



Small Business Standards

Small Business Standards (SBS) is a European non-profit association representing and defending Small and Medium-sized Enterprises (SMEs) in standardisation. Co-financed by the European Union and the European Free Trade Association (EFTA), SBS advises and supports SMEs and SME organisations across Europe on how best to influence the standardisation process at the European and international levels. It gives SMEs in Europe the strong voice they need when it comes to standardisation by ensuring their interests and needs are understood and safeguarded.

SBS speaks on behalf of 22,5 million SMEs across Europe through 22 SME member organisations.

SBS was established on 25 October 2013 to make the European standardisation system as inclusive, transparent and open as possible in line with the objectives of [Regulation 1025/2012 on European Standardisation](#).

Small Business Standards' mission is to:

- Represent the interests of SMEs in the standardisation process at the European and international levels;
- Raise their awareness about standardisation and facilitate the uptake of standards by SMEs;
- Motivate SMEs and SME associations to engage in the standardisation process.

Why standards?

Standards boost business.

The use of standards provides businesses with numerous advantages:

- Lower costs by minimising errors and reducing time to market;
- Consistent quality, which earns loyalty from customers and attracts new buyers;
- Goods or services allowed to move freely throughout the EEA;
- Compatibility and interoperability of products and processes;
- A 'presumption of conformity' with legislative and regulatory requirements;
- Enhanced trade by opening new market areas and facilitating market access;
- Access to the latest information and knowledge about new technologies, best practices and innovations.

The role of SBS experts

Each year, SBS appoints between 65 and 70 experts to represent SME interests in European and international standardisation committees. Experts are appointed to [CEN](#), [CENELEC](#) and [ETSI](#) committees at the European level, and [ISO](#) and [IEC](#) at the international one.

As a result, SBS is present in several technical committees, subcommittees and working groups, hence shaping the content of standards in a large number of sectors crucial for SMEs. These sectors encompass a wide variety of economic activities, ranging from tourism to information and communication technologies, from textile and footwear to cosmetics or from pyrotechnics to machinery.

Some of these committees also develop harmonised standards in support of European legislation following a request from the European Commission. These harmonised standards can support SMEs to comply with EU legal requirements and in this way ensure the safety of their products and access to the European Single market.

How to reach us?

Rue Jacques de Lalaing 4
B-1040 Brussels
+32 (0) 472 26 03 76
info@sbs-sme.eu

Transparency Register 653009713663-08

Follow us!

www.sbs-sme.eu
small-business-standards
@SBS_SME

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