

**NON-TARIFF MEASURES WEEK**  
**NTMs: The Good, the Bad, and the Ugly**

**14-15 October 2019**

**The International Organization for Standardization (ISO)**

**by**

**Henry Cuschieri**  
**Head: Membership and External Relations**  
**ISO Central Secretariat**



# The International Organization for Standardization (ISO)

Henry Cuschieri  
Head: Membership and External Relations  
ISO Central Secretariat

Geneva, 2019-10-14



# About ISO



We are an independent,  
non-governmental organization

We are a global network of national standards  
bodies with one member per country

Our job is to make  
International Standards

We are coordinated by a  
Central Secretariat in Geneva, Switzerland

ISO CS's building in Geneva



# What are **International** Standards?

- Represent **global consensus** on a solution to a particular issue
- Embody universally agreed procedure or practice
- Provide requirements, specifications, guidelines or characteristics to consistently ensure that materials, products, processes and services are fit for their purpose

ISO standards do NOT:

- Seek to establish, drive or motivate public policy or regulations, social or political agendas
- Set performance thresholds (these are set by policy makers/regulators according to their requirements)

# Why use **International** Standards?

- Are developed in a **multi-stakeholder environment** and reflect a **double layer of consensus**
- Can reduce market inefficiencies and **facilitate regulator compliance**
- Can be used for **conformity assessment** to enhance confidence in products, systems , processes, services or personnel
- Offer the same level of **consumer protection** whether applied in a mature or evolving economy
- Are **globally applicable**

