



**Asia-Pacific
Economic Cooperation**

**Survey on Business Engagement in SCSC Activities
– Final Report**

**Sub-committee on Standards and Conformance
September 2010**

CTI 16/2009T

Produced for
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Survey on Business Engagement in SCSC Activities

APEC Project CTI 16/2009T – Strategy to Promote Business
Interaction in SCSC Activities

I. Executive Summary

Twelve economies responded to this year's "Survey on Business Engagement in SCSC Activities."

The Survey was divided into three sections:

1. Economy Information
2. Questions Regarding Recommendations Resulting from the Business Engagement Conference in 2009, including Conference Group Breakout Recommendations
3. General Questions about Your Economy and the SCSC

This Executive Summary will provide an overview of the results of the Survey, arranged by section.

In reviewing the results of the survey, it is important to understand that not all questions could be answered in a way that was quantifiable. Many questions were open-ended in order to solicit new information, and some questions invited respondents to indicate more than one answer if appropriate. Further, not all questions were answered by every respondent.

Recommendations are included throughout the report.

A. Economy Information

Twelve economies responded to the Survey—Australia, Brunei Darussalam, Chile, Chinese Taipei, Japan, Malaysia, Mexico, Peru, Philippines, Singapore, United States, and Vietnam. They represent a broad cross-section of diverse economies and interests, as does the APEC SCSC as a whole.

B. Questions Regarding Recommendations Resulting from the Business Engagement Conference in 2009

Respondents unanimously agreed that SCSC should continue discussions on Product Related Energy Use Programs; 96% expressed support for continuing discussions on Restrictions of Hazardous Substances. Virtually all economies indicated that, if the Trade Facilitation Task Force (TFTF) provided guiding principles for energy use programs, they would coordinate these principles with relevant government ministries and business interests. All but one respondent said that, if it were made a regular agenda item, they would use the TFTF as an early alert system to share emerging energy programs and related regulations.

When asked to rank various pathways for business to provide input into the APEC SCSC work program, respondents indicated a strong preference for workshops and briefings as a primary means of facilitating interaction with business in the region. Workshops and briefings with participation by all stakeholders received support through the Survey. Respondents suggested that SCSC should hold workshops to encourage Good Regulatory Practices or Regulatory Cooperation, as well as workshops in specific areas such as electrical, food, or toy safety.

To further facilitate continuing dialogue among all stakeholders, it also was suggested that SCSC develop an SCSC contact list which should be updated quarterly, and a template for putting information on the website.

Respondents supported the idea that the SCSC Chair should request to be on the ABAC agenda to provide regular briefings, send an annual report to the ABAC about SCSC projects impacting business, and invite ABAC to inform SCSC about issues or areas they would like SCSC to address. If appropriate, the SCSC Chair and representatives of individual economies should forge relationships with their respective ABAC Secretariat Offices and individual ABAC members in order to champion SCSC issues.

Few respondents reported difficulty resulting from APEC reports being provided in English. However, it was suggested that all future reports should have a point of contact so that economies seeking to translate the material will have access to an authoritative source for any questions that may arise.

When asked to rank potential work in specific areas for the SCSC, there was a wide disparity of interests among respondents. This diversity of interests within SCSC economies also should be taken into account as SCSC develops its strategy going forward. Individual SCSC economies should assess work with business interests in their economy to determine whether resources exist to undertake work in priority areas.

SCSC economies have been actively pushing to implement the 2009 recommendations put forth by business for opening their standardization systems to private sector involvement.

- Half of the responding economies already open their standards development process to foreign stakeholders, for example, and another 33% allow it on a somewhat modified basis. Only 17% are completely closed to foreign stakeholders.
- More than 90% of reporting economies are actively working to decrease the time for national standards bodies (NSBs) to adopt international standards.
- 100% are either actively involved in IEC activities or are just beginning their involvement.
- 75% report that their certification markets are open to foreign participants.
- 100% see a role for the SCSC or PASC in encouraging the NSBs to adopt these practices.

In a series of questions in which respondents were asked to rank priorities, the following patterns were clear:

- SCSC wants to proactively engage with regulators and the business community, expanding a pattern already in place;
- SCSC should use technology more effectively to promote SCSC interests and engage regulators, SMEs, and the business community;
- SCSC economies consider working actively with Chambers of Commerce and trade associations to be of high importance in furthering SCSC interests and engaging stakeholders;
- Newsletters and bulletins are viewed as effective methods of raising awareness of SCSC initiatives; social media and podcasts are not.

