

# **ITU-T Workshop on Bridging the Standardization Gap and Interactive Training Session**

**(Cyberjaya, Malaysia, 29 June – 1 July 2010 )**

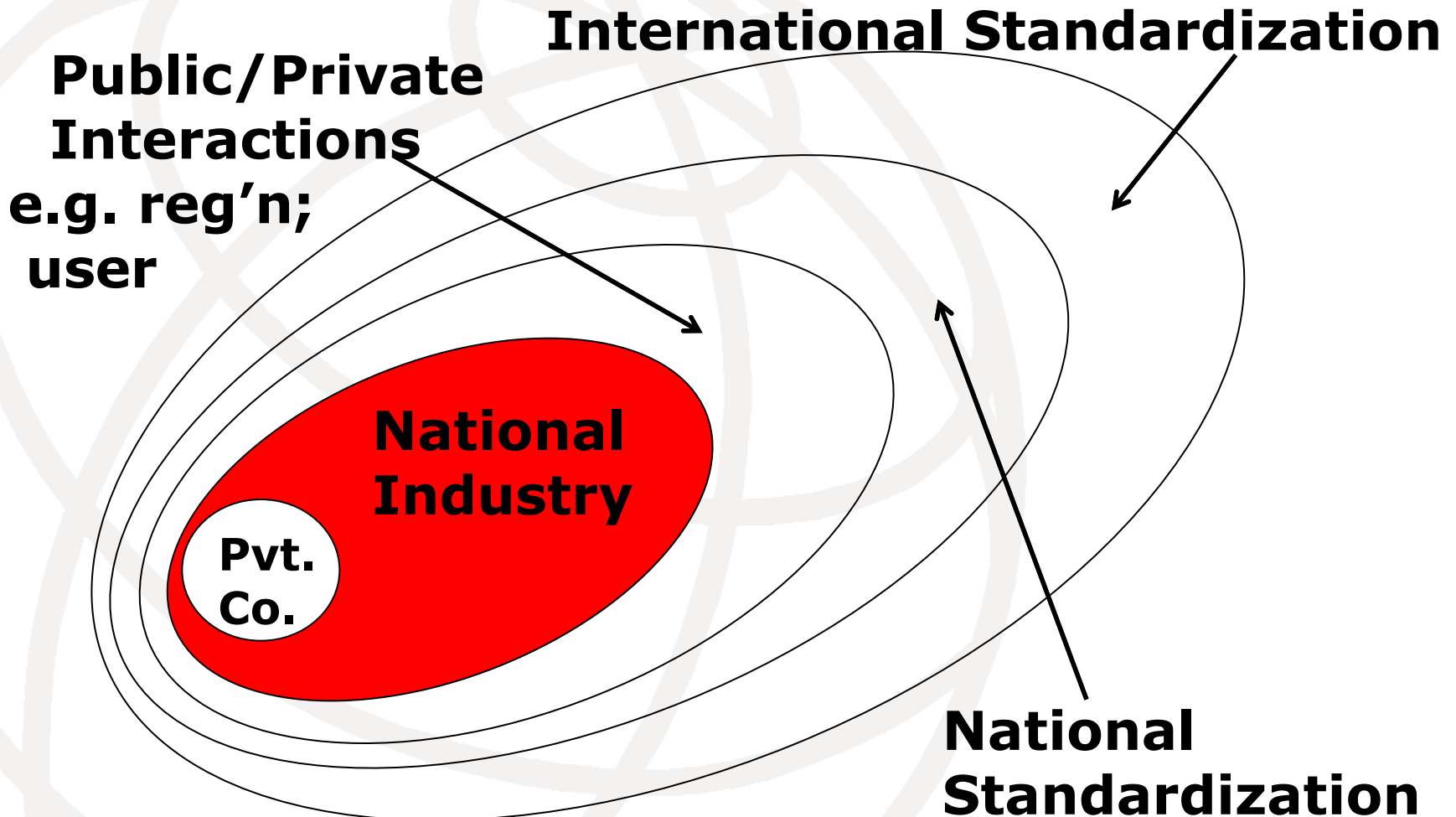
## **Challenges in Global Standardization: Role of the Private Sector**

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# Where does “The Private Sector” fit in your country?



# Private Sector Roles & Challenges (1)

- Private Sector plays many roles within the Standardization Domain:
  - ➔ Your internal company role – what is your Standardization Strategy?
  - ➔ Domestic Standardization role:
    - Can you work together with others from the Private Sector?
    - Who will be the Domestic SDO\* Secretariat?

