# International Update

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**\*\* For further information about any article please email: mail@standards.org.au**

## 1. World Trade Organisation Public Forum looks into how to create an open and inclusive trading system for all

What needs to be done to develop an open and inclusive trading system for all? What are the most effective ways to ensure women fully reap the benefits of trade? How can we ensure small and medium size enterprises (SMEs) adapt to the new ways of doing business, including e-commerce? Keynote speakers addressed these questions at the WTO Public Forum in a number of sessions involving governments, the private sector and civil society.

At a time when governments have problems understanding and explaining globalization, and opposition to trade has increased in many countries, panelists underlined the need to agree on a progressive trade agenda that takes into account gender, e-commerce and SMEs' contribution to growth and job creation, and that effectively incorporates these issues into domestic policies.

"If the system is not inclusive, it is not serving its purpose. If people do not feel included, they start questioning the system. In this regard, national efforts are indispensable to complement what the international rules provide. Sometimes it is easier to blame the system instead of domestic regulations," said Shunko Rojas, Under-Secretary of Foreign Trade of the Argentinian government, speaking at a session organized by B20 Germany and B20 Argentina.

Mr Rojas added that, as G20 chair in 2018 and host country of the upcoming 11th WTO Ministerial Conference in Buenos Aires (10-13 December), Argentina is pushing forward a comprehensive agenda that addresses the complex relation between trade, technological progress and job creation, with a particular emphasis on women and small businesses.

John Danilovich, Secretary General of the International Chamber of Commerce (ICC), said that governments and the WTO must commit to making trade more accessible to the world's largest business community – SMEs. "The challenge starts with SMEs which are the backbone of the economy. Ninety-five per cent of companies are SMEs and 85 per cent of employment is attributable to SMEs. Six hundred million jobs will be needed in coming years and we need SMEs to be part of this."

However, many of these SMEs still cannot access digital technologies that have become key contributors to world trade. As a result, the gap between SMEs of the developed and developing/low income countries is expanding at an alarming rate. If SMEs cannot adapt to the new ways of doing business, the digital divide will continue to grow, panelists said.

In this context, e-commerce offers an unprecedented opportunity for SMEs, said Anabel González, Senior Director of Global Practice on Trade and Competitiveness at the World Bank Group. "The problem is that few countries are looking at e-commerce as a means of creating employment opportunities and offering specific opportunities for women," she added at a session organized by the World SME Forum.

Lucia Cusmano, Senior Policy Analyst at the OECD, said that e-commerce remains an area of more potential than reality. "If we look at OECD countries, only 20 per cent of firms of at least 10 employees received electronic orders in 2014 – a sizeable share but still a relatively minor share of trade. There is a large potential for developing countries, but we are far from it; even in large companies this is far from being a well-deployed market."

Hanne Melin, Director of Global Public Policy at eBay, said that reaching out to distant communities and lowering costs to remote traders will be fundamental to promote sustainable and inclusive trade development. "The opportunity provided by e-commerce is real. It extends to everyone but the conditions are not there for everyone and it will always be a disadvantage to be remote," she noted.

Being a woman represents an additional disadvantage in the field of trade, but technology could provide the opportunity to bridge the existing gender gap. Speaking at a session organized by the governments of Iceland and Canada and the International Trade Centre (ITC), Arancha González, Executive Director of the

ITC, highlighted that "women own only one out of five companies operating offline, whereas they own four out of five companies operating online. This represents a huge opportunity to use e-commerce as a gender equalizer in international trade."

Ms González called on governments "to include the issue of gender in the trade policy space, so we can see they are mutually reinforcing. Trade is good for gender and gender is good for trade. The WTO has a role to play, but there are other instances such as domestic policies and Aid for Trade. We want this issue to become part of the multilateral trade landscape."

Asta Fjeldsted, Managing Director of the Iceland Chamber of Commerce, stressed the importance of domestic policies and gave the example of her country: "The sustained economic and trading growth of Iceland in the last 50 years has to do with the increased female participation in the labour force. This has been made possible by a great and subsidized healthcare for everyone, cheap education and tax incentives for women to work."

