



Overview of StandardsPortal and the U.S.-India Standards and Conformance Cooperation Program

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StandardsPortal

Why StandardsPortal?

❑ Problem:

- No central resource to help companies find the standards, conformity assessment and technical regulations needed to enter and compete in target markets.

❑ Solution:

- StandardsPortal answers key questions exporters face when attempting to enter their target markets

Features on StandardsPortal

- StandardsPortal features currently include:
 - Multi-lingual information on standards and conformance in the U.S., the PRC, and India
 - Resources for companies trying to do business internationally:
 - International Trade and Investment Toolbox
 - Profile Pages of U.S.-based SDOs and Trade Associations
 - Speakers' Package and White Paper Library

StandardsPortal main landing page:

www.StandardsPortal.org a standardization resource for global trade



国际商业的语言就是标准。

www.StandardsPortal.org provides answers to the critical standards, conformance, market access, and trade-related questions that companies require to succeed in the U.S. and internationally.

Follow the links below to access information on your markets of interest.

 **PEOPLE'S REPUBLIC OF CHINA**
中华人民共和国

 **REPUBLIC OF INDIA**

 **UNITED STATES OF AMERICA**
美国

 **INTERNATIONAL TRADE AND INVESTMENT TOOLBOX**



[▶ NEWS AND ANNOUNCEMENTS](#) [CALENDAR](#)

Former Philippine Leader Takes Aim at Trade Deals
March 18, 2009
Joseph Estrada, onetime action-movie star and former president of the Philippines, is among the world's recent converts to protectionism: The former free-trader has made it his platform for a comeback campaign. Mr. Estrada, elected in 1998, was ousted in a military-backed popular uprising in 2001. Now he is calling on Filipinos to block constitutional reforms to open the country to more foreign investment. Before crowds that number in the tens of thousands, Mr. Estrada pledges that will happen only "over my dead body." Other Filipino politicians are seizing upon the protectionist sentiment.
-Read more-

StandardsPortal “SDO Profile” page:

BACKGROUND KEY INFORMATION **RESOURCES**

Resources: Standards Developing Organizations (SDOs)



This Directory provides information on a wide variety of Standards Developing Organizations (SDOs) that play a role in the U.S. system, including contact information, the scope of standards development work, and their international activities by geographic region. Information in this SDO Directory can be searched by:

- SDO Name
- ICS Code
- Industry Sector

Learn more about the directory

Search by Name, ICS Code, or Industry Sector

View by SDO Name **View by ICS** **View by Industry Sector**

Acronym	Organization name	Keywords
AF&PA	The American Forest & Paper Association	Wood, structural design, construction, residential, commercial, engineered wood products, structural panels, framing, green building
AHRI	Air-Conditioning, Heating, and Refrigeration Institute	Air-conditioning, refrigeration, heating, ventilation, controls, boilers, furnaces
AMT	The Association For Manufacturing Technology	Machine tool, machine, metal cutting, metal forming, machinery, risk assessment, lean and safety, manufacturing

StandardsPortal India “Key Information” page:

The screenshot displays the website interface for StandardsPortal India. At the top, the URL www.StandardsPortal.org is shown as a standardization resource for global trade, alongside the ANSI American National Standards Institute logo. The main navigation bar includes 'BACKGROUND', 'KEY INFORMATION', and 'RESOURCES'. The 'KEY INFORMATION' section is active, with a dropdown menu showing 'Indian Standards System' and 'Indian Conformity Assessment'. The 'Indian Conformity Assessment' dropdown is open, listing 'Introduction', 'Conformity Assessment Used in India', and 'Key Organizations'. A hand is shown placing a puzzle piece, symbolizing integration or completion. Below the dropdown, a paragraph explains that the information on standards and conformity assessment systems of India was developed in cooperation between ANSI, BIS, and CII as part of the activities under the tripartite Memorandum of Understanding (MoU) signed in December 2007. A checkmark icon indicates that users can learn more about the ANSI-BIS-CII MoU (coming soon!). A list of relevant questions is provided, and the logos for ANSI, BIS, and CII are displayed.