C. General Questions about Your Economy and the SCSC

Overall, SCSC economies are very proactive in publicizing SCSC activities to the business community. Sixty-seven percent report to them regularly via correspondence, and 33% do so regularly via meetings or briefings. None rely on word-of-mouth or do nothing to inform the business community. Half of respondents said that their economy or NSB solicits input from the business community prior to SCSC meetings for development of the economy's positions on issues for discussion.

Similarly, SCSC economies are very proactive in soliciting input from regulators. Sixty-seven percent of SCSC economies do so via correspondence, and 75% do so via meetings or briefings. Only 8% do not solicit input from regulators.

There was no agreement among SCSC economies about what policy and technical issues the SCSC should focus on in the next year. In setting its future priorities, SCSC should consider the findings enumerated in the report, but should keep in mind the strong preferences expressed in response to questions about the TFTF and current outreach to the business and regulatory communities. Those areas of the Survey indicated strong interest by SCSC respondents in energy, toy and food safety, GRP, and environmental issues.

Additional questions about how the SCSC economies can ensure that there is input from both the business and regulatory communities, as well as encourage their involvement in SCSC activities, produced predictable responses—continue successful SCSC outreach activities, especially workshops and meetings in which business and regulators participate. Respondents reported very successful outreach activities in the past year, including 58% who invited business representatives to participate as part of their economy's delegation to SCSC.

Respondents estimated that 75% of their business community is aware but not actively involved with SCSC, and that 25% of their business community is actively involved. Suggestions for proactive ways in which the business community may engage in SCSC included establishing a National Mirror Committee (NMC) in which business should be committee members, outreach to trade associations or professional societies on specific issues, and holding sectoral workshops and surveys.

Seventy-five percent of responding economies have a national coordinating committee (or National Mirror Committee for APEC SCSC) responsible for developing the economy's positions for SCSC meetings. Twenty-five percent did not respond to the question. The national coordinating committees are largely either government (54%) or a combination of government and private sector (25%). Regulators are permitted to participate in a large majority (83%) of SCSC economies.

SCSC respondents overwhelmingly (83%) saw value in having private sector participation in SCSC meetings; none were opposed. It was clear that, whenever possible, SCSC should emphasize to business that SCSC as a whole is a business-friendly venue. However, it should be politely pointed out that it is SCSC's prerogative to hold some government-to-government sessions and that ultimate decision making lies with SCSC delegates.

Government involvement in SCSC activities is extensive, and falls in the following areas (more than one applies in many economies):

- 83% Technical expert
- 100% Mid-level management/policy officials
- 8% Ministerial

The National Standards Body (NSB) typically responsible for coordinating private sector participation in PASC/SCSC. Most (83%) NSBs are allowed to have dual roles, i.e., allow business owners to serve as members of the NSB.

Questions about the Voluntary Alignment Program (VAP) and Specialized Regional Bodies elicited a far less enthusiastic response than earlier questions. It is apparent that fewer SCSC economies actively promote or publicize these activities; the SCSC therefore should discuss whether the VAP and Specialized Regional Bodies are sufficiently important to merit stronger efforts to publicize them to the business community, and, if so, how this can be done at minimal cost.

D. Executive Summary Conclusion

The APEC SCSC very much appreciates the willingness of these twelve economies to devote serious time and thought to responding to the Survey. It demonstrates the seriousness with which they view the work of the SCSC.

It is hoped that the Survey will provide an important source of information for the SCSC as it develops its future strategy.

I. Results of the Survey

A. Economy Information

Twelve economies—representing Asia (north and south), and the Americas—responded to this year’s “Survey on Business Engagement in SCSC Activities.”

The Project Overseers appreciate the willingness of these economies to devote significant time and serious thought to responding to the survey. This work is an important source of information for the APEC Sub-Committee on Standards and Conformance (SCSC) as it plans its strategy for forward engagement with business.

In reviewing the results of this survey presented below, we note that not all questions could be answered in a way that was quantifiable. Many questions were open-ended in order to solicit new information, and some questions invited respondents to indicate more than one answer if appropriate. Further, not all questions were answered by every respondent.