In a session organized by the Swedish mission and the World Bank Group, panelists stressed the importance of social dialogue to ensure that the benefits of trade and globalization are widely shared.

Philip Jennings, General Secretary of UNI Global Union, emphasized the importance of bringing workers to the table in formulating social and economic policies. Deborah Greenfield, Deputy Director-General of the International Labour Organization (ILO), emphasized that social dialogue remains an imperative to ensure that the gains of trade are shared.

The panel also stressed that skills and training are essential to ensure that workers are prepared for the jobs of the future. Social dialogue among workers, employers and governments is an important component to ensure policies truly reflect the need of all stakeholders.

Source: https://www.wto.org/english/news_e/news17_e/pf17_27sep17_e.htm

## 2. IA-CEPA Trade Enabling Workshop: Open for Registrations

As the largest economy in South-East Asia and one of Australia's top fifteen trading partners, Indonesia is one of Australia's most important bilateral relationships. To strengthen the framework of this bilateral engagement, Indonesia and Australia are currently in the negotiating stages of an ambitious and forward looking trade agreement. The Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA) is designed to enhance bilateral trade, support economic cooperation and create greater business opportunity.

Standards Australia and the National Standardisation Agency of Indonesia (Badan Standardisasi Nasional – BSN) have been working together on a Trade Enabling Standards Mapping Study to help inform IA-CEPA negotiations and stakeholders on the opportunities, issues and challenges for standards harmonisation, technical alignment and regulatory coherence.

Standards Australia and BSN invite you to attend an upcoming Workshop: **Standards for Enabling Trade**, to contribute to a high-level standards discussion on the market opportunities and challenges for Indonesia-Australia business relations.

To find out more and register your interest for this complimentary workshop please visit the **event page**.

To celebrate World Standards Day the ISO, IEC and ITY launched two competitions, a poster contest and a video contest, along the theme "Standards make cities smarter".

Participants were asked to think about how International Standards allow things to work safely and smoothly together at every level in cities – from travel to communication technologies, to waste management and cleaner energy.

The following message from the three organizers helped to guide the participants:

"Sufficient fresh water; universal access to cleaner energy; the ability to travel efficiently from one point to another; a sense of safety and security: these are the kinds of promises modern cities must fulfil if they are to stay competitive and provide a decent quality of life to their citizens. Building a Smart City is highly complex. Every city faces its own challenges and requires its own mix of solutions. However, there is one common denominator that greatly simplifies this task. International Standards support the development of tailor-made solutions that can be adapted to the particular circumstances of a given city. They contain expert knowledge and best practices, and are essential enablers in ensuring quality and performance of products and services. In addition, they drive compatibility between technologies and help users to compare and choose the best solution available.

International Standards make things work safely and smoothly together at every level in cities. They provide the foundation for electricity access and all the many devices and systems that use electricity and contain electronics. They support the information and communication technologies that enable data collection, exchange and analysis, and information security. Last but not least they provide important guidance for all aspects of city life, including energy-efficient buildings, intelligent transportation, improved waste management, building sustainable communities and much, much more.

With Standards, we can make our cities smarter, step by step.  Individual islands of smartness can grow together and interconnect.

It is comforting to know that International Standards will support smooth and integrated Smart City development."

**Results**

26 entries were received from countries all around the world.

Congratulations to **Reza Rahimian** from Iran for the creation of the winning poster "Standards Make Cities Smarter"!

Reza Rahimian, who lives in Tehran, Iran, is an art director and advertising consultant. After hearing about the poster contest via the Institute of Standards and Industrial Research of Iran (ISIRI), Rahimian went to work researching an element to represent intelligence (the brain) which he could mix with city symbols in order to come up with an original design that would illustrate the 2017 World Standards Day theme 'Standards make cities smarter'. Of the final design, he says he decided on "a combination of interwoven lines in the brain as a recognizable symbol of intelligence, and a dense city map". Added to that is "the use of the square as an accurate, stable, standard geometric shape and two complementary colours to provide a sense of perfection".

