Expert Talks: EU Standardization Strategy 2026

Deep Dive session "Standards as a bridge to new markets, partnerships and global influence"

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SESEI: Local Representative of EU Standardisation Bodies in India

SESEI (**S**econded **E**uropean **S**tandardization **E**xpert in **I**ndia) ***is a local face for the European standardization community in India: Dinesh Chand Sharma***

Launched in Jan'13, currently in its sixth phase (Aug'24 to July'27)

Priority Sectors/topics: Aligned with EU-INDIA TTC & Connectivity Partnership

Digitization: Strategic technologies, digital governance, and digital connectivity

- Smart Cities, ITS, Quantum Technologies, Smart Grid/Meter, AI, 5G/6G, Open RAN, M2M/IoT, DECT, Data Privacy, Satellite Communication, Blockchain, Digital Signature, Smart Manufacturing, e-Accessibility, cybersecurity, digital skills and R&I etc.

Green & Clean Technologies:

- Clean Energy, Energy Efficiency (Green ICT), Environment, Circular Economy including Resource Efficiency, Waste Management, Energy storage technologies, **Electric mobility**, Green Hydrogen, Advanced biofuels including R&I etc.

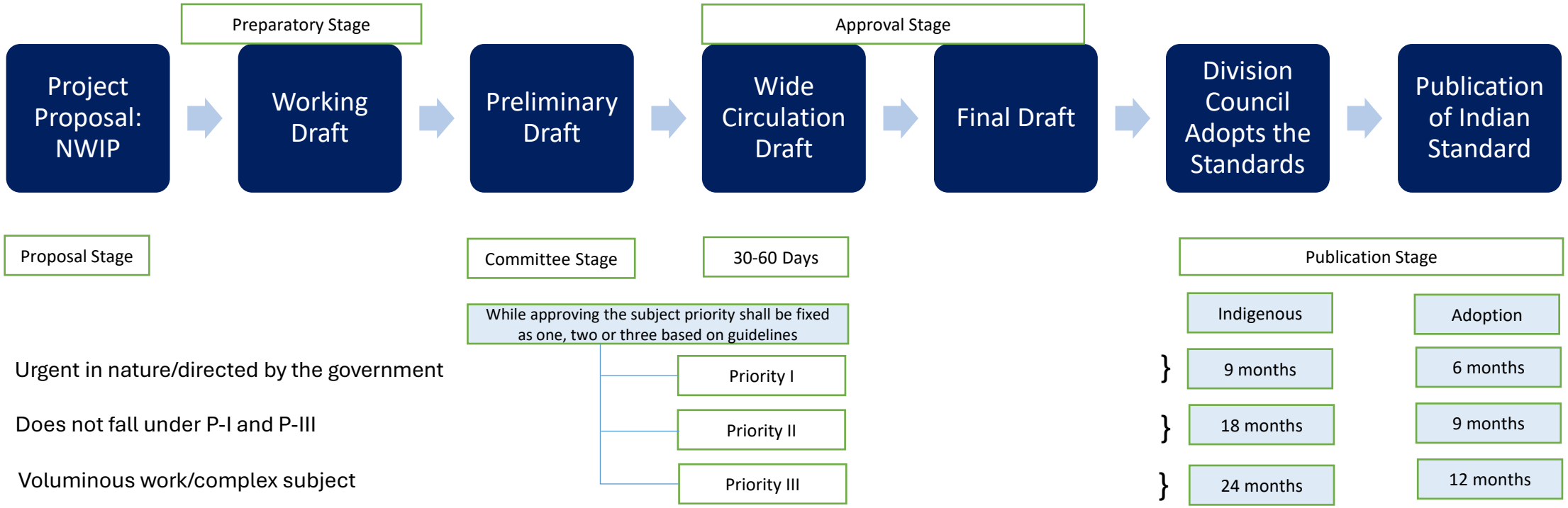
Market access & Other topics of mutual interests:

- Rail, Ropeways, Machinery Safety etc.

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BIS: Faster Publication



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Access to Indian Market

Markets are no longer shaped by trade alone

GEOPOLITICS

Reshaping supply chains and partnerships

TECHNOLOGY

Defining future industrial leadership

STANDARDS

Enabling interoperability and market scale

Together, they increasingly determine MARKET POWER

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A multipolar standardization landscape

YESTERDAY	TODAY	IMPLICATION
A few established centres of gravity	Europe • USA • China • India • Emerging economies	Emerging economies are increasingly standard-makers

Europe needs partnerships with the economies that will shape future technologies and standards.

India is not just a new market



Digital Infrastructure



Digital innovation



Green & Clean technologies



Smart Manufacturing



Global influence

India is becoming a strategic ecosystem for technology, manufacturing and standards

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From exports to ecosystems

TRADITIONAL MODEL

EUROPE
Technology & Products
↓
INDIA AS A MARKET

EMERGING MODEL

EUROPE ↔ INDIA
Innovation • Manufacturing • Research • Standards
↓
GLOBAL MARKETS

The opportunity is not the market access only: It's market creation

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Priority EU–India technology ecosystems

- 5GA/6G & AI
- Green & Clean Energy
- Smart Mobility (ITS/EV/V2V/V2X)
- Advanced Manufacturing
- Cybersecurity & Quantum tech.
- Circular Economy & Sustainability