I. Questions Regarding Recommendations Resulting from the Business Engagement Conference in 2009

QUESTION: Regarding the APEC SCSC Trade Facilitation Task Force (TFTF), recommendations were made for the TFTF to continue capacity building activities for environment-product related standards and regulations. Should we continue discussions on:

Restrictions on Hazardous Substances:	Yes	96%	No	4%
Product Related Energy Use Programs:	Yes	100%	No	0%

Other Topic(s) for discussion:

- One request for carbon footprint methodologies for measurement/labelling requirements.
- One request for new and major TBT issues.
- Two requests for more work in the area of food safety.

Recommendation: Based upon near-unanimous support, SCSC should continue discussions on capacity building activities for environment-product related standards and regulations for Hazardous Substances and Product Related Energy Use Programs.

Business is interested in providing the TFTF with guiding principles for energy use programs. If they provided the TFTF with such principles, how would your economy use them?

Responses varied slightly, but there was near consensus overall that economies would coordinate these principles with relevant government ministries and business interests. At least one economy said they would use the principles to guide interagency decision making.

Recommendation: If business provides the TFTF with guiding principles for energy use programs, each economy should coordinate with relevant ministries and business interests to take them into consideration in their own energy use programs.

If your economy would not use such principles, please explain why they would not be used:

No responses.

QUESTION: Business recommended the TTF be used as an early alert system for economies to share emerging energy programs and related regulations. If there were a standing agenda item where economies could report, would your economy take advantage of the opportunity?

Yes	91%
No	9%
If no, why not? One response - "Would have to consult relevant agency."	

Recommendation: SCSC should utilize TTF as an early alert system for economies to share emerging energy programs and related regulations. It should be made a standing agenda item where economies could report.

QUESTION: Business recommended it would like more opportunities to provide input into the work program of the APEC SCSC to increase its relevance to business in the region. What do you think is the most ideal pathway for this interaction? (Please rank choices below from 1-5, with 1 being the most ideal pathway for business interaction with SCSC)

1. Individual Economies commit to regular briefings of their industry and report results or new priorities to SCSC under a specific agenda item
2. Workshops
3. Physical meetings held immediately before SCSC meetings with interested Chambers of Commerce or other relevant business associations.
4. On-line surveys

Other ideas?

- Combine ideas & have individual economies provide a short update when answering surveys or at physical or teleconference meetings.
- Video conferences, on-line training.

Recommendations:

The SCSC should focus on workshops as a primary means of facilitating interaction with business in the region. SCSC recommends that individual economies commit to regular briefings of their industry and report results or new priorities to SCSC under a separate agenda item.

QUESTION: At present, SCSC interaction with ABAC relies mainly on individual economies alerting ABAC members or staff of SCSC activities. How can SCSC improve interaction with ABAC? (Rank)

1. The SCSC Chair could request to be on the ABAC agenda to provide regular briefings
2. Send an annual report to the ABAC about the SCSC projects impacting business
3. Work with individual economies' ABAC Secretariat Offices
4. The SCSC Chair could forge relationships with individual ABAC members to champion SCSC issues identified by SCSC members

Other ideas?

1. All of the above ideas should be considered in some combination.
2. ABAC could inform SCSC about what issues or new areas they would like SCSC to address.

Recommendations:

The SCSC Chair should request to be on the ABAC agenda to provide regular briefings, send an annual report to the ABAC about SCSC projects impacting business, and invite ABAC to inform SCSC about issues or areas they would like SCSC to address. As time and resources permit, the SCSC Chair and representatives of individual economies should forge relationships with their respective ABAC Secretariat Offices and individual ABAC members in order to champion SCSC issues.

QUESTION: Some members have indicated that the benefits accruing from APEC reports are limited to the English-speaking audiences in APEC member economies. Are there any actions SCSC Members are willing to take to make them more accessible?

Fewer than half of those queried responded to this question, and most respondents indicated that language does not present a significant problem. Economies that do not have a problem suggested that it would be helpful to know when there is a specific problem with translation, and also that all future reports should have a point of contact so that economies seeking to translate the material will have access to an authoritative source for any questions that may arise.

Recommendation: All future SCSC reports should have a point of contact so that economies seeking to translate the material will have access to an authoritative source for any questions that may arise.

QUESTION: Are there ways in which APEC SCSC can help facilitate information exchange among stakeholders -- specifically business, regulators, standards bodies and government - - to improve the use of standards in regulation and improve capacities to adopt and comply with new regulations?

