

# ASEAN-Australia Digital Trade Standards (DTS) Initiative

## Distribution and outreach

**WORKSHOP 4**

15 DECEMBER 2021

**STANDARDS**  
Australia



THE AUSTRALIAN  
**APEC STUDY CENTRE**  
Asia-Pacific  
Economic Cooperation

In partnership with  
 **RMIT**  
UNIVERSITY

## ASEAN-Australia Digital Trade Standards (DTS) Initiative

---

The **DTS Initiative** is aimed at expanding bilateral political and economic linkages between ASEAN and Australia and strengthening ASEAN-Australia's contribution to regional security and prosperity. This initiative seeks to raise awareness on the role of international standards and address the key factors which enable and inhibit digital trade across ASEAN and Australia.

Under Year 3 of the program, Standards Australia is leading a set of workshops through 2021 in collaboration with ASEAN National Standards Bodies (NSBs) and their stakeholders to progress the work achieved to date.

### Workshop 1 – Senior Management Masterclass

The first workshop was held on 31 March 2021. This event focused on equipping senior NSB management to foster support for DTS from senior ministry and regulatory authorities and to build the profile of the NSB under the context of digital trade

### Workshop 2 – A Deeper Dive into DTS

The second workshop helped deepen attendees' understanding of the role they can play in shaping standards and the importance of ASEAN's involvement. Attendees heard from a range of experts about their experience actively participating in the development of digital trade standards and the benefits of this involvement.

### Workshop 3 – Effective DTS Mirror Committees

This workshop explored how experts and standards bodies can best work together to shape digital trade standards, with presentations from committees on:

- Systems and software standards for Very Small Entities
- Blockchain and distributed ledger technologies
- Transaction assurance in E-commerce

Presentations from ISO and IEC further outlined how international organisations can support national participation.

### Workshop 4 – Digital Trade Standards Distribution and Outreach

This workshop will explore digital trade standards after their development to discuss effective strategies to disseminate digital trade standards. This event will focus on the need for customers to easily access and purchase digital trade standards. Attendees will hear from leading experts involved in the distribution of standards, communications, research, and marketing on how they can better communicate and promote the use and benefits of digital trade standards.

## Digital Trade – What is it?

The term ‘digital trade’ is all too often used interchangeably with that of ‘e-commerce’, or other similar proxies. In fact, digital trade has far broader scope, encompassing the increasing digitalization of almost all economic and social sectors, the use of digital technologies in supply chains and logistics, the invention of new, commercially valuable communications and market access channels, and the value of the data that is created, transferred, and processed.

We consider digital trade to include the following:

| Digital goods and services   | Digital delivery of tangible goods and services  | Digital enablers of trade   | Emerging transformative digital technologies   |
|--|--|---|--|
| <p>Digital goods are those that are <b>stored, delivered and used</b> in electronic format.</p> <p>Digital services that are <b>delivered via the Internet</b> (and typically accessed via platforms or email), or an electronic network.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Data management and analysis</li> <li>• Email and electronic messaging</li> <li>• Apps and software</li> <li>• Social media</li> <li>• Video telephony services</li> </ul> | <p>Delivery and purchase of a product can be <b>online/via a digital platform</b> (either fully or in part), but the good or service is consumed physically.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Online travel booking services</li> <li>• Online banking</li> <li>• eBooks</li> <li>• Online standardised testing</li> <li>• Entertainment content</li> </ul> | <p>Hard and soft infrastructure, (cables and wires, platforms and devices) to regulations that protect data and IT systems which support digital trade transactions.</p> <p>Facilitate trade ‘invisibly’ to provide greater <b>efficiencies, security, transparency</b> and <b>traceability</b> (auditability) for transactions.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Wireless and 5G</li> <li>• Digital Identity</li> <li>• Cyber security</li> <li>• Privacy/Data Protection</li> <li>• Digital payment systems</li> </ul> | <p>Technologies that are <b>transforming</b> or have the potential to transform aspects of trade practices.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Artificial Intelligence (AI)</li> <li>• Internet of Things (IoT, digitally enabled and connected devices)</li> <li>• Distributed ledger technologies (blockchain)</li> <li>• Additive manufacturing and 3D printing</li> </ul> |

