Outline

• The ISO Regional Engagement Strategy
• Key issues
• CEOs of African NSBs confronting views and experiences on some concrete issues
ISO Strategy 2016-2020

- ISO standards used everywhere
- Develop high-quality standards through ISO’s global membership
- Use of technology
- Engage stakeholders and partners
- People and organization development
- Communication
ISO Regional Engagement Strategy

The SO Strategy 2016-2020 makes extensive reference to regional cooperation and engagement as a means of supporting the ultimate objective of “ISO standards used everywhere”.

2.8 Collecting, sharing and building on member best practices to drive excellence throughout the ISO system, e.g. fostering regional cooperation and improved networking among members

3.6 Collaborating with key global and regional partner organizations with clear purpose and benefit

4.4 Developing partnerships and working more closely with […] International and regional organizations to build capacity for the benefit of ISO members
ISO Regional Engagement Strategy (1)

Key drivers considered by the ISO Council:

- **New strategic context:** regional cooperation and engagement is a means of supporting the ultimate objective of “ISO standards used everywhere” (ISO Strategy 2016-2020)

- **Bilateral and pluri-lateral trade agreements:** The use and promotion of International Standards can be a key trade-facilitating element of such agreements

- **Need for new donor funding on the Action Plan for Developing Countries:** Broaden and increase support from potential new donors on capacity-building actions targeted at a regional or sub-regional level.

- **Experience from the Regional Engagement Initiative in Asia**
ISO Regional Engagement Strategy (2)

Important elements of the new ISO RES under consideration:

• Support various Regional Engagement Initiatives (REI) tailored to the specific objectives and needs of each region
• Set clear objectives and metrics for each REI
• Strengthen the collaboration with regional and recognized sub-regional standards organizations
• Leverage regional leadership
• Consider allocation of additional ISO/CS resources (without affecting financial sustainability)
Examples of issues addressed by REIs

- Harmonization of standards at the regional/sub-regional levels supporting trade facilitation and removal of un-necessary barriers to trade, focusing on:
  - Standards referenced in technical regulations by the concerned countries (or in harmonized regulatory regimes)
  - Standards and conformity assessment procedures used as a basis for Mutual Recognition Agreements
  - Standards and accompanying measures supporting voluntary regimes for non-regulated products (helping the free circulation of goods and services)
Examples of issues addressed by REIs

• Definition of cooperation mechanisms aiming to:
  − Identify priority areas (specific sectors; horizontal issues) to be addressed by (regional or sub-regional) harmonization
  − Decide implementation mechanisms and support them – e.g. common adoption of international standards; development of regional standards or coordinated submission of new work items of common interest to ISO or other bodies
  − Exchange information – e.g. by developing repositories of relevant harmonized and national standards; relevant WTO notifications (within the region and with external partners); important measures of market surveillance
  − Share resources: physical resources (e.g. testing labs); participation in standards development; services (e.g. training)
The CEO Forum in Ouagadougou

- An opportunity to share experiences and views of the CEOs of African NSBs
- Helping ISO to better understand challenges and needs of our members in the region
- Through a fully interactive session
Themes selected for the discussion

- **Bureaucratic layers** creating obstacles to trade (e.g. multiple agencies performing similar actions / controls – duplicating activities and creating significant burdens for companies, in terms of time and cost)
  - Share experiences
  - Any success story?
  - What could be done? How harmonized standards and conformity assessment procedures could help?
Themes selected for the discussion – examples

• Difficulty in managing *sub-standards products*
  - Internal markets
    - Describe significant cases
    - Lessons learned
    - Most sensitive sectors/areas (for the various countries)
    - What can be done? (Coordinated actions that could be undertaken at regional or sub-regional level)
  Export markets
    - Describe significant cases
    - Key export markets and most sensitive sectors/areas
    - What can be done? (Coordinated actions that could be undertaken at regional or sub-regional level)
Themes selected for the discussion -- examples

- Difficulty to manage substantive *environmental challenges* (e.g. toxic waste)
  - Describe significant cases / realities
  - Key challenges to be addressed
  - Most sensitive sectors/areas (for the various countries)
  - Is there anything that can be done? (Coordinated actions that could be undertaken at regional or sub-regional level)
  - What type of support from external partners (development agencies, trading partners) could be leveraged?
Thank you!

Merci!

Baarka!