Responses varied greatly, with many responses focused on the desire to have more SCSC project- or issue-specific workshops (e.g., GRP) that include all stakeholders, as well as improving continuing dialogue among all stakeholders.

It was suggested that the successful workshops on toys and food safety provide useful guidance for future workshops, and that business be encouraged to provide data to be used in regulatory decisions.

Two respondents suggested that SCSC create an SCSC contact list and update it regularly, perhaps quarterly, and another suggested that SCSC design a template for putting information on the website.

Recommendations:

- *SCSC should continue to hold project- or issue-specific workshops (e.g., GRP) that include all stakeholders, and develop a means to ensure that workshop recommendations go forward.*
- *In order to facilitate continuing dialogue among all stakeholders, the SCSC should create an SCSC contact list and update it quarterly.*
- *SCSC should design a template for putting information on the website.*

QUESTION: Business recommended continuation of work toward advancement of Good Regulatory Practices and Regulatory Cooperation. Does your economy or your business community have ideas for new initiatives through which the SCSC can encourage either GRP or Regulatory Cooperation? If Yes, please describe these ideas:

Eight economies reported activities through which the SCSC can encourage GRP or Regulatory Cooperation. Several recommended that SCSC hold regular GRP workshops or conferences in specific areas such as electrical safety, food safety, and toy safety; others suggested that SCSC develop a Guide of GRP for regulatory bodies, and/or a Best Practices document.

Recommendations:

- *SCSC should schedule additional GRP workshops or conferences in specific areas such as electrical safety, food safety, and toy safety.*
- *SCSC also should explore the feasibility of developing a GRP Guide or best practices document.*

QUESTION: Business recommended the APEC SCSC as a venue for business and regulators to discuss conformity assessment procedures, particularly as they relate to regulation. Does your economy or your business community have ideas for new initiatives through which the SCSC can facilitate discussion of conformity assessment between business and regulators? If Yes, please describe these ideas.

Nine economies offered suggestions. The primary focus of most suggestions was on the desire for more workshops or conferences and capacity building focused on conformity assessment in regulated sectors such as electrical safety, food safety, toy safety, health care and the environment. These workshops should invite participation by all stakeholders.

It was suggested that APEC SCSC establish a web page to collect ideas from business and regulators on specific conformity assessment issues.

QUESTION: Business suggested further work in specific areas for the SCSC. Please rank in order of importance to your economy and your business interests (with 1 being the highest priority):

1. Toy Safety Standards
 2. Smart Grid Standards
 3. Critical Infrastructure Standards
 4. Electric Vehicle Standards
 5. Biofuel Standards
 6. Wind Turbine Standards
 7. ICT Product Safety
 8. Earth Moving Machinery Standards and Certification
 9. Vehicle Control Logic Standards for ITS
- Other, please specify: Food safety (2 economies), climate change (1 economy), and pharmaceutical products regulations (1 economy)

Recommendation: Individual SCSC economies should assess work with business interests in their economy to determine whether resources exist to undertake further work in priority areas.

Business encouraged the Standards Bodies of the Pacific Area Standards Congress (PASC) to pursue the following actions. For each action below, please state what the current practice in your economy is and whether the standards community in your economy is currently or will consider the following suggestions put forward by business:

A. Open domestic standards development to foreign stakeholders

Yes, in place – 50%
 Modified Yes – 33% *
 No – 17%
 Note: *Modified Yes equals participation via comments or with a requirement that the company have a physical presence in the economy.

B. Foreign Memorandums of Understanding with standards development organizations that would allow for access to free or low cost standards.

Yes – 58%
 No – 17%
 Maybe – 17%*
 Modified No – 8%*
 Note: Maybe responses indicated “it is possible” or “we will analyze it.” Modified No indicated MOU with NSBs but not SDOs

C. Provide training to regulators on participation in standards development

All economies indicated training is available to regulators in all SCSC economies, usually as part of overall training for all participants in standards development committees. Two economies provide training specifically for their regulators.

D. Decrease time for national standards bodies to adopt international standards and to minimize national deviations.

92% The response was, “actively working on this.”
8% The response was, “The national standards body should check drafts minutely even if the draft is based on national standards.”

E. Build and strengthen cooperation among APEC economies in IEC.

92% Reported specific involvement in IEC activities.
8% Reported “recently begun with IEC’s work”

F. Encourage governments or standards bodies to open certification markets to foreign participants.

75% Yes, already open.
8% An important objective.
17% No response.

