- An overall framework is still missing



Upcoming ISO workshop



*Global services
ISO Standards as solutions*

***13-14 June 2016
Geneva, Switzerland***

An opportunity to share expectations, experiences, and best practices related to services standardization

For standards developers, experts in trade and development from international organizations or governments, representatives of consumer organizations and stakeholders from the services sectors



Thank you



**Great things happen when the world
agrees**