



IEC ACADEMY WEBINAR Q&A

Market Strategy Board (MSB) – Achievements since 2019

Questions	Answers
<p>How can I participate in MSB work?</p>	<p><u>NCs</u> are the bodies to nominate the candidates of the members to the Board. The MSB members are expected to be experienced in top management positions, such as CTO of global enterprises, or the equivalent in national institutes, academia, regulators, and policy makers.</p> <p>To participate in the MSB work as an expert, the MSB members can nominate experts to projects in the MSB. You can participate in various projects such as White Papers if you are nominated by the MSB members.</p>
<p>Thank you so much for the very interesting presentation. As some of the initiatives may have a long-term horizon, how does the MSB measure the success of its deliverables?</p>	<p>The MSB has been trying to set up the feedback loop with SMB/SG11 and CAB/WG14. They can evaluate the MSB deliverables from their viewpoint on how those deliverables contribute to their work.</p> <p>The MSB has been updating some important issues by means of the White Papers. Power network, IoT, smart society are the topics which were mentioned by the White Papers. This could be one way to measure the deliverables.</p>
<p>How does MSB ensure that the speed of visualizing emerging technologies is understood in a timely manner, so that the standardization work is not delayed (and not started too soon).</p>	<p>The MSB has been trying to identify the emerging technologies since being established. The key points will be the collaboration with SMB and CAB.</p> <p>In the past, the White Papers with recommendations were the only tool to communicate, and its direction was one-way (MSB to SMB & CAB).</p> <p>The MSB currently encourages SMB and CAB members to participate directly in the MSB's projects. Also, the MSB has developed the MEF to share the views on topics that the rapid actions shall be taken.</p>
<p>Excellent overview of MSB work - thank you so much! Are there any mechanisms in place for the MSB to seek new ideas from those outside MSB?</p>	<p>Basically, the MSB members are from outside the IEC. That means the MSB members have broader connections to industry, academia, and governing bodies.</p>
<p>If an expert wishes to communicate something to the MSB (e.g., new emerging technology) but s/he is not a member of MSB (or company represented in MSB) what s/he can do? What is the way to communicate with MSB?</p>	<p>You can contact your NC first, your NC will contact the MSB Secretary. This could be the best way.</p> <p>Also, MEF could be a good tool to communicate with the MSB and TCs.</p>
<p>Thank you for your presentation and I am impressed with the new structure and new activities inside MSB. Good to see that MSB activities are more transparent and MSB is an important pillar of IEC work</p>	<p>Your supporting comment is much appreciated. The MSB will keep the current momentum with the slogan "The MSB Bringing the World to the IEC".</p>
<p>For any further questions, please contact the IEC Academy, academy@iec.ch</p>	