G. Do you see a role for the SCSC or PASC in encouraging the NSBs to adopt any of these practices?

100% - Yes

Additional comments were:

- “We see a role for PASC to strengthen APEC economies in IEC and ISO by increasing awareness of activities of interest via appropriate agenda items at PASC plenaries.”
- “SCSC or PASC should play the role of bridging for exchanging best practices and experiences among their members.”

Recommendation: SCSC should encourage all PASC NSBs to adopt these practices.

Conference Group Breakout Recommendations

QUESTION: Rank how business concerns should be addressed by SCSC, (with 1 being the highest priority):

Results (in terms of ranked priorities):

1. Discuss coordination as a region on specific trade concerns being raised in the WTO Committee on Technical Barriers to Trade.
2. Identify national target business audiences for each SCSC project.
3. Conduct a regulator dialogue with respective business interests.
4. Develop a network to ABAC members and business interests in each economy and align with ABAC priorities.

QUESTION: Rank how the SCSC should enhance cooperation between business, policy makers, standards and conformity assessment interests: (with 1 being the highest priority):

Results (in terms of ranked priorities):

1. Consider proactive engagement with regulators; many successful activities to bring regulators together have been driven by market failure and global crisis.
2. Use technology by creating a website where business can post questions/concerns.
3. SCSC should have a regular connection with the business community, particularly one that would be accessible to Small and Medium Enterprises (SMEs).
4. Have some working groups within the SCSC where industry can come together regionally to work out issues on its own.

QUESTION: Rank activities for addressing the needs of SMEs: (with 1 being the highest priority):

Results (in terms of ranked priorities):

1. Engage with Chambers of Commerce, government agencies focused on SMEs, and Trade Promotion Offices in each economy.
2. Use APEC TILF Fund and coordinate with the APEC SME Working Group to engage/train SMEs on standards.
3. Educate domestic audiences on APEC SCSC activities.
4. Conduct virtual or videoconference updates on APEC SCSC activities that are web accessible.

Rank Methods of how SCSC can raise the level of awareness of SCSC initiatives to business: (with 1 being the highest priority):

Results (in terms of ranked priorities):

1. Use of Chambers of Commerce, trade associations, NSBs.
2. Newsletters
3. Bulletins
4. Social Media
5. Podcasts

II. General Questions about Your Economy and the SCSC

QUESTION: Does the Economy or National Standards Body publicize SCSC activities to the business community? Choose all that apply.

67% Yes, regularly, via correspondence {e.g., emails, newsletters, etc.}
33% Yes, regularly, via meetings or briefings
22% Only on critical issues

QUESTION: Does your Economy or National Standards Body solicit input from the business community prior to SCSC meetings for development of your economy's positions on issues for discussion?

50% Yes
42% No
8% No response

QUESTION: Do you invite private sector participation in your economy's SCSC delegation?

67% Yes
33% No

QUESTION: What kind of follow up activities does your economy have for publicizing SCSC outcomes or initiatives that would be of interest to the business community? Choose all that are applicable.

46% Briefings
58% Written reports available to the business community
8% None

QUESTION: Does your government solicit input from regulators on SCSC initiatives?

67% Yes, via correspondence
75% Yes, via meetings or briefings
8% No

QUESTION: What are the most important policy issues that you believe the SCSC should focus on in the next year?

Absolutely no agreement; each economy chose a different issue.

Topics included:

- food safety
- acceptance of conformance certificates
- encouraging industry knowledge of the APEC SCSC
- a sector-oriented approach
- conformity assessment for energy efficiency

- the value of standards and conformance infrastructures to regional trade, MRAs, wine labelling, GRP, and product safety
- Product safety
- Involvement of SMEs
- Energy management
- Alignment of standards within the APEC region
- Regulatory cooperation.
- Trade facilitation
- Interchange of information among the economies,
- Promoting knowledge and expertise transfer from developed economies to developing economies,
- Social responsibility
- Promoting cooperation on international standards.

Recommendation: In settings its future priorities, SCSC should consider these findings, but should keep in mind the strong preferences expressed in response to questions about the TFTF and current outreach to the business and regulatory communities. Those areas of the Survey indicated strong interest by SCSC respondents in energy, toy and food safety, GRP, and environmental issues.