**164**

members

**22000+**

International Standards

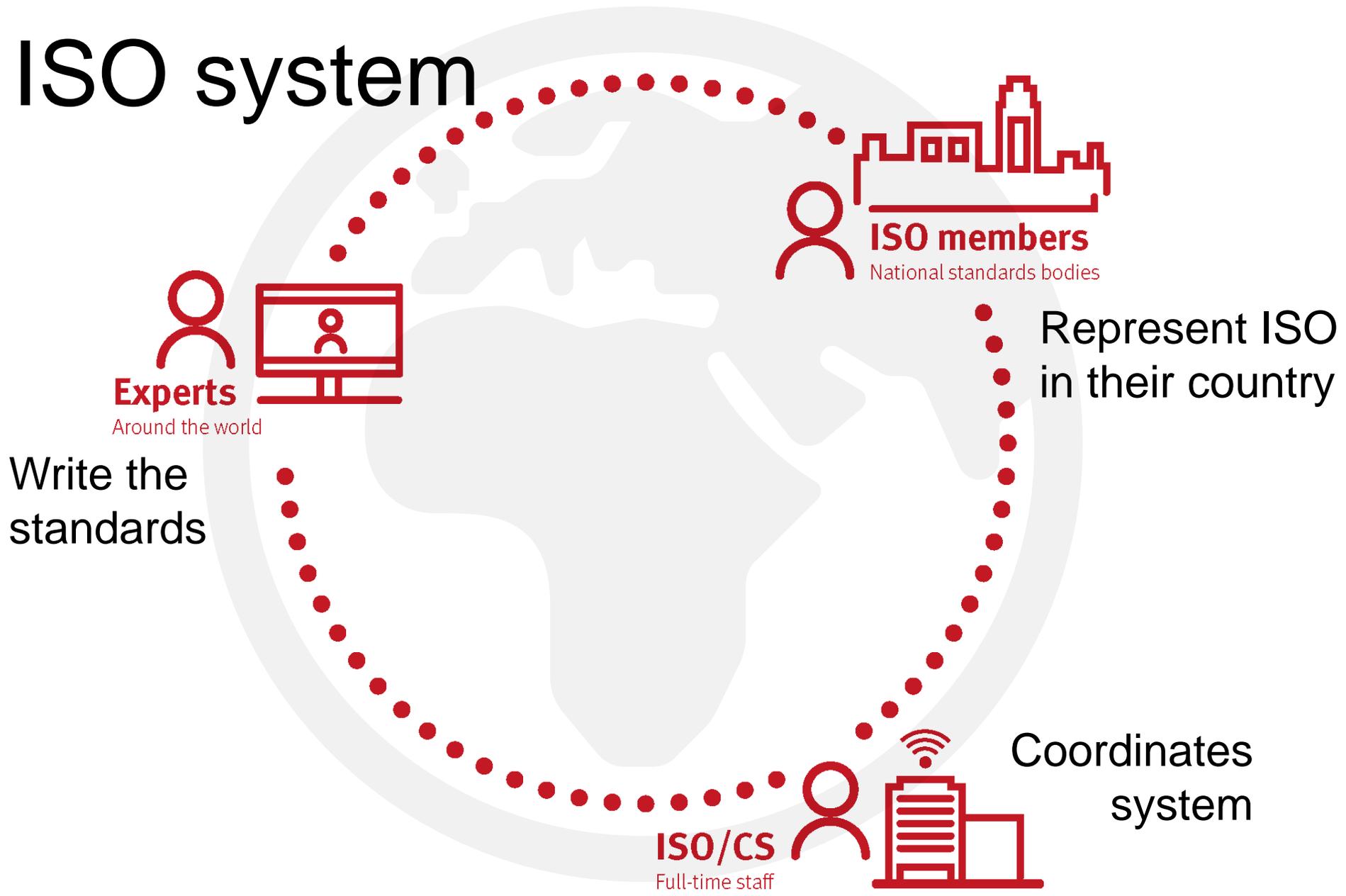
**300+**

technical committees

**100**

new standards each month

# The ISO system



# ISO Members



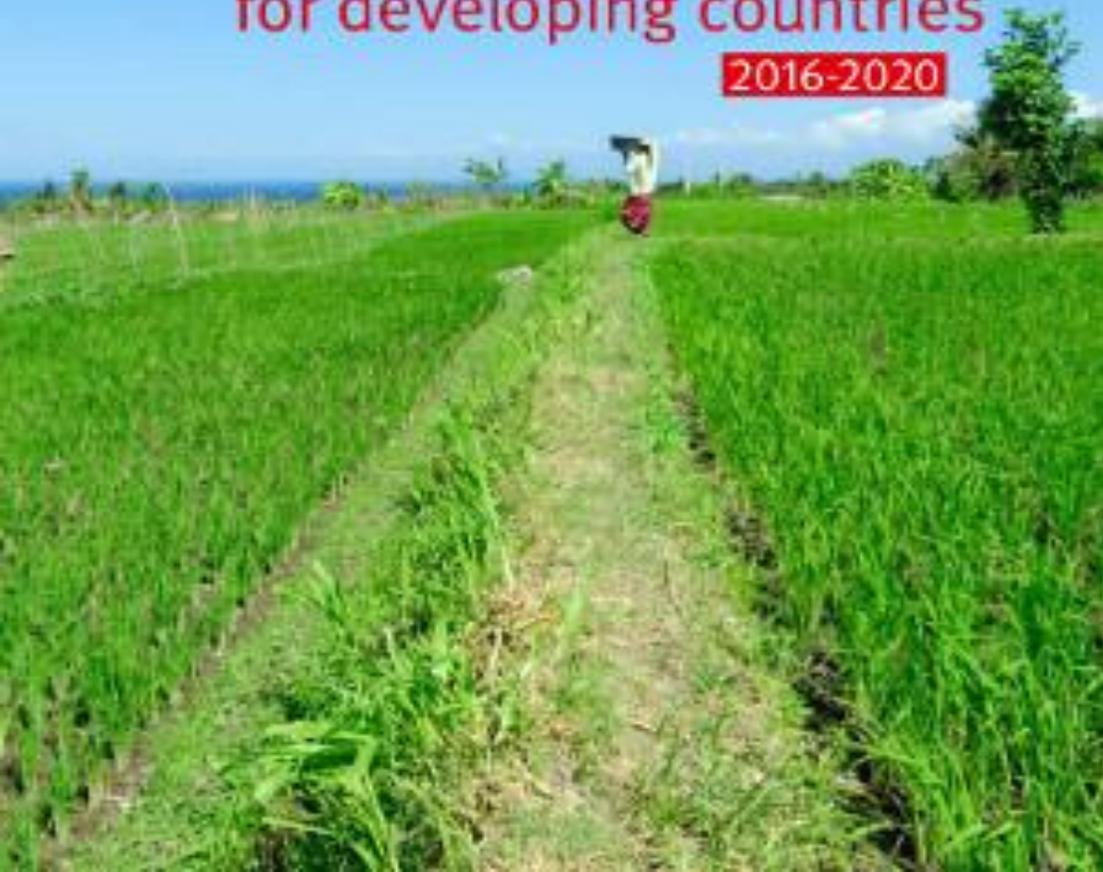
# Membership Categories

- Full
- Correspondent
- Subscriber

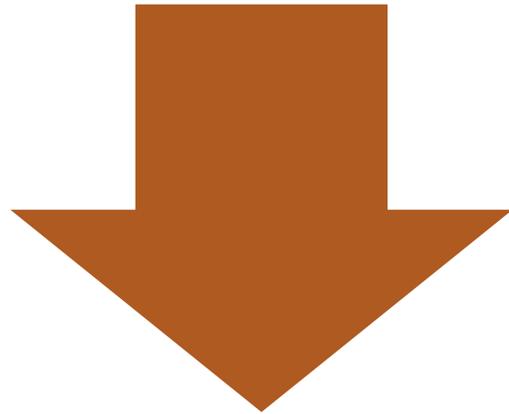
