



Active participation in IEC work

Your strategic tool for global market access



Active participation in IEC work

Improve your ability to compete

There is a “secret” well known to many leaders of smart SMEs and major multinationals...

Your company must sit at the table where the technical rules for global trade are written – or you leave it up to competition to write them for you.

CEOs of companies who send experts to the IEC (International Electrotechnical Commission) global platform tell us that active participation in IEC work is an important part of their business strategy. It allows them to grow markets, reduce waste, duplication and cost, and increase revenue.

Generally these companies become involved in all technical areas that match their core businesses because they want to have a say about the rules they must work with in the future.

These companies also use their participation to simplify innovation and make their technologies better known.

Last but not least, sitting with competition allows them to uncover what will happen next.

More on: www.iec.ch/globalvisions

We invite you to join thousands of smart SMEs and major companies and increase your corporate efficiency.

For questions or further information, don't hesitate to contact your IEC National Committee: www.iec.ch/national-committees or send your email to: info@iec.ch

CEO improvement checklist

- Business performance
- Market access
- Growth opportunities
- Innovation
- Cost reduction
- Sourcing
- Investor confidence
- Quality management
- Customer care
- Proof of compliance
- Corporate governance
- Liability risk reduction



Access the world and influence the technical rules your company will have to work with in the future

Increase efficiency stimulate growth

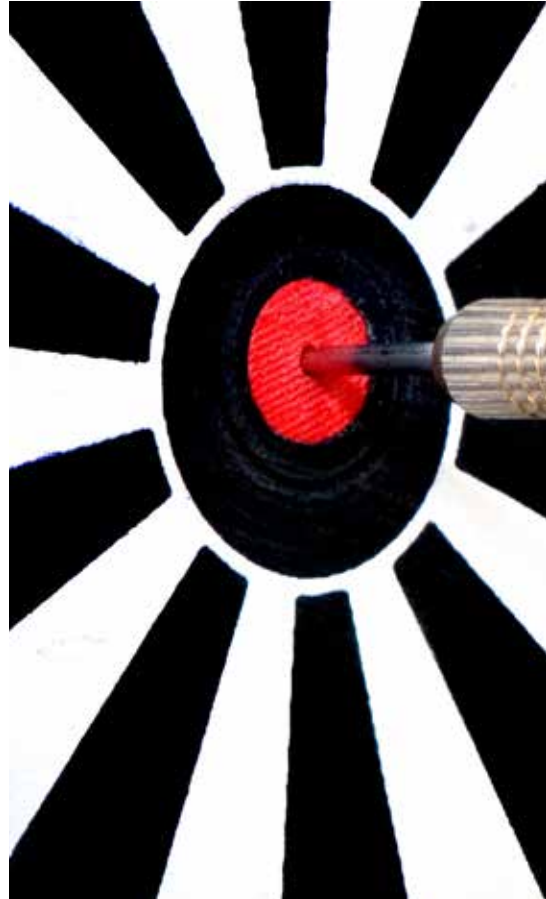
Grow awareness - reduce cost

Make sure your technology is taken into account. When you sit at the table where the technical rules for global trade are written, you are able to make certain that important design or technological differences are not inadvertently left out of a standard.

Help define terminology, measurement and testing methods that match the needs of the whole industry, including yours. Later this also facilitates your quality assurance and conformity assessment.

Know about requirements and market differences in advance – limit your product variations and related cost; design products so that they can be exported to many markets.

Increase sales by simplifying the comparison with other competitive technologies.



The IEC family includes 173 countries and the whole world accepts products and systems built to IEC International Standards



Innovation

A faster route to success



Standards play an essential part in the digital transformation of industry and society



When you participate in the biggest global platform for technology expertise, you can network and discuss challenges with world-renowned experts.

Probably the most cost-efficient way of getting to the heart of any technical issue while broadening your experts' professional and commercial horizons.

Cut down on trial and error. Learn from mistakes others made before you – don't repeat them.

Understand technical boundaries and shorten and better focus your research & development (R&D).

Strengthen your intellectual property (IP) by having your technology recognized by an IEC International Standard.

Help define performance, safety and interoperability principles that will allow your products to work and communicate with others today and tomorrow.

Drive your future

Know in advance what is coming

- Be aware early where technology and competition are moving.
- Sit down with your competitors – the IEC standardization platform provides a unique opportunity to trade views with peers, potential customers and competition.
- Help shape the future of your industry – learn about the needs of potential customers in both the public and private sectors.
- Make your voice heard – your contribution will improve the quality of standards, will help reduce sub-standard competition and will allow you to level the playing field.
- Be ahead of the game – know about upcoming environmental and regulatory requirements before you must comply.

The IEC provides a global platform where thousands of experts from around the world cooperate to develop the international standards or conformity assessment services that are needed by industry, regulators and policy makers, testing or research laboratories, academia, investors and insurers.

IEC work covers the millions of devices that use or produce electricity or contain electronics. Each IEC International Standard represents a global consensus of state-of-the-art know how and expertise. The IEC was created by the market for the market.

The IEC supports all forms of conformity assessment (CA) and is unique in that it also administers four CA Systems. Each of these covers a specific area of electrotechnology and they represent the largest and best known multilateral agreements based on one-time testing of products globally.

More on: www.iec.ch/conformity/systems



Standardization is a strategic tool that can impact your bottom line and future ability to compete

The IEC in brief

Key figures

172

members and affiliates

>200

technical committees

20 000

experts from industry, test and research labs, government, academia and consumer groups

>10 000

international standards published

4

global conformity assessment systems

>1 million

conformity assessment certificates issued

>100

years of expertise



A global network of 172 countries that covers 99% of world population and electricity generation



Offers an affiliate country programme to encourage developing countries to get involved in the IEC free of charge



Develops international standards and runs four conformity assessment systems to verify that electronic and electrical products work safely and as they are intended to



IEC International Standards represent a global consensus of state-of-the-art know-how and expertise



A not-for-profit organization enabling global trade and universal electricity access

Further information

For further information, please visit the IEC website at www.iec.ch. In the “Who we are” section, you can contact your local IEC National Committee directly. Alternatively, please contact the IEC Central Office in Geneva, Switzerland or the nearest IEC Regional Centre.

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