Check out the winning poster: https://www.worldstandardscooperation.org/

Congratulations to **Gabriel Hernández** from Mexico for the creation of the winning video "Benefits of Smart Cities"!

Gabriel Hernández lives in Guadalajara, Jalisco, Mexico and is passionate about technology and innovation. After attending some conventions where he learned about smart cities, a topic of great interest to him, he decided to participate in the video competition. In his video, Gabriel used a wide shot and drone footage, to show key features of a smart city. This particular format makes it easy for viewers to quickly understand how smart cities work.

Check out the winning video on YouTube: https://www.youtube.com

## 4. WTO launches 2017 World Trade Report on trade, technology and jobs

Technology and trade have propelled the global economy through a period of great dynamism over the past quarter of a century but – as with any economic advance – there has also been disruption. The 2017 edition of the WTO's flagship publication, the World Trade Report, examines how technology and trade affect labour markets. The Report, launched 27 September at the WTO Public Forum, notes that continued economic progress hinges on the ability of societies to remain open to trade and technological advance, while also being able to adjust, adapt and promote greater inclusiveness.

Technological progress expands economic output and increases welfare by improving productivity – allowing more output to be produced with the same resources – and by enabling further innovation and development.  Current technological progress has led to a higher relative demand for skilled workers and a lower relative demand for workers performing routine activities. Like technological change, trade impacts productivity and welfare. Opening up to trade helps to allocate resources to the most productive activities and increases a country's welfare, but the resulting gains in efficiency also require workers to adjust.

The report finds that although trade and technology are vital sources of economic growth, certain types of workers and/or regions may sometimes be adversely affected. It also finds that, although the two are interrelated, it is technology and not trade that bears the greatest responsibility for the decreasing share of manufacturing jobs and for the declining number of middle-skill jobs relative to low- and high-skill jobs in developed economies.

Looking ahead, the prospects for increased automation suggest that technology may have an even greater impact on the future of jobs. While drawing firm conclusions about what this could mean for the labour markets is problematic, we can be sure that technological progress is likely to have an increasingly disruptive impact, rendering some skills obsolete but enhancing others and leading to the development of new skills and new jobs.

More than ever before, the ability of workers to move from lower- to higher-productivity jobs – and from declining sectors to rising ones – is the main mechanism through which trade and technological progress contribute to growth, development and rising living standards. Through a mix of adjustment, competitiveness and compensation policies, governments can help workers to manage the cost of adjusting to technological change and trade, while making sure that the economy captures as much as possible the benefits from these changes.

While today's labour market problems are largely traceable to domestic policy shortcomings, a failure to find answers could have global ramifications. By providing a forum where governments can meet, talk and negotiate, the WTO offers an indispensable platform where governments can attain cooperative "win- win" approaches to the challenges of ongoing global economic change.

The Report can be downloaded from the WTO website and printed copies are available through the WTO Online Bookshop.

An Executive Summary of the Report is available in English, French and Spanish.

ISO

## 1. A New Field of Technical Activity – Ageing Societies

ISO has received a New Field of Technical Activity (NFTA) proposal from the British Standards Institute (BSI) to form a new technical committee: **Ageing Societies**.

The scope of the activity is – *Standardization in the field of ageing societies.*

The program of work will promote lifelong support and quality of life in ageing populations. This will enable people to remain independent throughout their life with a sense of value and contribution to their communities. It will take a holistic approach in addressing services and products that will help manage the advancement of ageing societies. It will take note of where innovation and technology require standards to support this demographic. The Technical Committee will establish a Strategic Business Plan Task Group to consider the report prepared for the TMB by the ISO Strategic Advisory Group on Ageing Societies (SAG A), as a basis for their work program.

Standards Australia will be consulting with stakeholders on this proposal. For more information or to make a submission, please contact the Stakeholder Engagement Manager, Brett Lovett at brett.lovett@standards.org.au by Friday, 6 October 2017.