Standards Portal Home

Indian Information

Conformity Assessment Used in India

Indian Standards Strategy

Indian Standards System

BIS Online Catalogue of Indian Standards

BACKGROUND

KEY INFORMATION

RESOURCES

Indian Standards System

Indian Conformity Assessment

Introduction

Conformity Assessment Used in India

Key Organizations

Assessment play a vital role in trade within the StandardsPortal.org provides information on the market to facilitate trade by helping companies navigate

global market access requirements in the Indian region

The information on the standards and conformity assessment systems of India was developed in cooperation between the American National Standards Institute (ANSI), the Bureau of Indian Standards (BIS), and the Confederation of Indian Industry (CII) as part of the activities under the tripartite Memorandum of Understanding (MoU) signed in December 2007.

Learn more about the ANSI-BIS-CII MoU (coming soon!)

The pages in this section will provide answers to the following relevant questions:

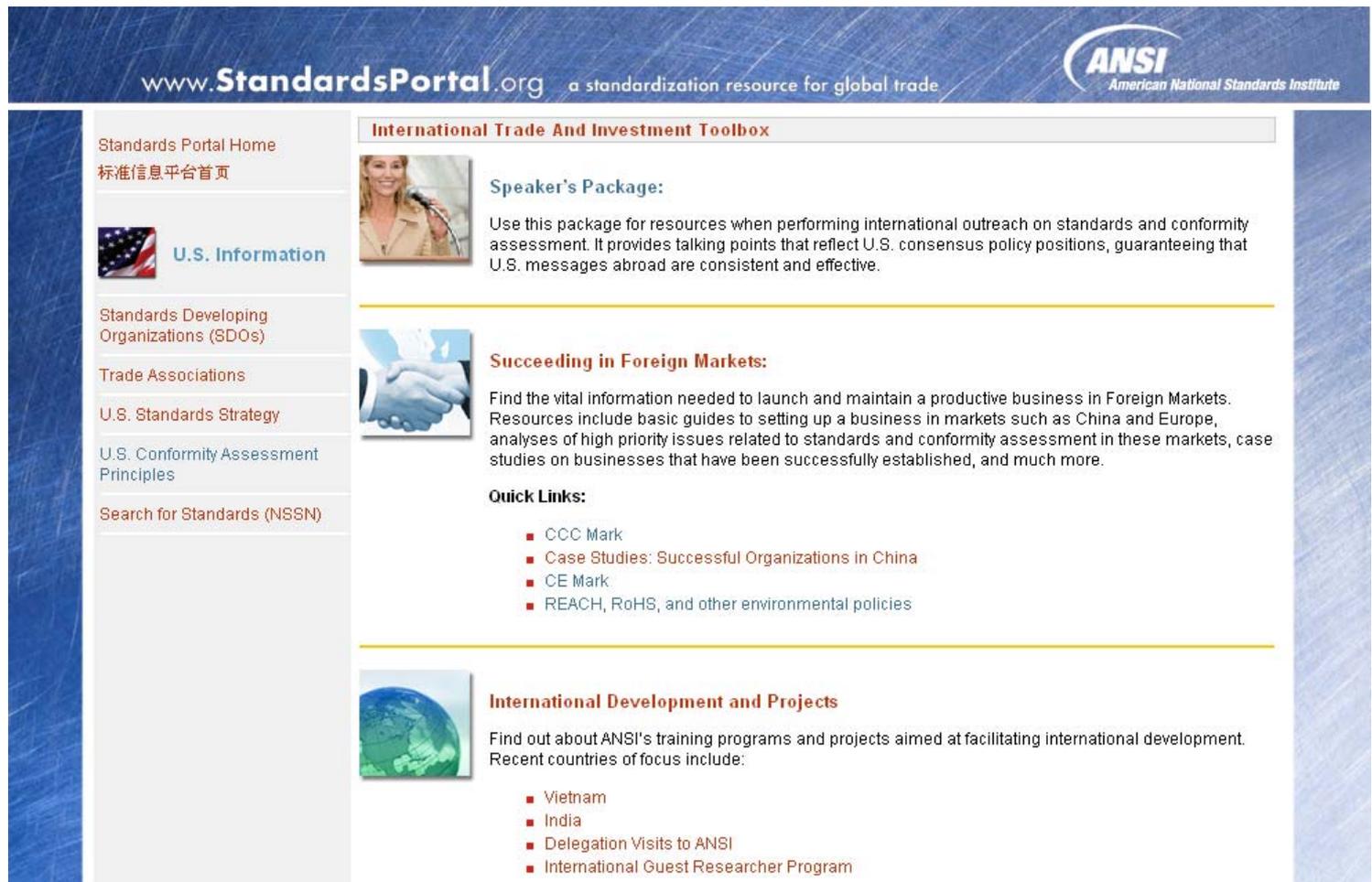
ANSI

BIS

CII

- What technical requirements must my product meet to enter and compete in the Indian market?
- How can I get early warning about changes to these requirements?
- How can I ensure that my company's perspectives are heard and considered in the development of Indian requirements and policies that could affect my business?

StandardsPortal International Trade and Investment Toolbox main landing page:



The screenshot displays the website's header with the URL www.StandardsPortal.org and the tagline "a standardization resource for global trade". The ANSI logo is in the top right corner. A left sidebar contains navigation links: "Standards Portal Home" (with Chinese text "标准信息平台首页"), "U.S. Information" (with a US flag icon), "Standards Developing Organizations (SDOs)", "Trade Associations", "U.S. Standards Strategy", "U.S. Conformity Assessment Principles", and "Search for Standards (NSSN)". The main content area is titled "International Trade And Investment Toolbox" and features three sections: "Speaker's Package" with a photo of a woman speaking and text about outreach resources; "Succeeding in Foreign Markets" with a photo of hands shaking and text about business launch information; and "International Development and Projects" with a globe icon and text about training programs. A "Quick Links" section is also present between the second and third sections.

