



Importance of Standardization

Content

- ▶ Consumer benefits
- ▶ Society and Environment benefits
- ▶ Benefits to business
- ▶ Standards vs business opportunity
- ▶ Significance of direct participation
- ▶ Standardization in past, present and future
- ▶ Scope of continual improvement
- ▶ Conclusion



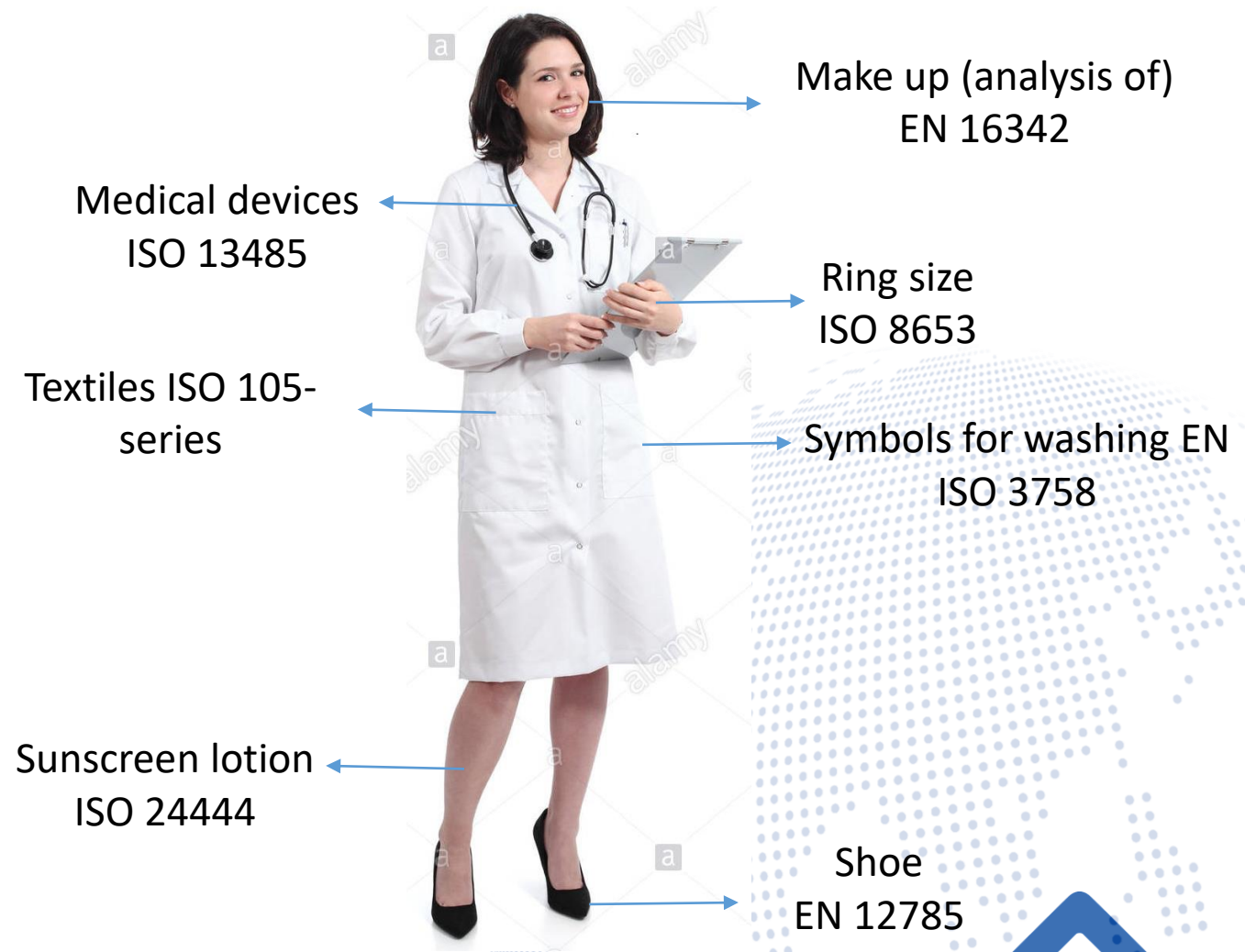
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Standardization: Consumer Benefits



- ▶ Quality and reliability
- ▶ Transparency of product information
- ▶ Fitness of purpose (performance)
- ▶ Safety and health
- ▶ Better value for money