## 2. A New Work Item Proposal – Indirect, temperature-controlled refrigerated delivery services – Land transport of parcels with intermediate transfer

ISO has received a New Work Item Proposal from Japan (JISC) on **Indirect, temperature-controlled refrigerated delivery services – Land transport of parcels with intermediate transfer.**

The scope of the proposed work is as follows:
*This standard specifies requirements for the provision and operation of indirect, temperature-controlled refrigerated delivery services for refrigerated parcels (which might contain temperature-sensitive goods like food, plants, chemical products and cosmetics) in land transport refrigerated vehicles. It includes all refrigerated delivery service stages from the acceptance (receipt) of a refrigerated parcel from its delivery service user all the way to its delivery at the designated destination, including intermediate transfer of the refrigerated parcels between refrigerated vehicles and via geographical routing. This standard also includes requirements for resources, operations and communications to delivery service users. It is intended for application by refrigerated delivery service providers.*
*It does not cover requirements for refrigerated parcel delivery via the modes of transport by airplane, ship and train. It also does not cover separate requirements for refrigerated parcels that may be transported in ambient temperatures due to the fact that they contain their own refrigeration materials (e.g. ice packs, refrigerated foam bricks, dry ice blocks) and are surrounded and enclosed by sealed thermoprotective packaging that creates a separate refrigerated climate to that provided within the delivery service. However, these types of refrigerated parcels may be transported through a refrigerated delivery service.*
*It does not cover direct refrigerated courier services in which refrigerated parcels are collected from the delivery service user and transported directly to a recipient without in-transit transfer. It does not cover requirements for the quality or specifically for measuring the temperature of the contents of the refrigerated parcels being delivered and their pre-point of receipt state, but does set the requirements for the refrigerated delivery service carrying them. It also does not cover the transport of medical devices and medical equipment.*

- The British Standards Institute (BSI) produced a Publicly Available Specification on this subject matter in early 2017, creating the basis for this international standard proposal
- It is proposed that a new Project Committee (PC) be established in order to take on the intended work.

Standards Australia will be consulting with stakeholders on this proposal. For more information or to make a submission, please contact the relevant Stakeholder Engagement Manager, Jon Avery Jonathon.avery@standards.org.au by Monday, 23 November 2017.

## 3. A New Work Item Proposal – Consumer Protection: Privacy by design for consumer goods and services

ISO has received a New Work Item Proposal from COPOLCO through the British Standards Institute (BSI) on **Consumer Protection: Privacy by design for consumer goods and services.**

The scope of the proposed work is as follows:
*Specification of the design process to provide consumer goods and services that meet consumers' domestic processing privacy needs as well as the personal privacy requirements of Data Protection.*

*In order to protect consumer privacy the functional scope includes security in order to prevent unauthorized access to data as fundamental to consumer privacy, and consumer privacy control with respect to access to a person's data and their authorized use for specific purposes.*

*The process is to be based on the ISO 9001 continuous quality improvement process and ISO 10377 product safety by design guidance, as well as incorporating privacy design JTC1 security and privacy good practices, in a manner suitable for consumer goods and services.*

The objective of the proposed standard is to:
- Provide product designers and providers with means to provide consumer protection from privacy invasion
- Address the privacy needs of the consumer that have been identified by COPOLCO (the ISO Committee on Consumer Policy)
- It is proposed that a new Project Committee (PC) be established in order to take on the intended work.

Standards Australia will be consulting with stakeholders for this proposal. For more information or to make a submission, please contact the relevant Stakeholder Engagement Manager, Brett Lovett brett.lovett@standards.org.au by Monday, 23 November 2017.

## 4. ISO General Assembly 2017 Recap

"Open minded. Open for change" was the central theme of the ISO week in Germany. The German ISO member, DIN, and host of the 2017 meeting chose this theme to reflect the necessity to adapt in our changing world. Delegates were able to discuss new challenges as well as their solutions at various break-out sessions, in a dedicated 'open zone' and in the final open session. Best practices from ISO members from all over the world were discussed and how ISO can prepare to respond to current challenges.