## Agenda: Distribution and outreach

Zoom line opens: 9:45am ICT · 10:45am SGT · 1:45 pm AEDT

| Time (ICT)                 | Speaker   | Topic  |
|----------------------------|---|--|
| 10:00am ICT<br>2:00pm AEDT | <b>Abbey Dorian</b><br>International Engagement Manager<br>Standards Australia                                | <i>Opening remarks</i>   |
| 10:05am ICT<br>2:05pm AEDT | <b>Brendan Slowey</b><br>International Learning Specialist,<br>Standards Australia                            | Recap from Workshop 3  |
| 10:15am ICT<br>2:15pm AEDT | <b>Janeth Poloyapoy Mabayan</b><br>Technical Officer  | National Best Practice: DTS Outreach<br>Presentations on raising awareness for digital trade standards through World Standards Day, outreach through trade association and utilising standards as a tool to support trade. |
| 10:30am ICT<br>2:30pm AEDT | <b>Peter Sissons</b><br>International Engagement Director,<br>British Standards Institute (BSI)               |  |
| 10:45am ICT<br>2:45pm AEDT | <b>Brendan Slowey</b><br>International Learning Specialist,<br>Standards Australia                            | Introduction of speakers and Poll Questions  |
| 10:50am ICT<br>2:50pm AEDT | <b>Belinda Cleeland</b><br>Head of Research and Innovation,<br>International Organisation for Standardization | The Future of Standards Distribution<br>Presentations on the ISO's projects to promote effective research and distribution of standards alongside customer centred projects for standards distribution.                    |
| 11:05am ICT<br>3:05pm AEDT | <b>Karen Batt</b><br>Head of International,<br>Standards Australia  |  |
| 11:20am ICT<br>3:20pm AEDT | <b>Brendan Slowey</b><br>International Learning Specialist,<br>Standards Australia                            | Recap of Workshop 4  |
| 11:25am ICT<br>3:25pm AEDT | <b>Abbey Dorian</b><br>International Engagement Manager<br>Standards Australia                                | <i>Closing remarks</i>   |



**Ms Abbey Dorian**

**International Engagement  
Manager, Standards  
Australia**

Abbey Dorian has been with Standards Australia in various roles including stakeholder engagement. In her current role as International Engagement Manager, Abbey's responsibilities encompass international policy and development management. This includes the design and implementation of standards related capacity building projects (primarily in the Pacific and South east Asia), strategic support for Australia's governance and policy positions at regional and international bodies, and ongoing engagement with National Standards Bodies and governments globally.



**Ms. Janeth Poloyapoy  
Mabayan**

**Technical Officer, The  
Bureau of Philippine  
Standards (BPS)**

Janeth holds a Bachelor of Science in Electronics and Communications Engineering and a Master of Engineering Management and is the technical lead and technical committee manager for the development of Philippine National Standards (PNS) related to building and construction materials. She is certified to ISO 9001:2015 Lead Auditor, International Register of Certificated Auditors (IRCA) and also participates in the international standardization activities of the International Organization for Standardization (ISO) as well as coordinates the international harmonization of standards work for products being handled.



**Mr Brendan Slowey**

**International Learning  
Specialist, Standards  
Australia**

Brendan has been a learning specialist with Standards Australia for two years. He is responsible for designing, developing and delivering learning solutions for Standards Australia's International Engagement and Strategic Initiatives teams. This included the 2019 capacity building workshops under the ASEAN-Australia DTS Initiative.



**Mr Peter Sissons**

**International Engagement  
Director, British  
Standards Institute (BSI)**

Peter is International Engagement Director at BSI (the British Standards Institution), the UK's National Standards Body. He leads a team that focusses on International engagement, trade policy and engaging with consumer and sustainability stakeholders. Peter joined BSI in 2015 in the role of Head of International Engagement and is an economic geographer by training. Peter and his team are responsible for developing and maintaining strategically important international relationships between BSI and a range of other National Standards Bodies and key international stakeholders; working with consumer and sustainability organisations to support the increased participation of consumer and sustainability stakeholders in standards development activity; alongside leading BSI trade policy agenda. Peter is co-convenor of the ISO DEVCO Working Group 1 - Standardization areas of primary interest to developing countries.

## Speakers

---



**Ms Belinda Cleeland**

**Head of Research and Innovation, International Organization for Standardization (ISO)**

Belinda Cleeland is the Head of Research and Innovation at the International Organization for Standardization (ISO). The Research and Innovation unit has a mission to promote research on the concrete economic, social, and environmental impacts of International Standards, to identify new and emerging areas for standardization, and to promote education about standardization. Belinda has been with ISO since 2012 and was previously the Head of Technical Policy.

Prior to joining ISO, Belinda worked for four years as a project manager at a small Swiss-based NGO called the International Risk Governance Council, a science-based think tank working to improve the understanding and management of systemic risks with an impact on health, environment, economy, or society in general.

She holds a Master's degree in International Affairs from the Graduate Institute, Geneva, a Bachelor of Arts with Honors (Political Science and French) and a Bachelor of Science (Biochemistry and Genetics) from the University of Melbourne, Australia.



**Ms Karen Batt**

**Head of International, Standards Australia**

Karen's current role is Head of International and is responsible

for identifying and managing key international engagement and policy priorities and representing Standards Australia at international and regional forums. Her responsibilities encompass governance and policy representation of Standards Australia at international standards development organisations including membership on the ISO Technical Management Board (2021-2023), international policy and development management, and maintaining relationships with other National and Regional Standards Bodies.

## Key Project Contacts

---

**Ms. Abbey Dorian**

**International Engagement Manager, Standards Australia**

abbey.dorian@standards.org.au

+61 2 9237 6196

**Mr. Brendan Slowey**

**International Engagement Manager, Standards Australia**

brendan.slowey@standards.org.au

+61 2 9237 6337

**Ms. Karen Batt**

**Head of International, Standards Australia**

karen.batt@standards.org.au

+61 2 9237 6056

