



BOZAR 30 May 2018

Small Business Standards Conference

**Standards: a gateway for SMEs
to the European Single Market
and beyond?**

OUR MEMBERS

Small Business Standards (SBS) is a European non-profit association (aisbl) co-financed by the European Commission and the EFTA Member States.

Small Business Standards' objectives are derived from Regulation (EU) No 1025/2012 which sets out a long-term vision for the European Standardisation System. The focus of the Regulation is to ensure better support for European policies fostering growth and competitiveness.

Within the European Standardisation System, Small Business Standards' mission is to :

- Represent the interests of Small and Medium-sized Enterprises (SMEs) in the standardisation process;
- Raise their awareness about standardisation and facilitate their uptake of standards;
- Motivate them to engage in the standardisation process.

The association represents the interests of 12 million SMEs across Europe through 20 SME member organisations.



APCMA
French Assembly of Crafts Chambers
www.artisanat.fr

CAPEB
French Confederation of Construction Craft and Small Enterprises
www.capeb.fr

CNA
National Confederation of the Craft Sector and Small and Medium Enterprises
www.cna.it

CONFARTIGIANATO IMPRESE
Italian Confederation of the Craft Sector and Small and Medium Enterprises
www.confartigianato.it

CPME
French Small and Medium-sized Employers' Organisation
www.cpme.fr

DTV
German Textile Care Association
www.dtv-bonn.de

EBC
European Builders Confederation
www.ebc-construction.eu

ECAP
European Consortium of Anchor Producers
www.ecap-sme.org

EFESME
European Federation for Elevator Small and Medium-sized Enterprises
www.efesme.org

EMM
European Insulation Material (multifoil) Manufacturers

EMU
European Metal Union
www.emu-online.info

European Digital SME Alliance
European Association of Small and Medium-sized Enterprises in ICT
www.digitalsme.eu

IFD
International Federation for the Roofing Trade
www.ifd-roof.com

SME Safety
European association of Small and Medium-sized Enterprises that manufacture safety products
www.sme-safety.eu

Timber Construction Europe
European Association of Timber Construction
www.timber-construction.eu

Tischler Schreiner
German Association of Wood Joiners
www.tischler-schreiner.de

UEAPME
European Association of Craft, Small and Medium-sized Enterprises
www.ueapme.com


UEG
European Association of Scaffolding
www.ueg-eu.org

WKÖ
Austrian Economic Chamber
www.wko.at

ZDH
German Skilled Crafts Association
www.zdh.de

PROGRAMME

12.00 – 13.00  Registration and networking lunch

13.00 – 14.00  Opening speeches

- Gunilla Almgren, President, Small Business Standards
- Ignacio Garcia Bercero, Deputy Director General, DG Trade, European Commission

Challenges and opportunities for SMEs to access the global market

- Alan Wolff, Deputy Director General, World Trade Organization

14.00 – 15.30  Panel discussion
“SME-compatible standards: a prerequisite for market access?”

Standards: they can open the doors to markets, but can they also close them? Are they the only way for smaller companies to access new markets? If there are no alternatives, should all standards be tested for their SME compatibility, especially if they are intended to support EU policy? Does the alignment between EN and ISO standards need improving?


- David Bell, Director of Standards Policy, British Standards Institute
- Philip Gallagher, CEO, Astra Door Controls Ltd
- Adam Pinney, Technical Standardisation Officer, Small Business Standards
- Robin Townsend, Director, Marprof Ltd
- Dany Sturtewagen, President Elect, CENELEC

15.30 – 16.00  Coffee break

16.00 – 17.30  Panel discussion
“SME involvement in standardisation – Stories from around the world”

SMEs often encounter difficulties when trying to enter markets, both non-EU companies wishing to trade in the EU and EU companies wishing to trade in other regions. To address this, efforts have been undertaken in the EU to encourage the development of SME compatible standards and more involvement of SMEs in the standardisation process. Have these measures been successful? What can we learn from other trade areas that are also encouraging SMEs to engage in standardisation?