# Capacity building

# ISO Action Plan

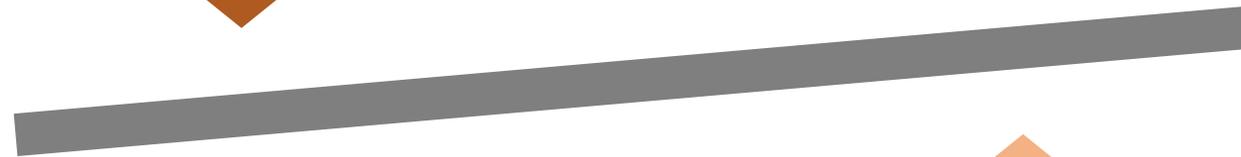
for developing countries  
2016-2020



# Twinning arrangements

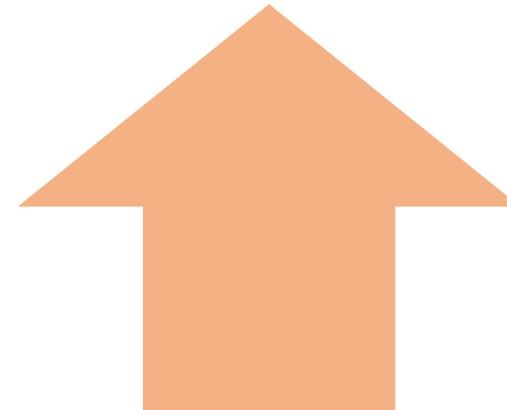


Training  
Guidance  
Sharing experience



P-member  
Convenor  
Secretariat  
Vice-Chairs

Capacity building