Future competitiveness will be built around interoperable technology ecosystems

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Standards as a Strategic Enabler for Market Entry & Expansion in India

Why Standards Matter for EU businesses:

- **Standards support faster and more predictable market access by:**
  - Aligning products and services with Indian regulatory and conformity assessment requirements
  - Enabling interoperability with Indian digital, telecom, energy, mobility and industrial ecosystems
  - Reducing duplication of testing, certification and compliance activities
  - Facilitating participation in public procurement and large-scale infrastructure projects
  - Strengthening customer confidence through internationally recognised technical benchmarks

- **Structured preparation around standards helps companies to:**
  - Map applicable Indian standards, technical regulations and sector-specific requirements early
  - Identify gaps between EU and Indian technical specifications
  - Anticipate localisation requirements and sectoral policy developments
  - Build long-term compliance and certification strategies
  - Engage proactively with Indian regulators, standards bodies and industry platforms

Strategic Business Benefits

- Faster product deployment cycles
- Lower compliance costs over time
- Reduced market-entry uncertainty
- Improved scalability across sectors and regions
- Better positioning in emerging technology domains

CEN CENELEC ETSI European Commission EFTA

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How Early Standards Engagement Reduces Risks

- **Early engagement with applicable standards enables companies to:**
  - Understand evolving Indian regulatory expectations before commercial deployment
  - Reduce risks linked to non-compliance, delays and redesign costs
  - Improve supply-chain readiness and operational planning
  - Anticipate future technical and interoperability requirements
  - Support investment planning and localisation strategies

A new European mindset for new markets

FROM THIS…

“How do we enter this market?”

↓

TO THIS…

“How do we build this market together?”

EU–India FTA: Few Chapters

Agreement contains 20 chapters

Chapter / Clause	Key Summary Points
Chapter 6 – Technical Barriers to Trade (TBT)	○ Incorporates the WTO TBT Agreement. ○ Promotes use of relevant international standards (ISO, IEC, ITU, Codex, etc.) and reduction of unnecessary divergence. ○ Encourages international participation in standards development and bilateral cooperation on standards. ○ Promotes risk-based conformity assessment, supplier declarations, accreditation and greater use of independent conformity-assessment bodies. ○ Seeks to reduce duplicative testing and certification costs. ○ Provides for cooperation on market surveillance, enforcement, recalls and risk assessment.
Chapter 9 – Digital Trade	○ Facilitates electronic transactions, electronic contracts and paperless trading. ○ Supports digital trust and electronic authentication. ○ Supports cross-border data flows while allowing legitimate regulatory measures for public policy, privacy and security. ○ Includes disciplines concerning data localisation. ○ Provides a framework for cooperation on digital technologies and regulatory issues.
Chapter 14 – Good Regulatory Practices (GRP)	○ Promotes transparent, predictable and evidence-based regulation. ○ Promotes Regulatory Impact Assessment (RIA), including assessment of alternatives and regulatory impacts. ○ Promotes exchange of information and regulatory cooperation between the EU and India.
Annex 14-A – Carbon Border Adjustment Mechanism (CBAM)	○ Promotes cooperation on industrial transformation, clean technologies, emissions reduction and exchange of data/best practices. ○ Provides provision for cooperation concerning greenhouse-gas emission reduction and CBAM implementation. ○ Provides provision for dialogue on accreditation and verification, including possible mutual recognition of accreditation bodies. ○ Includes technical assistance, capacity building and support for MSMEs.
Chapter 8 – Trade in Services	○ Provides commitments on market access and national treatment for covered services. ○ Promotes transparent and predictable licensing and qualification requirements. ○ Encourages recognition of education, experience, licences and certifications through Mutual Recognition Agreements (MRAs).
Annex 8-B – Professional Services	○ Encourages professional bodies and competent authorities to exchange information and identify professions where MRAs could be developed. ○ Facilitates cooperation on education, training, examinations, professional experience, ethics and continuing professional development (CPD). ○ Provides for cooperation on licensing and qualification requirements.
Chapter 16 – Trade and Sustainable Development (TSD)	○ Integrates economic, social and environmental dimensions of sustainable development into the FTA. ○ Includes commitments relating to the Paris Agreement, climate action, renewable energy and climate resilience. ○ Covers biodiversity, sustainable natural resources, forests and marine resources, including action against illegal activities. ○ Promotes sustainable agriculture and a circular/resource-efficient economy. ○ Supports trade in green goods, services and technologies. ○ Covers workers' rights, decent work, gender equality and women's empowerment. ○ Promotes sustainable global value chains and cooperation/capacity building. ○ Provides for participation of civil society and a dedicated implementation mechanism involving technical and political engagement.

Important links

- Subscribe to SESEI newsletters (EU & India): https://sesei.eu/subscribe-newsletter/
- Indian Standardisation System: https://sesei.eu/indian-standardization/indian-standardisation-system/
- SESEI Reports: https://sesei.eu/sesei-reports/
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- EU-India Partnership instruments: https://sesei.eu/eu-india/
- Upcoming QCOs: https://www.bis.gov.in/upcoming-qcos-notified-and-due-for-implementation/?lang=en
- BIS – Standards: https://www.services.bis.gov.in/php/BIS_2.0/eBIS/
- BIS – Conformity Assessment: https://www.bis.gov.in/
- Recorded Session on Indian Standardisation Landscape: https://youtu.be/B6USV7t3JCM



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