



FRENCH PRESIDENCY OF THE COUNCIL
OF THE EUROPEAN UNION 2008



EUROPEAN COMMISSION

European conference on standardisation

Standardisation and SMEs: a challenge for Europe what are the keys to success?

On the occasion of World Standards Day 2008, the French Presidency of the Council of the European Union, in cooperation with the European Commission, will organise a **one-day conference about standardisation**.

The European conference marking World Standards Day 2006 concentrated on SMEs and standardisation. One of the highlights of this conference was the presentation given by EIM of its study on the subject including a list of 23 good practices to promote the participation of SMEs in standardisation and to increase the benefits they can get from using standards.

Two years on, it is time to assess the progress made in implementing good practices, to identify other good practices since developed across the EU, and to review remaining hurdles.

Entrepreneurs, organisations representing SMEs, the national standards bodies, administrations and other interested parties will meet on 21st October 2008 in Paris in order to share their experiences and throw new light on the strategic importance of standardisation for SMEs, the challenges ahead and the solutions which work.

Date : 21st October 2008

Venue : Ministry of the Economy, Industry and Employment
Centre de conférence Pierre Mendes-France
139 rue de Bercy - Paris 12^{ème}, France

The conference will be facilitated by Didier Ades of France Inter.
The languages of the conference will be French, English and German.

Draft Conference Programme

- 8:00 Registration
- 09:00 – 09:20 **Opening of the conference**
- Ms Françoise LE BAIL, Deputy Director General of the Directorate General Enterprise and Industry and SME Envoy, European Commission
 - Mr Luc ROUSSEAU, Director General for Enterprises, Ministry of the Economy, Industry and Employment, France
- 09:20 – 09:30 **Standardisation, a strategic weapon**
- Mr Olivier PEYRAT, Director General, French Association for Standardisation (AFNOR)
- 09:30 – 10:30 **The virtues of the example: how SMEs use standardisation in order to grow. Entrepreneurs testify.**
- Mr Janusz MARCINIAK, GALMAR, lightning conductors, Poland
 - Mr Juan José AREVALILLO, Hermes Traducciones y Servicios Lingüísticos, Spain
 - Mr Christian Erbe, ERBE, medical devices, Germany
 - Mr François RIVAT, Sols Solution, geo-technology and networks, France
- 10:30 – 10:45 **Round table - Questions**
- 10:45 – 11:15 **Break**
- 11:15 – 12:15 **The role of business associations in representing SME interests in the standardisation process**
- Mr DE MONTIGNY, French Federation for the Improvement of Potato Growing
 - Mr Didier HURE, French Council of Bicycle Producers
 - Mr Werner STERK, KAN, German Commission for Occupational Health and Safety and Standardisation
 - Mr Loucas GOURTSOYANNIS, Director General, NORMAPME, European Office of Crafts, Trades and Small and Medium-sized Enterprises for Standardisation
- 12:15 – 12:30 **Round table - Questions**
- 12:30 – 14:00 **Lunch**

14:00 – 14:45 **Effective approaches for improved involvement of SMEs in standardisation**

- Mr Koos VAN ELK, EIM, author of the study “Best practices for the promotion of SMEs' and craft enterprises' involvement in European standardisation and use of standards”
- Ms Renate A. WEISSENHORN, Head of Unit Standardisation Policy, DG Enterprise and Industry, European Commission
- Mr Gaston MICHAUD, CEN Secretary General, representative of the CEN/CENELEC/ETSI Joint Presidents' Group (JPG)
- Ms Elisabeth STAMPFL-BLAHA, Director General, Austrian Standards Institute (ON)

14:45 – 15:15 **Round table - Questions**

15:15 – 16:15 **Examples of successful practices from Member States**

- Ms Susanna VAHTILA, Director, Finnish Standards Association (SFS)
- Representative from Spain: grants for participation in European meetings
- Mr Eric DE LANNOY, Director of the "Assemblée Permanente des Chambres de Métiers" (APCM): selecting the relevant standards for groups of users (France)
- Mr Jean-Vincent BOUSSIQUET, Chair of the "Comité de Concertation Normalisation et Artisanat" (CCNA): specialist consultative committee bringing together standardisers, institutions and professionals

16:15 – 16:45 **Round table - Questions**

16:45 – 17:00 **Conclusion**

- Mr Luc CHATEL, French Secretary of State for Industry and Consumption, Government spokesperson

17:15 Cocktail