



PRESS RELEASE

Brussels, 10 January 2020

Small Business Standards appoints new Director

Brussels, 10 January 2020 - The Board and staff of Small Business Standards (SBS) has welcomed their new Director, Maitane Olabarria Uzquiano, to the organisation. Ms. Olabarria succeeds Christel Davidson, as new Director of the association representing the interests of SMEs in standardisation.

Ms. Olabarria comes with 17 years of experience in European affairs and standardisation. From 2006 to 2017, she worked for the European Committee for Standardisation (CEN) as Programme Manager in the Standards Department. In CEN, she was responsible for standardisation activities in the areas of services, bio-based products, (bio)fuels and energy management. She also has more than six years of experience working for different European associations in the areas of distance selling and e-commerce (EMOTA) and in the machine tool and manufacturing technologies sector (CECIMO).

Commenting on her appointment, SBS President Gunilla Almgren said, “On behalf of the board, I wish to congratulate Ms. Olabarria on her new appointment as Director. She has an excellent track record on European standardisation and European affairs. I am confident that with her experience she will be a key driver in increasing awareness about the importance of standards and ensuring the effective participation of SMEs in their development.”

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EDITOR’S NOTES: Small Business Standards (SBS) is the association representing European SMEs in the standardisation process. SBS is co-financed by the European Commission and EFTA. Further information: Maitane Olabarria Uzquiano, Director, +32 (0)2 285 07 15, m.olabarria@sbs-sme.eu
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