QUESTION: What are the most important technical issues that you believe SCSC should focus on in the next year?

No agreement, though several issues were related to energy.

Issues specifically suggested included:

- product related energy use programs
- impact assessment in regulatory matters
- risk assessment and risk management concerning product safety (including pre-market and post-market control)
- capacity building for testing laboratories
- conformity assessment
- efficient energy/green harmonization
- efficient energy use
- environmental standards and their impact on technical regulations
- standards already having a global consensus do not get replicated with national differences which would cause potential TBTs
- wine regulatory reform
- international standardization
- standards and conformance education
- environment related concerns
- hat standards already having a global consensus do not get replicated with national differences which would cause potential TBTs, GRP, cooperation, food safety, and conformity assessment.

QUESTION: What can economies do to ensure that there is input from both the business and regulatory communities on specific technical issues brought before APEC SCSC?

Responses to this question correlated strongly with responses to Question 9 below. Strong desire was expressed to continue successful SCSC activities, especially workshops and meetings in which the business and regulatory communities participate.

Several respondents suggested that individual economies also have regular meetings/dialogue with these communities to gather input and bring SCSC issues to the attention of the appropriate entities.

Two respondents suggested that surveys or polls should be utilized to ensure input from the business and regulatory communities.

QUESTION: How has your economy actively encouraged the involvement of the business community in SCSC activities? (Check all that apply.)

- 58% Invited business representatives to participate as part of your economy's delegation to SCSC meetings.
- 83% Invited business representatives to participate as speakers in SCSC workshops.
- 50% Held public stakeholder briefings or solicited input from stakeholders in advance of SCSC meetings
- 42% Held public stakeholder briefings to update the business community of the results of SCSC meetings.
- 58% Provided written communications (email, correspondence, or press releases) to the business community on SCSC activities/issues
- Recommendation: SCSC economies should continue and increase the successful outreach activities indicated above.

The SCSC has affirmed its strong desire to improve cooperation and coordination with the business community. The following questions are designed to get a better understanding of current outreach activities by the APEC economies.

QUESTION: To what extent is the business community in your economy aware of APEC? (Choose one)

- 0% Completely unaware
- 75% Aware but not actively involved
- 25% Actively involved

Question: Could you describe proactive ways in which the business community may engage in SCSC?

Suggestions included the following:

- Establish a National Mirror Committee (NMC) in which business should be committee members
- A national public-private committee
- Sectoral workshops and related projects
- Identify specific issue(s) and reach out to the appropriate trade association or professional society
- Attending conferences, participating in surveys, and proposing projects

Recommendation: SCSC economies should explore the feasibility of encouraging their business communities to establish a National Mirror Committee to identify and address SCSC issues of concern to business. (Such a National Mirror Committee might become a source of financial support for SCSC workshops on issues that are important to the business community.)

Question: Do you have a national coordinating committee or other group(s) responsible for developing your economy's positions for SCSC meetings?

75% Yes

25% No

Additional Notes: National Mirror Committee for APEC SCSC

Is the national coordinating committee membership primarily

54% Government

4% Private sector

25% A combination of both

13% Separate Committees for government and private sector coordination

(Some economies checked more than one category.)

Question: Are regulators permitted to participate?

83% Yes

0% No

17% No response

Please provide additional notes about national coordinating committees both APEC specific and those specific for standards and conformity assessment:

One economy reported that it has separate National Committees for Standards, Electrotechnical, Accreditation, Medical Testing Accreditation, and Good Laboratory Practice, as well as National Mirror Committees for APEC SCSC and WTO TBT.

There is an interagency working group on WTO/TBT to coordinate national positions on issues discussed at WTO/TBT meetings. Standards, technical regulations and conformity assessment are topics covered by the WTO/TBT interagency working group....”

Yet another economy reported that these activities are coordinated at the national level.

Question: What do you see as the value of having private sector participants in the meetings?

- 83% of responding economies were favourable toward having private sector participants in meetings. None were opposed.
- 17% did not respond.
- One economy added, “as long as they are not the decision makers” and another said, “Important in some specific parts of the agenda of SCSC, but not like a permanent participation in the meetings.”

