



→ Innovation and Market Access through Standards

Berlin conference conclusions for CEN-CENELEC 3rd Annual Meeting

Dietmar Harting

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Presented by :

Dr Torsten Bahke

Director of DIN



→ EU Presidency of Germany

- 50th anniversary of the Treaty of Rome
- G8 Summit
 - Growth and Responsibility
- European Standardization Conference
 - Innovation and Market Access through Standards



→ Lisbon Strategy (2000)

- **„Europe shall become the most dynamic and competitive knowledge-based economy in the world, ...“**
 - **Internalize interregional externalities**
 - **Create „level playing fields“**
 - **Reduce transaction costs**
 - **On and above: Exploit the ecological transformation process of the economy**



→ Economic Perspective: Prof. Peter Swann

- **Standards lie at the heart of wealth creation**
 - The division of labour
 - Competition in open markets
 - Co-operation to exploit network effects
 - Innovation
 - International trade
 - Trust between trading partners
- **Standards are a symbol**
 - Nowadays we can trust in
 - In future we can trust to be fair and sustainable



→ Industrial Perspective: Patrick Lepercq

- **Michelins permanent innovation policy is focused on promoting sustainable mobility**
- **How?**
 - **Participate in international research programs and support issues of International Standards**



→ Success Story I

Dr. Elmar Fuchs

- Explosion protection and prevention in Mining
- EN 14591-2: Methane deflagration

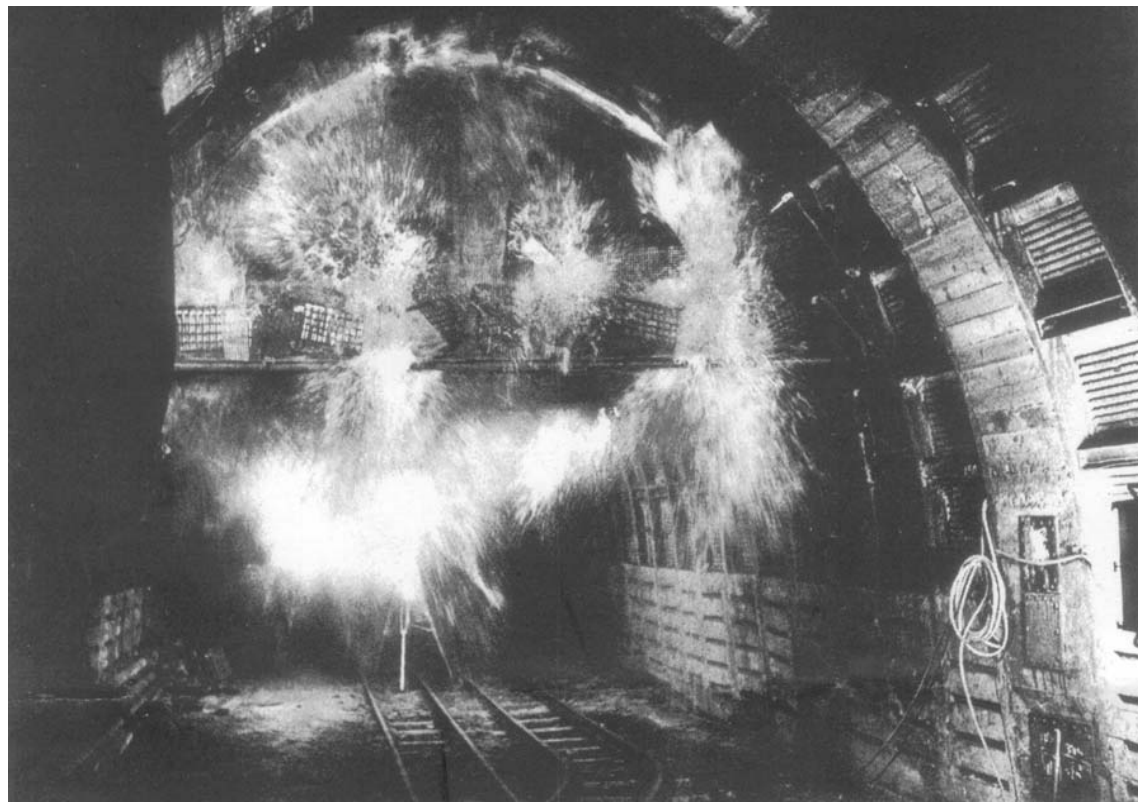


→ More Success Stories by: Dr. Thomas Böllinghaus, Mike Gilmore, Dr. Peter Linders, Prof. Dr. Reinhard Posch



→ Success Story II

- EN 14591-2:
Water
dispersion



→ Panel Discussion

- **Integration of SMEs**
- **Technological convergence**
- **Right moment to start standardization**
- **in an innovation process**

→ **Participants: Dr. Juan Carlos López Agüi, Dr. Henk J. de Vries, Peter Hatto, Dr. Pedro Ortún, Dr. Gérard Senior, Sven Afhüppe (Moderation)**

→ Political Perspective

Michael Glos

- **Exploit the potential of standardization for innovation**
- **Enhance international standardization to facilitate trade**
- **Ensure that SMEs benefit even more from standardization**

Challenges

- **Technical Standards are major drivers of the European success story**
- **To transform knowledge into European wealth**

→ Political Perspective

Günter Verheugen

- European standardization is a trump card in global markets
 - 1) Innovations must begin in Europe
 - 2) Standards must be integrated in the innovation process in the right moment
- Small and Medium Sized Enterprises
- Push European Technologies
- Enhance use of standards by
 - More quickly development of standards
 - Intensifying cooperation with consortia and fora

Standards are the basis for an innovative Europe

→ Political Perspective

Günter Verheugen

Standardization organizations

- Enhance Standardization organizations
- Involvement of scientists has to be facilitated
- Better cooperation between sectors and sectors with high speed of change
- An efficient cooperation is needed
- Enhance cooperation with consortia and fora

Global level playing field is being levelled

=> competitiveness of Europe depends on innovation



→ Future Perspective

Prof. Dr. Klaus Wucherer, Dietmar Harting

Standardization is a cornerstone of international cooperation

- **Internationalizing European standardization**
- **Highly dynamic and innovative companies must be involved in the standardization process**
- **„Prosumer“ will make standardization become even more important**
- **Standards guide networking processes, because they provide a basis for trust important for business relations**

→ Future Challenges

Personal statement Dietmar Harting I

Political stakeholders articulated their expectations referring to the future of standardization

- Innovation must begin in Europe
- Convergence of technologies
- Better integration and better access of SMEs
- Facilitating trade by international standardization
- Integration of standards in the innovation process at the right moment
- Quicker development of standards
- Enhance cooperation with consortia and fora

→ Future Challenges

Personal statement Dietmar Harting II

„This is my personal conclusion of the European Standardization Conference. And I want to remark at this point, that Mr. Verheugen as well as Mr. Glos emphasizing one thing in a personal conversation while visiting the Conference Exhibition:

The speed by which the conversion of this challenges is expected on the part of public authorities. Here we may not loose any time.

Therefore I am clearly committed to the Future Landscape: We have to take the chance for the forming of a sustainable and competitive European Standardization and neither may get around the implementation nor loose speed.

The Future Landscape of European Standardization is to be implemented step by step and with high speed.“