The Australian delegation attended a number of formal meetings including the General Assembly and ISO Council meeting that Australia participates in. As well as meeting with counterparts from all over the world looking at topics of mutual interest. Twelve other bilateral meetings were held to discuss a range of topics from our digital transformation to regional cooperation to smart cities and blockchain.

More details about the inspirational sessions held at the ISO GA can be found on the dedicated ISO GA 2017 website at: https://open-zone.org/home.html

The ISOfocus is available online: https://www.iso.org/isofocus_123.html

## 5. ISO Technical Management Board updated on September 2017 meeting

The TMB Communiqué Edition 56 (June 2017) is now available. Be sure to **download** a copy of it so that you can find out about all the latest TMB decisions, upcoming changes to the Directives and other useful information. Here are some highlights of the Communiqué:

**Highlights from the September 2017 Meeting**
Updates from the following Task Forces; Project Management, ISO Virtual Standards Development Process, Effective Technical Collaboration with IEC and ITU.

**ISO Central Secretariat announces new Secretary-General, Mr Sergio Mujica**
Mr Sergio Mujica, a Chilean national, was appointed as the new ISO Secretary-General in July 2017. Prior to this Mr Mujica was Deputy Secretary-General of the world World Customs Organisation for 7 years.

For any questions or comments, please do not hesitate to contact the Technical Management Board directly at tmb@iso.org.

## 6. Furthering Sustainable Tourism on World Tourism Day

As one of the world's biggest economic sectors, tourism affects virtually all of us. Not only does it currently represent 7% of the world's exports in goods and services, generating USD 4 billion a day on average, it also has a significant impact on the world we live in. Which is why making it sustainable is essential – and the theme of World Tourism Day 2017.

Last year alone, 1 235 million travelers crossed international borders in one single year. By 2030, this 1.2 billion will become 1.8 billion. Tourism represents an opportunity to make our world a better place and advance the key aspects of sustainable development – economic, social, environmental and cultural.

27 September is World Tourism Day. Celebrated around the theme 'Sustainable Tourism – a Tool for Development', it provides an opportunity to reflect on the contribution tourism currently makes to sustainable development and how we can take it further.

ISO has a number of International Standards that serve as important tools to help key players in the tourism industry improve their contribution to sustainable development. These include standards developed by ISO technical committee ISO/TC 228, Tourism and related services.

For example, ISO/TS 13811, Tourism and related services – Guidelines on developing environmental specifications for accommodation establishments, lays down the guidelines to help reduce the negative impacts of accommodation establishments while retaining the benefits of tourism, thus helping to conserve the natural environment and its biodiversity in the context of its specific local conditions.

The technical specification is the result of collaborative work by experts from a number of national standardization bodies and international partners, such as the Global Sustainable Tourism Council and HOTREC.

Also in development, the upcoming ISO 20611, Adventure tourism – Sustainability good practices – Requirements and recommendations, gives adventure tourism providers the guidance they need to minimize or mitigate the negative environmental, economic or social impacts of tourism and enhance the positive ones, while the future ISO 21401 on the sustainable management of accommodation facilities sets out the requirements for a sustainability management system.

ISO/TC 228 *Tourism and related services* was awarded the 2017 L.D Eicher Award at the ISO GA in Berlin, Germany earlier this month. ISO/TC 228 was congratulated for their dedication to increasing committee membership from developing countries and successfully utilizing twinning arrangements for both secretariat and chair since 2005. Australia is a participating members on ISO/TC 228 through mirror committee CS-083 *Recreational underwater diving.*

Source: https://www.iso.org/news/ref2221.html

IEC

## 1. Why Low Voltage Direct Current is the Future

Many devices and appliances we use today operate with low voltage direct current (LVDC), including LED lighting, IT equipment, electric vehicles and all devices containing batteries, to name a few. More recently, the use of DC motors in refrigerators, fans, and heating and cooling systems has improved energy efficiency. Additionally the cost of DC devices has greatly reduced.

