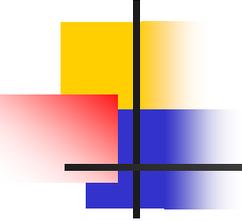


Presentation
to Federal Interagency Committee on
Standards Policy

March 21, 2007

Donald E. Purcell, Chairman
The Center for Global Standards Analysis

www.strategicstandards.com



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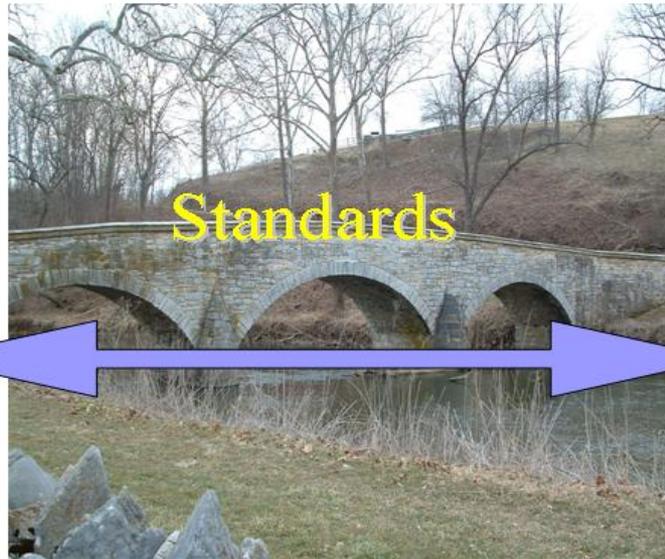
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Strategic Value of Standards

Standards are a Bridge to the Future

User Needs:

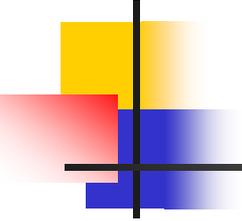
consumers,
companies,
industries,
government,
testing &
certification .



Technology:

ideas,
concepts,
values,
perspectives,
methods,
products &
services

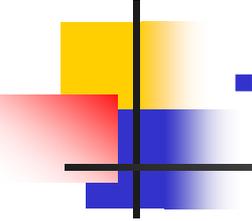
**Standards form a bridge between technology and users.
Whoever controls the bridge controls the future.**

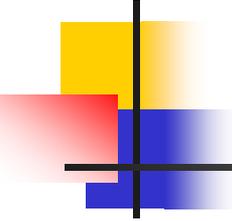


Globalization & Standardization

- Globalization is rampant and will remain so for the foreseeable future. [*The World is Flat*, Thomas Friedman (2005); http://en.wikipedia.org/wiki/The_World_is_Flat]
- Standards directly affect more than 80% of global trade with an estimated value exceeding \$7 trillion (US). [US Congress (May 2005); http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=109_house_hearings&docid=f:20998.wais]
- Standards influence everything we do. [UK Standards Strategy (2003); <http://www.nssf.info/index.xalter>]
- Standards control markets. [German Standards Strategy (2005); <http://www2.din.de/sixcms/detail.php?id=18737>]
- Standardization is one of the best sources of competitive intelligence available. [Canada Standards Strategy (2005); <http://www.scc.ca/en/nss/css-scen/index.shtml>]

US Standards Education Activities

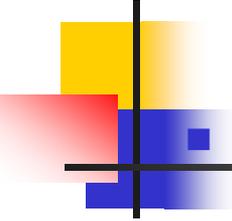
- 
- Academic
 - ABET
 - Catholic University School of Engineering
 - Discussion within various undergraduate and graduate courses
 - Government
 - ICSP
 - DOD
 - DOE
 - FDA
 - NIST
 - OJTU
 - Private Sector
 - ANSI
 - API
 - ASTM
 - IEEE
 - SES
 - OJTU

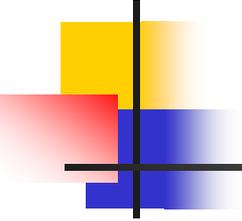


International Standards Education Activities

- ASIA-Link: Internet technology, supported by 2 European universities & universities from 6 Asian countries (2006).
- China: discussions in various universities; discussions in public and private sectors; comprehensive program being developed.
- Europe: 6 university programs; discussions in academic, private and public sectors.
- Japan: 2 university programs; Hitosubashi University Standards Study Group (Tokyo); private and public sector discussions; JSA.
- South Korea: 50+ universities; 7,000 engineering students; discussions in private and public sectors.
- ICES: Delft Conference; <http://www.euras.org/ices.htm> .

United States Standards Community

- 
- The United States Standards Community (private, government and academic sectors) is a critical component of the nation's economic infrastructure. This community represents America's "bridge builders" to the future. The performance of this community is vital to the economic future of the United States.
 - There is virtually no research on the demographics or needs of this critical community. It is estimated that more than 50% of this community will retire in the foreseeable future.
 - Which nations do you think will be better prepared to negotiate standards in a new global marketplace where globalization is rampant, nations which invest in standards education to prepare their best and brightest technology and trade negotiators, or nations which do not make any such investment?



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