- Kjell A. Bengtsson, Vice President, Jotne EPM Technology
- Sara Gobbi, Director of European Affairs, ASTM International
- Suraiya Hanafi, CEO, Tropika Beauty / Niqman Rafeae M. Sahar, Head of Go-EX programme, MATRADE
- Hasham Khan, CEO, Hansa Leather Garment Ltd
- Hiroo Wakai, General Manager, Standardisation Support Unit, Japanese Standards Association (JSA)

17.30 – 18.00  Closing speech

- Gunilla Almgren, President, Small Business Standards

18.00  Cocktail reception

Moderator: George Parker (Financial Times)

SPEAKERS

Gunilla ALMGREN



**President, Small Business Standards
Owner/manager, REGAB Reglerarmatur AB**

Gunilla Almgren was appointed as Small Business Standards' President at the creation of the association in December 2013. She is an entrepreneur in the sanitary fittings industry, running a fairly typical and expanding micro-business with three employees and business contacts all over Europe. Previously, she was President of UEAPME (European Association of Craft, Small and Medium-sized Enterprises) and has served as Vice-President of the Board of Företagarna, the Swedish Federation of Private Enterprises. As an entrepreneur at heart, she sits on the Boards of several Swedish business-related organisations as well as private companies. On top of her professional engagements, Ms Almgren has actively participated in several committees and working groups set up by the European Commission in recent years.

David BELL



**Director of Standards Policy,
British Standards Institute**

David Bell is Director of Standards Policy at the British Standards Institution (BSI). He heads a team of 18 which is responsible for BSI's input to ISO, IEC, CEN and CENELEC on technical and policy issues. In addition, David manages BSI's institutional relations with national and regional standards organisations, as well as relations with British industry associations, UK government and with key stakeholders, including consumer and public interest groups. An economist by training, and with a diploma in management, Mr Bell has been at BSI for over 20 years, overseeing a number of European and international standards issues and took over BSI's policy team in 2009. Mr Bell was appointed Director of Standards Policy in 2015.



Kjell A. BENGTTSSON



Vice President, Jotne EPM Technology

Mr Kjell A. Bengtsson, is a Vice President at Jotne, has a Mechanical Engineering background and a diploma in Marketing. He started out at Volvo Cars and General Electric doing CAD/Database applications and later management positions, and is now Vice President at Jotne EPM Technology, a world leader in Product Lifecycle Management (PLM) and Standards for Product Model Data Exchange (STEP) and Open BIM used for data exchange, sharing and archiving. Mr Bengtsson has been exposed to the STEP, and other related (ISO TC 184/SC4) standards for the last 25 years and is actively involved in neutral database implementation projects in the most complex defense and aerospace sector projects. Mr Bengtsson is a Member of the Board of the PDES, Inc organization and supports other industry organizations like AIA/ASD, NIAG (NATO), FSI, Subsea Valley and more.

Philip GALLAGHER



CEO, Astra Door Controls Ltd

Philip Gallagher is Managing Director of Astra Door Controls, a leading UK manufacturer of concealed door closers, based in Preston, Lancashire. He is one of the UK fire door industry's leading experts on door closers, and a passionate advocate for the correct specification, installation and maintenance of fire doors. Mr Gallagher has been instrumental in the specification of tens of thousands of fire doors in apartments, commercial buildings and hotels across the globe, and he played a significant part in the development of a number of innovative door closers. These include the CE Marked 3000 Series of jamb-mounted concealed closers. Astra is a member of the Guild of Architectural Ironmongers and the Door Hardware Federation in the UK.