# IEC/ISO/ITU collaboration

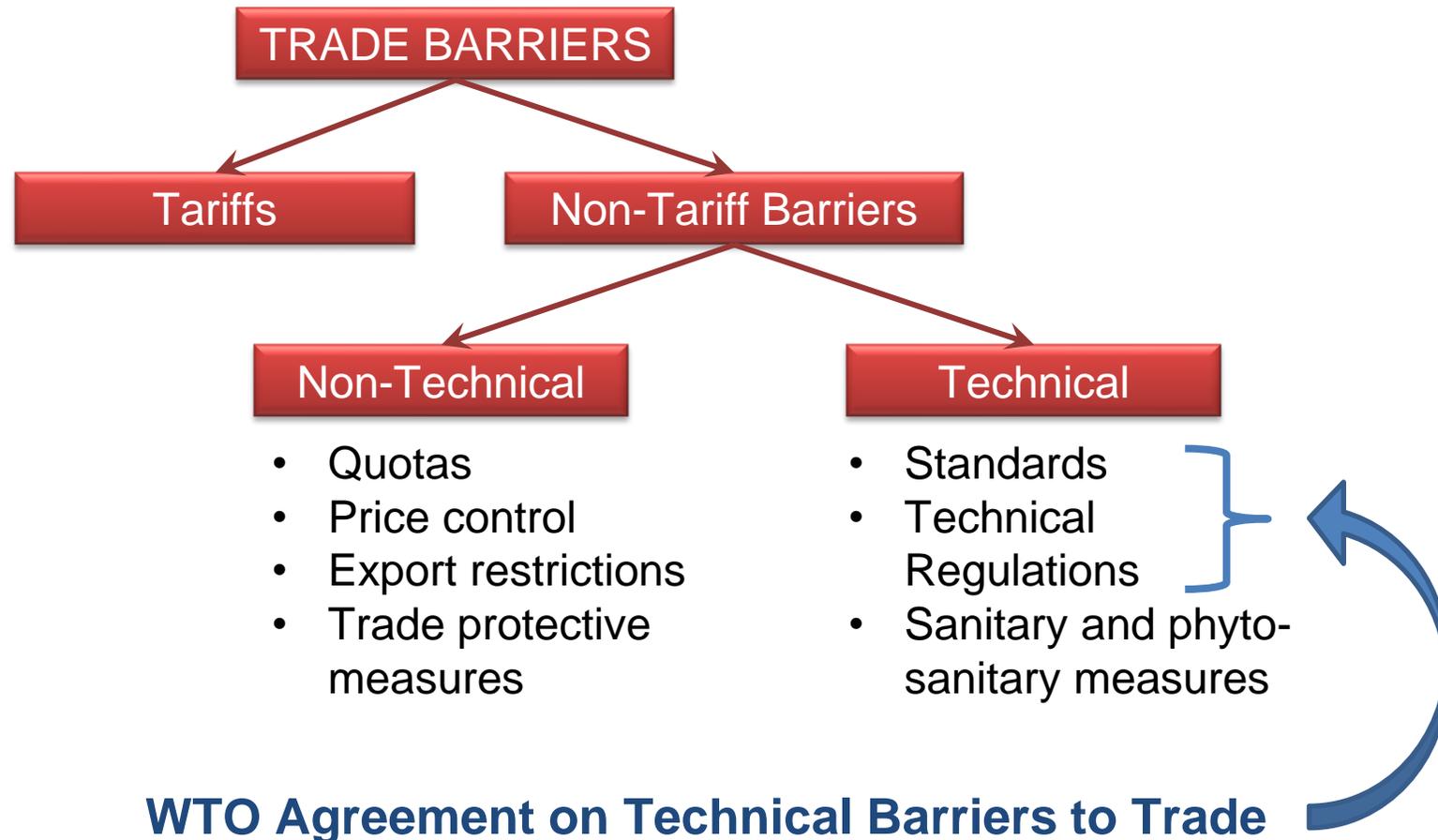
# World Standards Cooperation



- Established in 2001
- Strengthen and advance the voluntary consensus-based International Standards system
- Collaboration on events, workshops, education, training, policies, etc.
- 14<sup>th</sup> October - World Standards Day
- World Academic Day