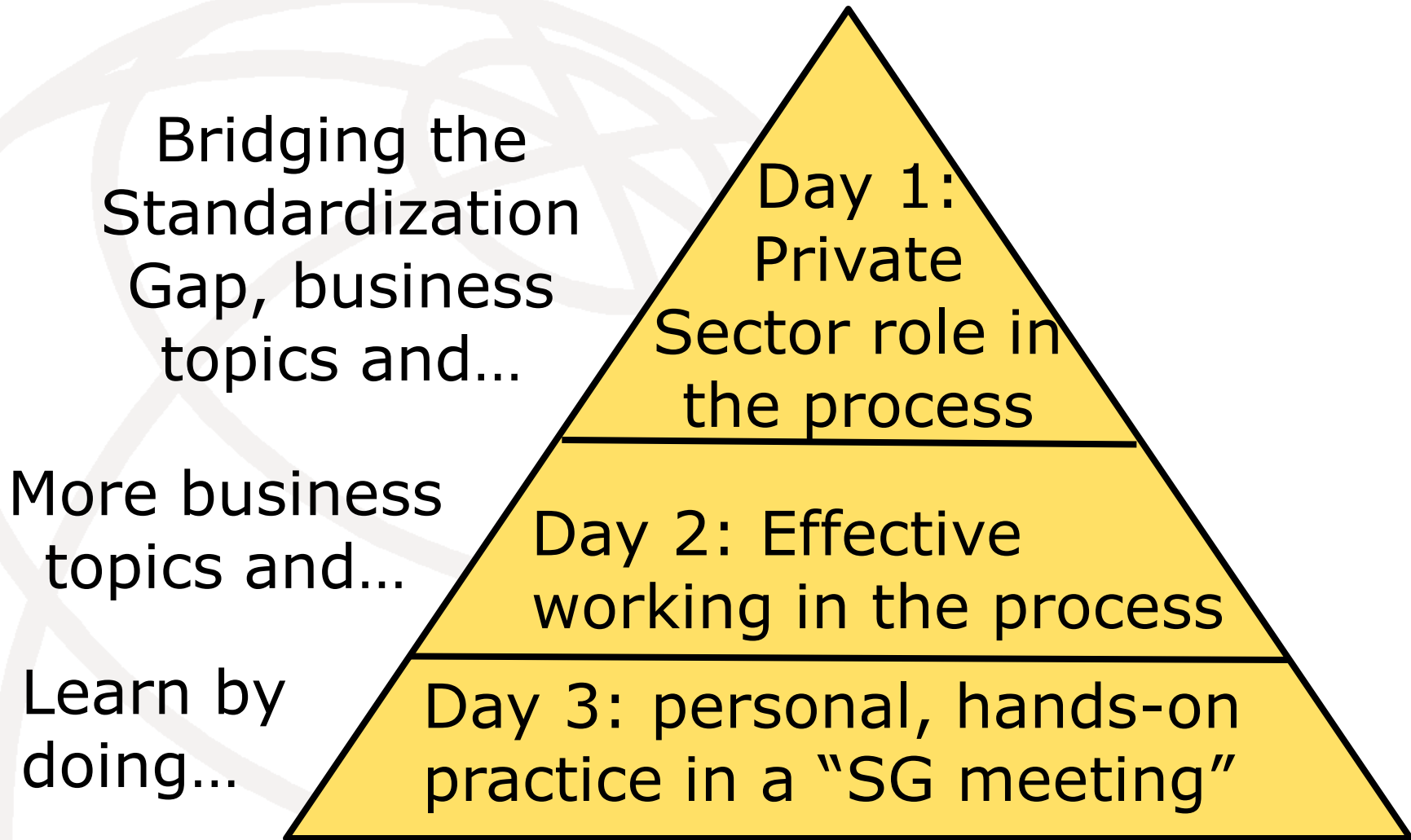
\*SDO: Standards Development Organization

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# Private Sector Roles & Challenges (2)

- Private Sector plays many roles:
  - ➔ In the National Level preparation for Intergovernmental Org's - Is there an open Public/Private Process?
  - ➔ In the National Level preparation for Non-IGOs – Who sets the rules?
  - ➔ International Standardization – Are you on your own or part of a National Delegation?