Reasons cited by those favouring private sector participation included

Important to have business highlight issues of importance

- Very important to have a national coordination with business
- Would enhance understanding of how technical regulations are implemented in cross-border trade
- Able to provide inputs to the work/proposed projects to reflect real market needs.
- Represents a different point of view & can bring relevant issues to the table that some public sector participants may not be aware of.
- Provide the business perspective and practical experience to help inform governments of the realities in using particular standards and conformity assessment regimes.

Recommendation: Whenever possible, SCSC should emphasize to business that SCSC as a whole is a business-friendly venue. (It should not be taken for granted that this fact is well known to business.)

QUESTION: What do you see as the drawbacks of having private sector participants in the meetings?

None cited.

While the responding economies did not see major drawbacks to having private sector participants, the following observations were made:

- “There may be issues of commercial interest that are in conflict with good regulatory practices.”
- “None, as long as they are not the decision makers.”
- “Government-to-government sessions are sometimes valuable so that economies can speak freely on their policies.”

Recommendation: While emphasizing that SCSC is a business-friendly venue (see Question 14 above), SCSC should courteously point out that it is SCSC’s prerogative to hold some government-to-government sessions and that ultimate decision making lies with SCSC delegates.

QUESTION: At what level(s) is your government involved in SCSC activities? Check all that apply.

83% Technical expert
100% Mid-level management/policy officials
8% Ministerial

QUESTION: Is your National Standards Body responsible for coordinating private sector participation in PASC/SCSC? If not, which agency or organization is responsible?

83% Yes for PASC
100% Yes for SCSC
17% No for PASC

Question: Do you allow members of your National Standards Body to have dual roles, i.e., allow business owners to serve as members of the National Standards Body?

83% Yes
17% No

Question: With regard to the Voluntary Alignment Program, how do you share results of SCSC activities with the private sector? (Check all that apply.)

17% Public briefings
33% Correspondence
8% Press releases
42% None of the above
25% Other - "Meetings" (17%); "To the relevant standards committee" (8%)

Recommendation: SCSC should discuss whether it should devote more effort to sharing the results of VAP activities with the private sector.

The SCSC has expressed interest in working more closely with the Specialized Regional Bodies (APLAC, PAC, APLMF, APMP) in its outreach to the private sector business community.

QUESTION: Does your private sector participate directly in the Specialized Regional Bodies?

42% Yes
58% No

QUESTION: Do you have briefings for the business community on the activities of these organizations, either before or after their meetings? (Check all that apply.)

42% Before
8% After
67% No

Recommendation: As with the VAP, SCSC should discuss whether the activities of the Specialized Regional Bodies are sufficiently important to merit stronger efforts to publicize them to the business community, and, if so, how this can be done at minimal cost.

QUESTION: How does your economy fund its participation in the Specialized Regional Bodies?

50% Government funding

0% Private sector funding

33% A combination of government and private sector funding

17% We do not participate



**Asia-Pacific
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Survey on Business Engagement in SCSC Activities

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Submitted by: United States



JAPAN 2010

**Second Sub-Committee on Standards and
Conformance Meeting
Sendai, Japan
20-21 September 2010**



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in SCSC Activities**
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Survey Info

- Survey sent to members 23 July 2010
- By 1 September 2010, 12 Economies had responded (AUS, Brunei, Chile, Chinese Taipei, Japan, Malaysia, Mexico, Peru, Philippines, Singapore, USA, and Vietnam).
- Areas of survey
 - Economy Info
 - Recommendations resulting from Business Engagement Conference
 - General Questions

Survey Highlights

- General Information
 - SCSC economies are very proactive in soliciting input from regulators.
 - SCSC economies are very proactive in publicizing SCSC activities to the business community.
 - However, generally, the economies are not active in soliciting input from the business community in advance of activities (with a few exceptions).

Survey Highlights

- Responding economies were already implementing the recommendations provided by the Conference on Business Engagement in 2009
- A number of no cost or low cost suggestions were made to improve the SCSC's engagement of business
 - More regular contact with ABAC
 - Increase working relationships with Chambers of Commerce and Trade Associations in each economy

Survey Highlights

- Areas of strong agreement between business and the economies on business engagement
 - Strong support for using the TTF as a forum for business to express views and as an early alert system for product related environmental regulations.
 - Strong preference for sectoral workshops, which involve all stakeholders (business, trade, regulators, SRBs) as a primary way to facilitate interaction with business.
 - Continuing Work on Good Regulatory Practice.