Ignacio GARCIA BERCERO



**Deputy Director General, DG Trade,
European Commission**

Ignacio Garcia Bercero is a Director in the European Commission's DG Trade, and responsible since 2012 for overseeing the activities related to EU Neighbouring Countries, US and Canada. He coordinated the work of the EU-US High Level Working Group on Growth and Jobs and was Chief Negotiator for the TTIP negotiations. After joining the European Commission in 1987, he focused from 2005 to 2011 on sustainable development and bilateral trade relations (South Asia, South East Asia, Korea, EuroMed and the Middle East). He was Chief Negotiator for the EU-Korea and EU-India Free Trade Agreements (FTAs). Before that, he worked on WTO Dispute Settlement, and Trade Barriers Regulation. Prior to the Doha Development Agenda negotiations, he ensured overall coordination of WTO Policy and was Chief Negotiator on Trade and Competition. Mr Garcia Bercero is a published author on areas such as trade and competition laws. He has a Law Degree from the Universidad Complutense, Madrid and a Master of Laws Degree from University College, London.

Sara GOBBI



**Director of European Affairs,
ASTM International**

Sara Gobbi serves as ASTM International's Director of European affairs since January 2013. Her primary task, at the head of the Brussels office, is to engage in outreach activities and raise greater awareness of ASTM across European institutions and standard developers, business and trade associations and other significant European stakeholders. Ms Gobbi most recently worked as a standardisation project manager at NORMAPME, the European Office of Crafts, Trades and Small and Medium-Sized Enterprises for Standardisation. Prior to that, Ms Gobbi, an attorney, spent nearly five years advising client companies in matters related to EU regulatory, internal market and competition policies.

Suraiya HANAFI



CEO, Tropika Beauty

Suraiya Hanafi is the CEO of Tropika Beauty, a Malaysian cosmetics company producing virgin coconut oil-based products. She is responsible for managing the business, including involvement in other sister companies and investment companies under the Group. Ms Hanafi has a proven executive management track record and over eight years of experience in sales and marketing for the company. With her sister Arbainah, she founded Tropika in 2010. She also oversees their own distribution company, Tropika UK Limited, based in Luton. The sisters have successfully expanded their businesses and now export to Europe and the Middle East. The company is also part of Going-Export (Go-Ex), a High Impact Programme to guide and enhance the exports of Malaysian SMEs, led by the National Trade Promotion Agency of Malaysia. Previously, Ms Hanafi practised as a lawyer in banking and properties for 14 years. She holds a Bachelor of Laws Degree from the International Islamic University Malaysia.





Hasham KHAN



CEO, Hansa Leather Garment Ltd

Hasham Khan was appointed in 2004 as a Marketing and R&D Director at Hansa Leather Garment (PVT) Ltd, a family-based company, after graduating from Devenport University in Michigan, US. Since 2010 he has focused

on materials research, to enhance product safety in line with EU standards and to implement them in Hansa products. The main focus is raising safety standards in the motorcycle industry in garments, gloves and boots all manufactured under one roof. Thanks to partnerships with global companies like Invista, YKK, DuPont, Betac, and working with the industry's leading brands, Mr Khan has innovated with the highest standards in motorcycle safety products. This includes smart clothing for motorcycle rider safety. He also initiated a sustainability drive in Hansa's supply chain, with the goal of using recycled and biodegradable materials. Mr Khan is an active member in several Pakistani business associations and Director of Sialkot International Airport.

Adam PINNEY



**Technical Standardisation Officer,
Small Business Standards**

Dr Adam Pinney has been involved with the regulation and standardisation of industrial products since 1991, when he became head of the Standards Policy Support Section at the

UK Building Research Establishment. His work included advice and support nationally on the Construction Products Directive (CPD). After three years at the European Commission, focused on the CPD, he spent 10 years as European Commission Consultant to CEN, helping Technical Committees to develop harmonised European Standards. In 2006, Dr Pinney started technical assistance work, advising and assisting SMEs in Pakistan, Tunisia and Kosovo on how to obtain the CE marking to export their products to the EU. He has also helped non-EU countries to adopt regulatory systems based on EU legislation and to develop their regulatory infrastructure. In 2017, Dr Pinney joined the European Builders Confederation and SBS as Technical Standardisation Officer. He ensures that SMEs' interests are represented in standardisation and EU legislation, notably for construction products and lifts.