www.StandardsPortal.org a standardization resource for global trade

ANSI
American National Standards Institute

Standards Portal Home
标准信息平台首页

 **U.S. Information**

Standards Developing Organizations (SDOs)

Trade Associations

U.S. Standards Strategy

U.S. Conformity Assessment Principles

Search for Standards (NSSN)

International Trade And Investment Toolbox

 **Speaker's Package:**

Use this package for resources when performing international outreach on standards and conformity assessment. It provides talking points that reflect U.S. consensus policy positions, guaranteeing that U.S. messages abroad are consistent and effective.

 **Succeeding in Foreign Markets:**

Find the vital information needed to launch and maintain a productive business in Foreign Markets. Resources include basic guides to setting up a business in markets such as China and Europe, analyses of high priority issues related to standards and conformity assessment in these markets, case studies on businesses that have been successfully established, and much more.

Quick Links:

- CCC Mark
- Case Studies: Successful Organizations in China
- CE Mark
- REACH, RoHS, and other environmental policies

 **International Development and Projects**

Find out about ANSI's training programs and projects aimed at facilitating international development. Recent countries of focus include:

- Vietnam
- India
- Delegation Visits to ANSI
- International Guest Researcher Program

Upcoming additions to StandardsPortal – 2009 and beyond

- ❑ ANSI will revise StandardsPortal in Spring 2009 to include more new information and features:
 - Information on conformity assessment in China
 - “Directories” of U.S. conformity assessment bodies, U.S. government agencies
 - Database of frequently asked questions
- ❑ ANSI will continue to expand StandardsPortal in 2009 and beyond to include information on the standardization systems of other priority markets around the world (e.g. Korea, Brazil, etc.)