# Three-Days of this Workshop

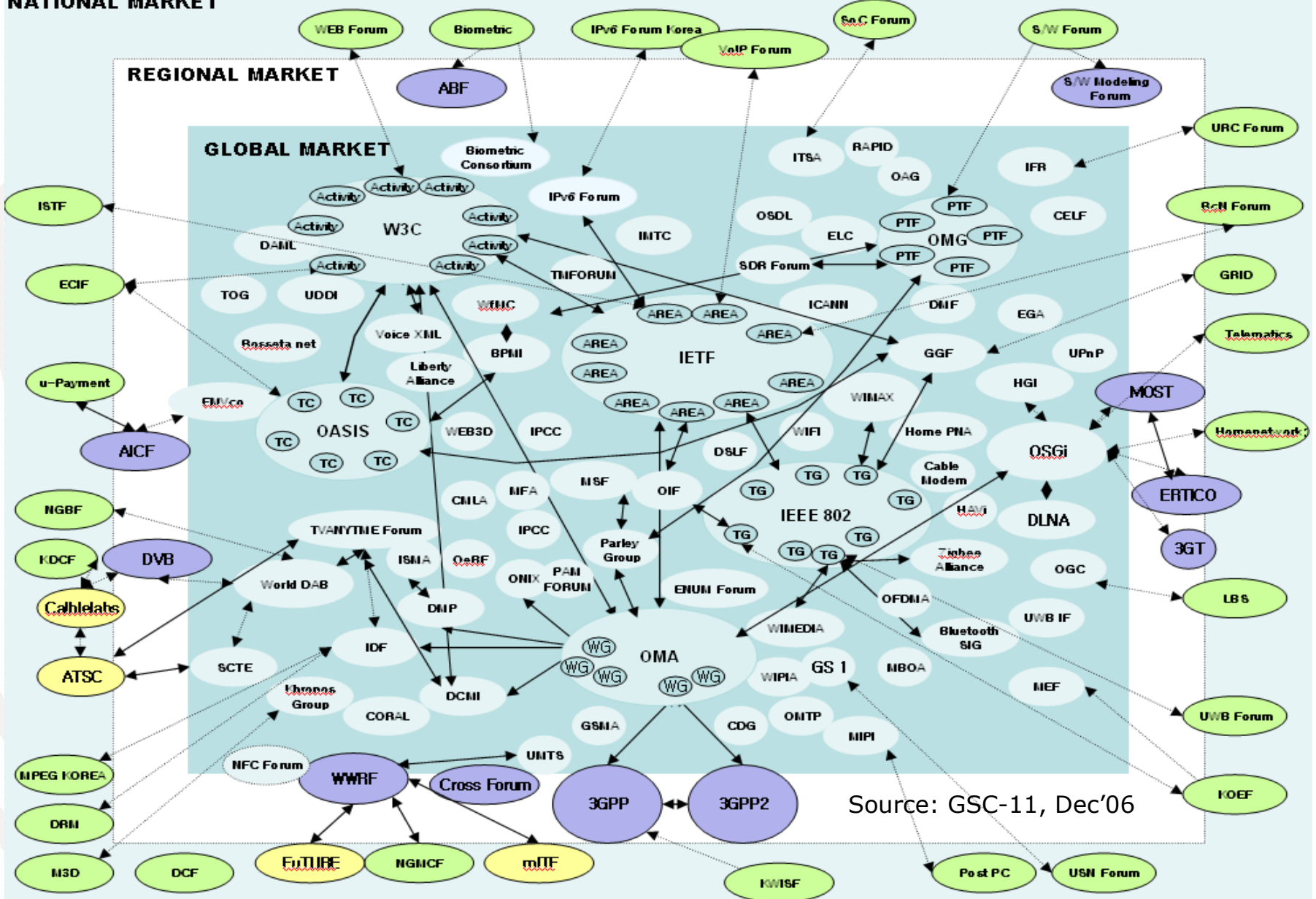


# The World of Telecom Forums

NATIONAL MARKET

REGIONAL MARKET

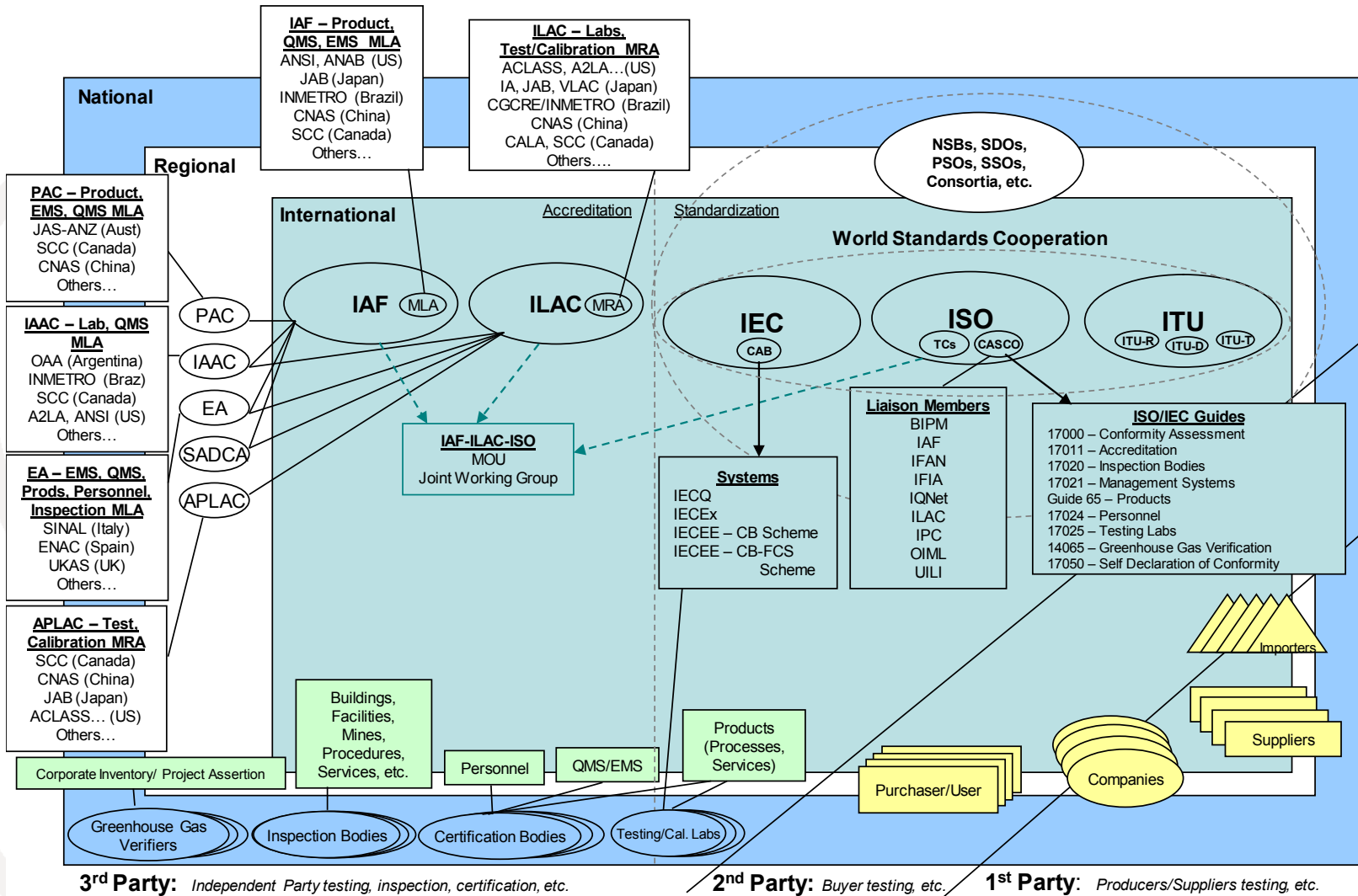
GLOBAL MARKET



Source: GSC-11, Dec'06

# Snapshot of the International Conformity Assessment System

with relationships to regional and national systems



\* This chart is not all inclusive but is meant to provide one representation of the various actors in global conformity assessment.

Source: ANSI, June'09

# Private Sector Risks & Rewards

## ■ Private Sector:

- ➔ Performs R&D – will it 'pay off'? Is there new intellectual property created?
- ➔ Makes the investments – what to build and when, wait for a standard or go proprietary, to hit the market window?
- ➔ Faces global competitors – do you lead or follow; cooperate or fight?
- ➔ Faces technical and policy issues – can you deal with one and not the other?



# Private Sector Risks & Rewards

- For the ITU, these Private Sector concerns play out within a Public Sector-based framework where:
  - Public Sector makes policy, sets budgets, protects national/regional interests
- Yet:
  - ➔ Private Sector still has to be able to do the standards work and compete
  - ➔ Must find or create the right balances

# Private Sector Roles to be successful

- Private Sector members have to be committed to fully participating in the national and international processes
  - An internal, BUSINESS-driven Standards Management process
  - The right technical and policy people
  - Continuity cannot be stressed enough
  - Act in a true Public/Private Partnership

# Private Sector Roles to be successful

- Be aware of technology trends
  - Standards work can precede the market by 5 years and more
- Submit contributions, find allies, speak up!
  - Anticipate at least 2 or 3 meetings ahead
- Be the technical leader within your country's process – your government won't do it for you, but only they can create the right environment

# The Challenge

- # 1: know what is most important to you
- Get proper training
- Have a long-term goals, medium-term strategies and near-term tactics
- Decide where you will join and then be there consistently
- Although standards work seems to be an expense, treat it as part of your Strategic Business Plan



Thank you

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