Benefits to manufacturers, society & environment



Benefits to Business

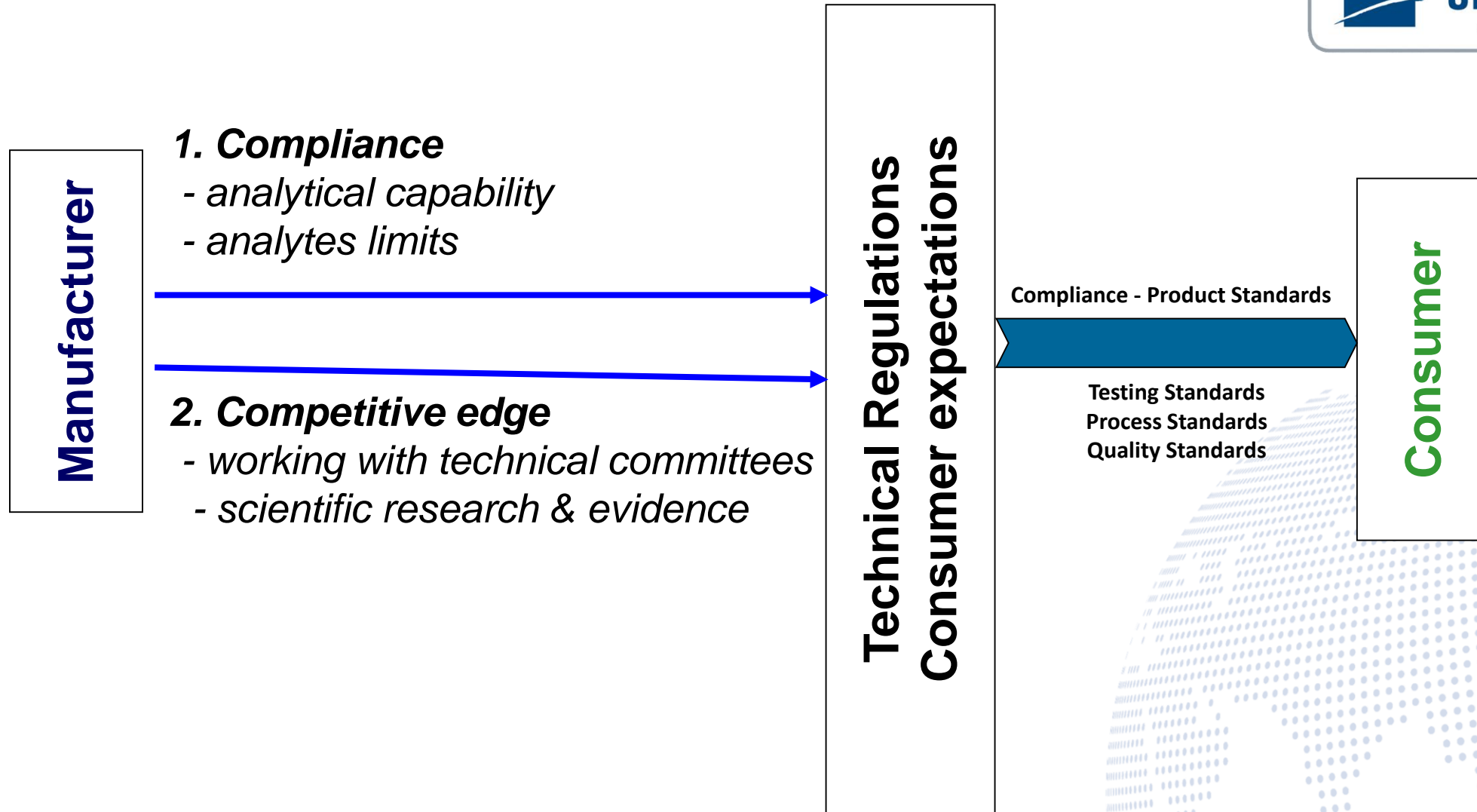


COSTS

- ▶ Standard RMs
- ▶ Purchase in bulk
- ▶ Adoption of standardized test method is highly cost effective than developing and validating
- ▶ Strengthening brand image
- ▶ Consistent quality in product/services
- ▶ Standardized part/process
- ▶ Standardized quality testing methods
- ▶ Quality guaranteed



Business Scenario: National/Global



Confirming to technical standards = business opportunity

Direct Participation

Safeguarding business

- ▶ Prevent/exclude non-scientific content
- ▶ First hand information

Regulatory advantage

- ▶ Adopt the std before it become law
- ▶ Anticipate the regulatory and prepare

Robust scientific standards

- ▶ product standards based on scientific evidence
- ▶ Analytical standards of high accuracy and precision
- ▶ Agreed tolerance

Competition edge

- ▶ Compete set of information leads to competition edge



Standardization: In the past

- ▶ Standards have been in existence for many years
- ▶ At a time they were thought of restrictive and of little importance
- ▶ Low information on from where something has come
- ▶ Lowest awareness



Standardization: Today

Standards are more recognized as being essential to helping companies and thereby country to be

- ▶ Innovative
- ▶ Cost effective
- ▶ Improve quality
- ▶ Maintain competitiveness in global market



Standardization: Tomorrow

- Continue to grow
- More complex
- Critical to survival to industry
- Super critical for prosperity of business
- More trade agreements
- Shrinking barrier to trade
- Higher competition from global players



Standardization: Scope of further improvement



- ▶ Any standard testing methodology for a specified parameter has \pm analytical variability in measurement
- ▶ Lower level of determination means higher \pm variability
- ▶ Product specification has only max and/or min level to comply with
- ▶ Product specification has reference to specific analytical method too
- ▶ Rarely the analytical tolerance is considered for product parameter specification
- ▶ The product specification should consider the analytical variation



Conclusion

- ▶ Standardization offers benefits in multifaceted ways to
 - ▶ Consumers
 - ▶ Industry
 - ▶ environment
- ▶ Significantly reduces barrier to trade
- ▶ Offers level playing
- ▶ Consensus among regulators, industry, scientific community and consumers
- ▶ Critical for business survival and prosperity





You can be part of the solution or you can live with the solution developed by others

THANK YOU

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