Next steps and goals for 2009

In 2009 ANSI hopes to greatly increase both the usage and impact of StandardsPortal. Current efforts in this area include:

- ❑ Web Optimization
 - Review content of pages in order to increase relevance in web searches
- ❑ Marketing Plan
 - Expand usage of traditional advertising, as well as social media technologies such as Twitter, LinkedIn, etc.
- ❑ Redesign of splash page to make more user-friendly

U.S.-India Standards and Conformance Cooperation Program (SCCP)

Introduction

- ❑ Who are the key players in the U.S.-India SCCP?
 - Funding Agency – U.S. Trade and Development Agency (www.ustda.gov)
 - Grantee – Confederation of Indian Industry (www.ciionline.org)
 - Contractor – American National Standards Institute (www.ansi.org)

- ❑ An SCCP Advisory Panel will be comprised of individuals from U.S. government and private sector standards communities. The Panel will review key program initiatives and provide recommendations as to the direction of the program.

Program Components (1)

□ Standards and Conformance Workshops:

- U.S. organizations will sponsor and co-organize a series of workshops focusing on issues related to standards and conformance for specific industry sectors
- At least five (5) workshops will be conducted
- The workshops will bring together select representatives from the industry for targeted technical exchange
- Workshop topics will be chosen after interested organizations submit their proposals to ANSI for review by the SCCP Advisory Panel

Program Components (2)

□ U.S. Standards Directory:

- The Directory will include information on standards, conformance procedures, technical regulations, and trade capacity building initiatives for five key sectors
- The Directory is intended to serve as a foundation for a comprehensive directory on U.S. market access and market acceptance requirements
- A corresponding Indian Directory will likely be developed under a separate initiative
- The U.S. and Indian Directories will be made available online through StandardsPortal (www.standardsportal.org)

Program Components (3)

□ Expansion of StandardsPortal:

- New features will include expanded information on the standards and conformance systems in India, a guide to U.S. best practices, a directory of conformance bodies in the U.S., and a directory of U.S. regulatory agencies

The screenshot displays the website www.StandardsPortal.org, which is described as "a standardization resource for global trade". The page features the ANSI logo (American National Standards Institute) in the top right corner. A navigation bar includes "BACKGROUND", "KEY INFORMATION" (which is selected), and "RESOURCES".

The "Key Information" section is highlighted with a red header. It contains a sub-header "Key Information" and a paragraph: "Standards, technical regulations and conformity assessment play a vital role in trade within the global marketplace. This section of www.StandardsPortal.org provides information on the market access requirements in India, and is intended to facilitate trade by helping companies navigate the Indian regulatory system." Below this text is an image of a hand placing a puzzle piece.

A second paragraph states: "The information on the standards and conformity assessment systems of India was developed in cooperation between the American National Standards Institute (ANSI), the Bureau of Indian Standards (BIS), and the Confederation of Indian Industry (CII) and will provide answers to the following frequently asked questions:"

At the bottom of the page, there are three logos: the ANSI logo, the BIS logo (Bureau of Indian Standards) with the motto "मानकः परमपदार्थकः", and the CII logo (Confederation of Indian Industry).

On the left side of the page, there is a sidebar with the following links: "Standards Portal Home", "Indian Information" (with a gear icon), "Conformity Assessment Used in India", "Indian Standards Strategy", "Indian Standards System", and "Search for Standards (NSSN)".

Conclusion – How to get involved

- ❑ Register for updates on the U.S. – India Standards and Conformance Cooperation Program (SCCP)
- ❑ Submit a proposal to hold a workshop
- ❑ Increase your organization's visibility in India: Submit an organizational profile for the SDO Directory, Conformity Assessment Body Directory, or Trade Association Directory on StandardsPortal
- ❑ Contact ANSI to provide other input or suggestions:

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