



Global MSME Business Summit "*Business Beyond Borders*"

Session: Role of Standards & Quality in Strengthening MSME Exports

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Outline

- Who am I?
- A brief introduction to standards
- Role of standards in strengthening MSMEs
 - Standards can help MSMEs address key elements to elevate their brand
 - Benefits of participating in standardization
- SME Toolbox & Blue Guide
- Conclusion

Project is a local presence in India

SESEI (Seconded European Standardization Expert in India)
is a local face for the European standardization community in India: Dinesh Chand Sharma



Why SESEI: India is a major trade partners for EU/EFTA, Increasing role of standards to gain market access, evolving & complex nature of regulatory and standardization landscapes, sharing best practices, and work together as partners

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

Digitization: Strategic technologies, digital governance, and digital connectivity

Smart Cities/Urban Development, ITS, Quantum Technologies, Smart Grid/Meter, Artificial Intelligence, 5G/6G, Open RAN, M2M/IoT (Cyber-Physical Systems), DECT, Data Privacy, Satellite Communication, Blockchain, Digital Signature, Smart Manufacturing, e-Accessibility, cybersecurity, digital skills, digital platforms including Research and Innovation 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.

Other topics of mutual interests such as Rail, Ropeways, Machinery Safety etc.

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Standards & its benefits



Standards?

What is Standards:

It is a document that defines technical or quality requirements with which current or future products, production processes, services or methods may comply

Standards are:

- Always voluntary & Consensus based
- Established by all interested parties
- Driven mainly by Industry & drafted by the technical experts
- Approved by a recognized, independent standardization body



Why Standards are important?

It is widely accepted that standards play a vital and often plays an invisible role in supporting economic growth:

- ✓ by **promoting productivity and efficiency** in companies
- ✓ through their **role in supporting international trade**
- ✓ by **acting as a catalyst for innovation** within companies and sectors.
- ✓ Enhance **safety of products**
- ✓ Promote **common understanding**
- ✓ **Facilitate trade** by reducing TBs
- ✓ Promote **interoperability of products and services**
- ✓ Benefits of **economies of scale**
- ✓ Support **environmental sustainability**
- ✓ Facilitate the **uptake of innovation &** reflect the outcome of **research and Development**



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Enabling Europe-India Cooperation on Standards

Role of standards in strengthening MSMEs



Role of standards in strengthening MSMEs

- ✓ Standards can help **Micro, Small and Medium-sized Enterprises (MSMEs)** to increase productivity and reach wider markets

Standards help MSMEs in various ways

- By promoting profitability and sustainable growth
- Help boost productivity
- driving down costs, and
- effectively meeting legal responsibilities

Role of Standards & Quality in Strengthening MSME Exports

- Harmonized/International Standards facilitates easier access to global markets, as it builds trust among international buyers and regulators.
- Standards help MSMEs improve the overall quality of their products/services and provide a level playing field to ensure fair competition with larger enterprises.
- Quality standards reduce the risk of product rejections and returns, which can be costly and damaging to the reputation of MSMEs and help MSMEs build a positive brand image.

Standards can help MSMEs in elevating their brand

- **Quality:** achieve professional operations and deliver high quality products & services
- **Sustainability:** manage environmental, social and economic impacts
- **Competitive edge:** reduce costs, increase efficiency & boost profitability
- **Health and safety:** protect people against risks
- **Innovation:** ensure compatibility, comparability & interoperability
- **Trusted services:** build trust and enhance customer service and satisfaction
- **Compliance:** ensure fulfilment of the requirements of relevant legislation
- **Business continuity:** ensure availability of critical business functions



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Benefits of participating in standardization

- **Participating in the development of standards enables MSMEs/business to network and gather information**
 - ✓ It gives decisive advantages in developing competitive and innovative products that meet customers' needs.
- To name a few, participating in standard-making processes helps in:
 - ✓ **Knowledge & Time:** - One gets an early access to their content and gain time for their business application.
 - ✓ **Influence:** gives opportunity to influence on the contents and quality of standards (national, European, and international) in the interests of your company.
 - ✓ **Regulatory understanding:** One gets information on the legislative framework.
- **Many ways to get involved in the standardization process, at national, European and International level**
 - For example, the participation of SMEs in European standardization is supported by a dedicated European association, whose role is acknowledged by the **EU Regulation 1025/2012 on European Standardization: [Small Business Standards \(SBS\)](#)**.



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SME Toolbox & Blue Guide



SME Toolbox & Blue Guide

- The SME Toolbox gives SMEs a better understanding of
 - ✓ how using standards can benefit business;
 - ✓ how one can identify the right standards;
 - ✓ how to get support from your national CEN and CENELEC members;
 - ✓ and how to shape the content of future standards.
- The SME Toolbox of solutions:
 - ✓ SME helpdesks: [Local support for SMEs - CEN-CENELEC \(cencenelec.eu\)](https://cencenelec.eu)
 - ✓ SME toolbox to facilitate involvement: [Tools for SMEs - CEN-CENELEC \(cencenelec.eu\)](https://cencenelec.eu)
 - ✓ **SME Standardization Guide 17**: [CEN-CENELEC Guide 17 that proposes several strategies to address SMEs' needs in the standards drafting process.](https://cencenelec.eu)
 - ✓ SME compatibility test: [SME Compatibility Test – A unique tool for SMEs in Standardisation - CEN-CENELEC \(cencenelec.eu\)](https://cencenelec.eu)
 - ✓ Dedicated website for SMEs: [Small and Medium Enterprises \(SMEs\) - CEN-CENELEC \(cencenelec.eu\)](https://cencenelec.eu)
- [European Commission Blue Guide on the implementation of EU product rules 2022](https://ec.europa.eu/commission/presscorner/detail/en/ip19_1911):
 - ✓ Guide to help the actors in the Product Supply Chain & their obligations: Importer, Authorized Representative, Distributor etc.



Conclusion

- ❑ **Standardisation is a form of self-regulation and** is a tool to create **markets** as **large** and **homogenous** as possible to allow the **economies of scale**
- ❑ **Compliance** with **standards** in support of **regulation/legislation** implies “the **right to place a device** on the **market**”, “that is to **offer it for sale**”
- ❑ **Standards Portfolio Harmonization with Global Standards**, raising awareness and visibility plays an important role in strengthening trade
 - **Harmonized/international Standards** help **MSMEs** to explore their market globally and deliver high quality products & services
 - More participation/contribution of MSMEs in standard developing process will help MSMEs to boost their knowledge, raise awareness about the standards and its benefits to their businesses.
- ❑ To understand the current demand of exporting countries, MSME exporters need to conduct in-depth market studies that shall cover– types of products/ services in demand, expectations in terms of **standards, quality, timelines, packaging, labelling** etc.

Thank you!

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