Niqman Rafeae M. SAHAR



Head of Go-EX programme, MATRADE

Niqman Rafeae M. Sahar is Head of the Going-Export (Go-Ex) Programme, in the Transformation & Digital Trade Section, MATRADE (Malaysia External Trade Development Corporation).

He joined MATRADE in 2004, having begun his career with Malayan Banking Berhad. Mr Sahar has an accounting background and worked in various MATRADE departments – North and East Asia, Asia and Africa Division, West & Central Asia, etc. He is experienced in trade promotion and free trade agreement negotiation and is a forum panellist and speaker. In 2008, he was the Trade Commissioner based in Santiago covering Argentina, Bolivia, Chile, Ecuador and Peru, overseeing emerging markets in South America. Subsequently, he was the Trade Commissioner to Thailand until 2016, managing trade promotion in Malaysia's fifth largest export market. Today Mr Sahar heads MATRADE's Go-Ex Unit. Go-Ex is part of the High Impact Programme (HIP) under the SME Masterplan 2012-2020. Its aim is to assist SMEs to enter new markets overseas and to introduce new products/services globally.

Dany STURTEWAGEN



President Elect, CENELEC

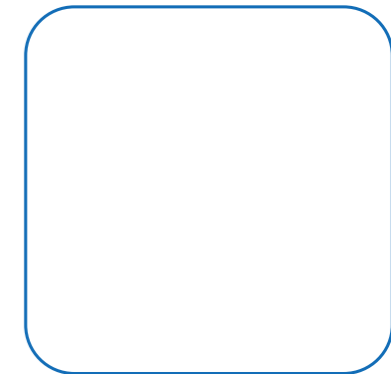
Dany Sturtewagen is Director Corporate Affairs and Chairman of the Works Council at Niko, a Belgian family-owned company. Before that he held several top positions in General Electric, where he rose to become Pricing Director Europe. His started his career at the Belgian Building Research Institute as Advisor and contributed to several professional industrial magazines on building site organisation and cost-efficiency. Since 2007, he has been a board member of the Belgian Electro-technical Committee (CEB-BEC), where he now serves as President. Mr Sturtewagen is also a board member of CECAPI (European Committee of Electrical Installation Equipment Manufacturers) and has been its President since 2015. Within Agoria (Belgium's largest employers' organisation and trade association), he is a member of the Building Technology Committee, the Smart Building Committee and is President of the Business Group Home Automation & Electrical Equipment. From 2006 until 2016, he was appointed Judge in the Labour Court of Ghent (Belgium). Dany Sturtewagen has a Master in Science Degree in Civil Engineering Technology.

Robin TOWNSEND



Director, Marprof Ltd

EUR ING Robin Townsend, BEng CEng FRINA, is a risk management expert specialising in the application of ISO standards to marine risks. He applies these standards – which include prescriptive product specification type, management systems type and high-end assurance type including goal-based standards – in leading technical fields such as naval submarines, offshore and civil nuclear power. His current focus is on giving strategic advice on how to control waste management risks in ship recycling as well as hazardous material management on board ships – using both ISO standards, and International Regulations that he helped to write. He is currently Vice Chair of ISO TC8 (Ships and Marine Technology), Chair of ISO TC8 SC1 (Maritime Safety), and Chairman of Council, Southern Joint Branch, RINA / IMarEST. Mr Townsend is a founding partner of Marprof Environmental, experts in ship recycling. From 2011-2014, he was Director of Lloyd's Register Verification Ltd, and a board member with top management responsibility for the certification products offered by Lloyd's Register. He is a published author in his expertise fields and holds the BSI Distinguished Service Certificate, and the Ad Van Dijk Memorial Award for Visionary Excellence – presented by the ISO TC8 Advisory Group Chairman.