# Standards and trade

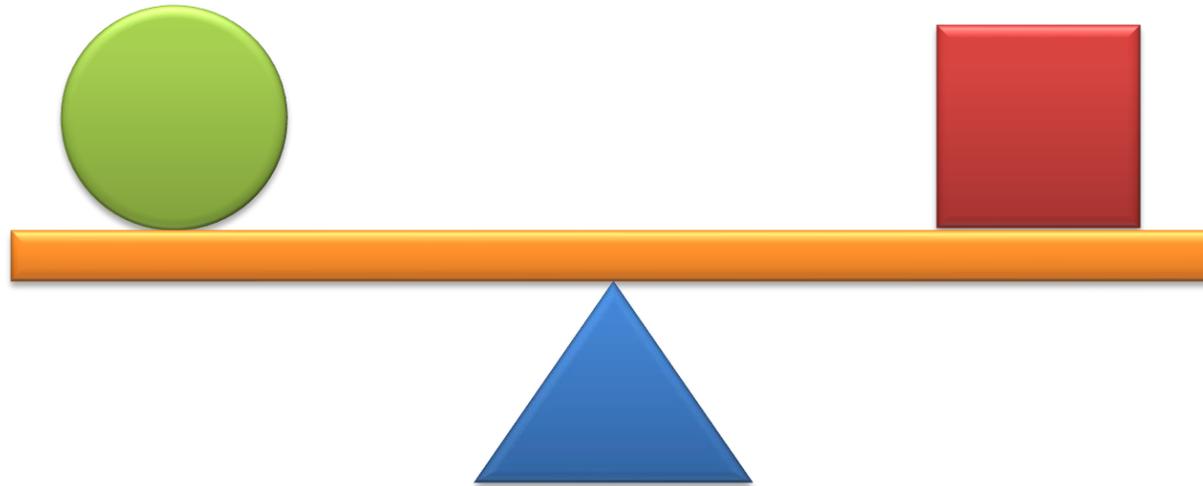
# Trade barriers



# WTO TBT Agreement (1)

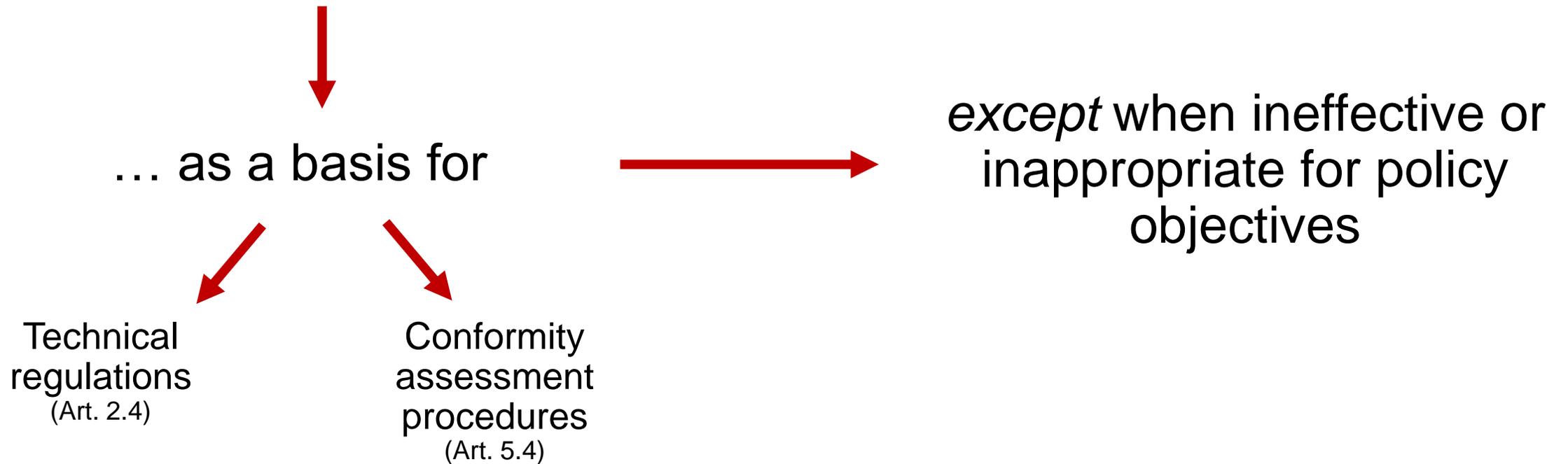
Seeks to ensure that technical regulations and standards do not create **unnecessary obstacles** to trade

Recognizes that countries have the right to **implement measures** to protect human, animal or plant life and health, or the environment



# WTO TBT Agreement (2)

Member **shall** use relevant **international standards** ...



# WTO TBT agreement (3)

## The Six Principles for the Development of International Standards

- Transparency
- Openness
- Impartiality and consensus
- Effectiveness and relevance
- Coherence
- Development dimension

**ISO complies with all of these**



# Trade facilitation

Regulatory differences between countries is amongst the key factors in explaining trade costs related to regulations

Referencing int. standards in regulation

- Drives **regulatory harmonization**
- Boosts export performance
- Facilitates integration into GVCs
- Reduces testing and certification costs

# Engaging policymakers

# Cooperation between regulators and standardizers

## The core objective:

Policy makers and regulators are enabled to select the most **appropriate**, **effective** and **flexible** instruments to address public policy issues



# Best practice

Regulators and NSBs:

- Develop a **long-term** relationship and strategy
- Use tools such as **MoUs**
- Aim for **mutual representation** at each others meetings
- Ensure focused and targeted **liaison** in specific projects
- Consider aligning **technical structures**
- Avoid **duplication** of work

Questions?  
Thank you!

