



## Standards in Trade Workshop Program

### Opening the door to foreign markets

The NIST Standards in Trade (SIT) Workshop Program provides opportunities for cooperation and information exchange on important topics related to standards, conformity assessment, and trade that are vital to the success of U.S. businesses. The knowledge gained provides a basis for increasing trade opportunities in key foreign markets, particularly where such practices differ substantially from those in the United States.

Each SIT workshop is targeted to aid U.S. industry in becoming more competitive through increased transparency of market and regulatory requirements, promotion and use of standards, and cooperative information exchange. Foreign and U.S. audiences alike gain a deeper understanding of standards development processes and technical requirements – paving the way for U.S.-produced goods.

### Focusing on standards to accelerate trade

SIT workshops provide a wealth of information on issues vital to trade:

- **Market access issues:** Information on standards and conformity assessment issues that are emerging in other countries and regions.
- **Regulations and markets:** Clarification of regulatory information and market access issues that could impact or impede international trade.
- **Conformity assessment:** Definition, use, and importance of conformity assessment – how adhering to standards impacts all aspects of the economy.
- **International cooperation:** Timely information on U.S., regional, and global practices in standards, metrology, and conformity assessment.
- **Networking:** Opportunities for cooperative dialogue among key stakeholders.

SIT workshops cover a spectrum of product sectors such as:

- medical devices
- toy safety
- electrical safety
- fire protection
- intelligent transportation systems
- building and construction
- renewable energy and lighting
- oil and gas
- information technology

## SIT Workshop Eases Way for Honeywell Products in Vietnam

Following a 2009 SIT workshop on fire protection of buildings in Hanoi, Honeywell established a full time sales office in Vietnam with plans to expand products beyond fire alarms. Honeywell attributed the SIT workshop with aiding in their market entry in Vietnam by providing key contacts and an understanding of local needs. The immediate gain to Honeywell was market expansion and new sales, with long term benefits in Vietnam's fast growing economy and future markets for Honeywell technologies.



Honeywell Photo Library

Commercial-Grade Fire Controls

### Who should be interested?

- U.S. manufactures.
- U.S. industry trade associations.
- Federal agencies.
- U.S. stakeholders impacted by emerging standards-related issues in other countries.
- Testing laboratories, certification bodies, and standards developing organizations.
- Foreign officials interested in learning more about U.S. practices in standards, metrology, and conformity assessment.