"*We have been living in a world of direct current (DC), we just didn't realize it! Three megatrends, namely solar PV, LED lighting, and the global urgency toward energy efficiency and sustainability, have combined to give LVDC the unique edge over alternating current*", said Vimal Mahendru, Chair, IEC Systems Committee LVDC (SyC LVDC), and IEC Ambassador.

In developed economies, improving energy efficiency and increased adoption of renewable energy sources are key drivers for using DC, while in developing economies, DC provides the opportunity to bring electricity to 1,2 billion people on the planet who currently go without.

**Standardization from the outset**

Against this backdrop, IEC has compiled a report, **LVDC: electricity for the 21st century**, which examines the case for favouring LVDC over the currently predominant alternate current (AC). The report considers the entire LVDC landscape, including:
- Stakeholders
- Use cases for market assessment
- International Standards for LVDC safety

More information about LVDC and IEC's work in the field can be found here: http://www.iec.ch/lvdc/

## 2. IEC Annual General Meeting Approaching Soon

The 81st International Electrotechnical Commission's General Meeting will be held in Vladivostok, Russia from 9 – 13 October 2017.

The IEC comes together each year for their General Meetings to facilitate the meeting of leading technical experts and managers to make decisions about the future direction and strategies for the IEC. The meetings enable IEC members from around the world to meet in both a formal and relaxed environment to collaborate on ideas and gain consensus on how best to address upcoming issues.

Uniquely, over 1000 international delegates attend each year as representatives of their National Standards Body, as technical experts from committees of the IEC or as other interested stakeholders. Two Standards Australia staff members will be attending the GM and a number of additional technical experts will also be supporting the team in Russia.

In conjunction with the IEC GM, ISO/IEC JTC 1 will be holding their annual Plenary in Vladivostok in the week prior to the meetings, 2 – 7 October. This will be attended by several leading Australian delegates.

The Russian National Committee of the IEC is proud to host the 81st IEC General Meeting and the annual ISO/IEC JTC 1 Plenary, and looks forward to welcoming the large delegation to Vladivostok. To find out more visit the IEC website: http://www.iec.ch/meetings/gm/

## 3. Australia to host upcoming IEC/TC 106 Meeting

The annual IEC/TC 106 *Methods for the assessment of electric, magnetic and electromagnetic fields associated with human exposure* Plenary is being held in Melbourne, Australia over 16 – 20 October. The meeting will be attended by up to 60 international delegates. IEC/TC 106 is chaired by Australia's Mr Mike Wood, the only IEC committee that Australia holds a chair position for.
Telstra and Ericsson will be organising a social event for the delegation to demonstrate their support for the ongoing standards development work of the IEC/TC 106 committee.

Standards Australia is proud to host international committees and held 23 in Australia in the 2016-27 financial year.

For more information on IEC TC 106, visit their home page:
http://www.iec.ch/dyn/www/f?p=103:7:0::::FSP_ORG_ID:1303

## 4. Omnipresent printed electronics…grown from niche to mass market in only a few years

A decade ago, printed electronics was still very much a budding technology destined to a niche market.

The emergence and rapid growth of connected devices such as smartphones, tablets and wearables have boosted the internet of things (IoT) and offered new avenues of development to the printed electronics sector.

Printed electronics, a set of printing methods used to create electronic devices on various substrates, is one of the fastest growing technologies today.

The IEC has been very active in that field in recent years.

In addition to IEC Technical Committee TC 119: Printed electronics, several IEC TCs develop International Standards pertaining to printed electronics applications.

New printed electronics applications are emerging, opening up possibilities not envisaged before.

The healthcare sector, for instance, is already benefiting from the technology, as researchers develop new, smaller wearables and skin patches.

Read more in the latest issue of IEC e-tech, which showcases IEC work and new developments in printed electronics.

Try the e-tech iPhone app here and the Android app here.