Hiroo WAKAI



General Manager, Standardisation Support Unit, Japanese Standards Association (JSA)

Hiroo Wakai is Senior Director of the Japanese Standards Association (JSA), where he has been in charge of international and regional affairs since July 2011. He is also ISO Council

Member of the Japanese Industrial Standards Committee (JISC) since January 2010.

Mr Wakai joined JSA in 2000 and began his career in the field of standardisation. Since then, he has participated in international standardisation activities including ISO TMB, Council and DEVCO/CAG meetings as a senior representative of JISC, contributing to both the technical and governance aspects of activities.

Furthermore, Mr Wakai has been committed to the involvement of developing countries in international standardisation activities. This involves participation in DEVCO/CAG and providing advice to JISC's capacity building programmes for the Asia-Pacific region.

Alan Wm. WOLFF



Deputy Director General, World Trade Organization

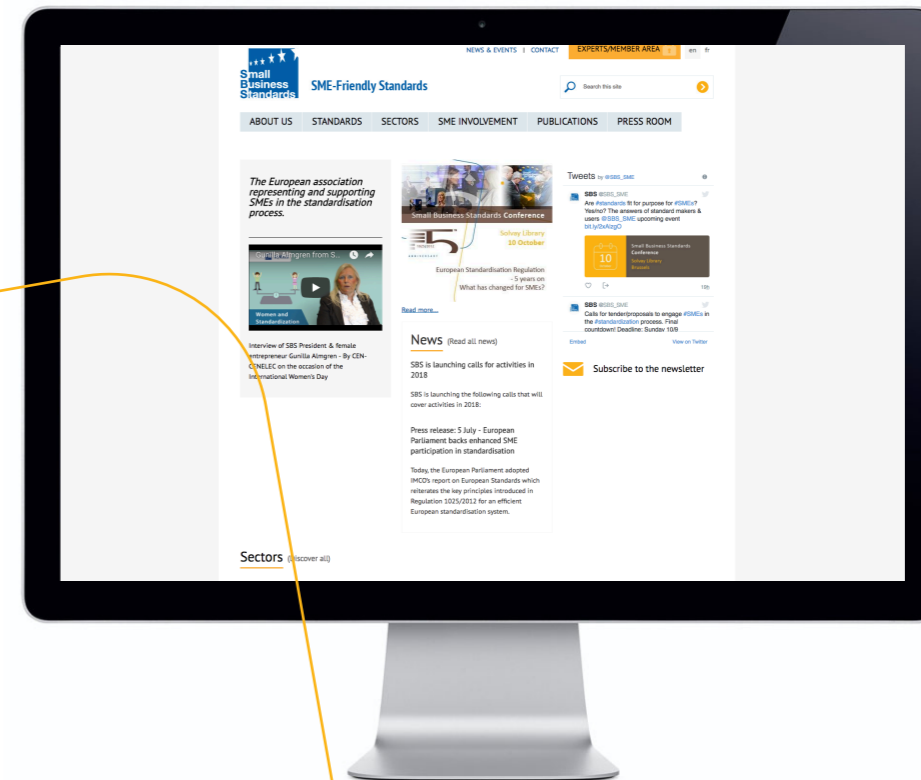
Alan Wm. Wolff is a Deputy Director General at the World Trade Organization. Ambassador Wolff served as United States Deputy Special Representative for Trade Negotiations

in the Carter Administration and was General Counsel of the Office in the Ford Administration. He was Acting Head of the U.S. Delegation for the Tokyo Round of Multilateral Trade Negotiations, and a principal draftsman of the basic U.S. law creating a mandate for trade negotiations. Since then, he has served as a senior trade negotiator/advisor under Republican and Democratic administrations. Before joining the WTO, he served for six years as the Chairman of the National Foreign Trade Council, created in 1914 to support open international trade. He is a lifetime National Associate of the U.S. National Academy of Science, and frequent author on subjects involving international trade and innovation policies. In private law practice, Ambassador Wolff was engaged to resolve some of the largest international trade disputes on record.

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