

Role of Standards in the Manufacture of Products for the Global Market

In the globalized marketplace following the creation of the World Trade Organization, a key challenge for national economy is to overcome technical barriers to trade and to comply with the requirements of the international standards, which are now basic prerequisites for market access embedded in the global trading system.

With a view to facilitate understanding of the complex subject of standards, metrology, testing and quality, and a **3Cs** strategic approach to overcome trade participation constraints and to achieve a palpable increase in exports has been developed.

Competitiveness - activities which are oriented towards the removal of supply-side constraints, the promotion of the manufacture of products with high export potential and the provision of assistance related to:

- developing productive capacities;
- enhancing capacity to meet international standards and client quality and safety requirements.

Conformity - activities that are oriented towards promoting conformity with market requirements and securing a larger share in export markets, focusing on:

- upgrading conformity assessment infrastructure;
- creating an environment conducive to export promotion.

Connectivity - activities which are carried out in cooperation with other agencies and oriented towards supporting national economies in their efforts to acquire the technological and institutional capacities they need to implement WTO agreements and participate in the new rules-based trading system. The focus is on:

- integrating with the international trade framework and rules;
- harmonizing customs procedures and transport mechanisms.

There are many international organizations working towards harmonization of measurement-related activities. Measurement is critical in evaluating quality and safety. Correct methods of measurement together with the use of the appropriate instrument and environmental conditions, determine the reliability of the measurement data. International organizations provide a valuable source of information for measurement methods, instruments, standardization and calibration for all measurements performed for quality and safety assessments.

All the measuring instruments are to be calibrated. Calibration ensures that the instrument displays an accurate and reliable value of the quantity being measured. Thus, enterprises aspiring to set up a good testing and measurement facility should study a great deal of information, not only on measurement-related subjects but also on system-related topics on management of good measurement practice.