Survey Highlights

In a series of questions in which respondents were asked to rank priorities, the following patterns were clear:

- SCSC wants to proactively engage with regulators and the business community, expanding a pattern already in place;
- SCSC should use technology more effectively to promote SCSC interests and engage regulators, SMEs, and the business community;
- SCSC economies consider working actively with Chambers of Commerce and trade associations to be of high importance in furthering SCSC interests and engaging stakeholders;
- Newsletters and bulletins are viewed as effective methods of raising awareness of SCSC initiatives; social media and podcasts are not.

Survey Highlights

- The survey reflected SCSC serves varying needs of the economies, and there isn't necessarily one set of clear priorities to direct the future.
- But from the sectors business suggested SCSC should continue to engage, member priorities included:
 - Toy Safety
 - Smart Grid
 - Critical Infrastructure
 - Electric Vehicles
 - Biofuels

Survey Highlights

- SCSC respondents overwhelmingly (83%) saw value in having private sector participation in SCSC meetings; none were opposed.
- SCSC should emphasize to business that SCSC as a whole is a business-friendly venue.
- However, members value SCSC's ability to conduct government-to-government sessions and that ultimate decision making lies with SCSC delegates.



**Draft Strategy on Business Engagement
in SCSC Activities
APEC Project CTI 16/2009T – Strategy to Promote Business
Interaction in SCSC Activities**

Jennifer Stradtman
Office of the U.S. Trade
Representative

Draft Strategy

- **TFTF Recommendations**
- The SCSC should continue to involve business in the TFTF. Topics of most interest for the future are: 1) carbon footprint labelling, 2) Green House Gas (GHG) standards, 3) nanotechnology as it relates to environmental standards, 4) Smart grid, 5) sustainable building standards, and 6) new TBT issues that contain environmental issues.
- The TFTF Chairs should constitute a standing agenda item where members could report new areas early alerts for emerging environmental programs or regulations.
- The TFTF Chairs should encourage business to share papers, policies and principles it uses when developing its approach to environmental regulations that could be then shared for information to the SCSC.

Draft Strategy

Good Regulatory Practice

- The SCSC should publicize revisions to the SCSC GRP Guidelines, expected in 2011.
- Members encouraged a sectoral focus to a future GRP Workshop (food, toy, electrical safety suggested), which could involve business and regulators.

Continue Sector-Specific Projects

- The SCSC should continue involving business in projects. Members expressed the most interest in the following areas: 1) Toy Safety, 2) Smart Grid, 3) Critical Infrastructure, 4) Electric Vehicles, and 5) Biofuels.

Draft Strategy

Domestic Consultation

- Domestic consultation is essential to business engagement. If not already doing so, SCSC members should brief industry interests in SCSC both prior to and after meetings, via in-person briefings, e-mail correspondence or newsletter, and post publically available documents on Member websites.
- Business should be invited to attend SCSC conferences and seminars as speakers and participants when appropriate.
- The SCSC should develop a Key Performance Indicator regarding domestic consultation so members may set goals for broadening their outreach on SCSC events, projects and agenda items.

Draft Strategy

ABAC

- The SCSC Chair or the Chair's Designee should report annually to the ABAC at one of its meetings and an annual end of the year report should be submitted to the ABAC noting accomplishments and highlighting possible upcoming interactions between ABAC and SCSC.

Expansion of use of multimedia tools

- Expand use of multi-media tools, including web conferencing, webcasts, online surveys and training, wiki tools, websites to better publicize SCSC events and information that can be made publically available.

Draft Strategy

Engagement of PASC

- SCSC and PASC should continue to work together on key issues for alignment of standards in ISO, IEC and other international standards development bodies.
- SCSC and PASC to develop Key Performance Indicators for 1) opening domestic standardization activities to foreign stakeholders, 2) Memorandums of Understanding between standardization bodies, 3) Providing training to regulators on participating in standards development activities, 4) Decrease time for national standards bodies to adopt international standards, and 5) Minimize national deviations to international standards, so that business interests may fully understand and benefit from practices within APEC that are open, transparent, and help to facilitate business participation in and use of relevant standards in APEC markets.

Draft Strategy

TBT Coordination

- To meet the interest of SCSC members to discuss specific trade concerns raised in the WTO TBT Committee, add an opportunity to discuss key TBT issues after Japan's regular TBT report during the SCSC plenary meeting.
- SCSC should continue to discuss implementation of the WTO TBT agreement, particularly provisions pertaining to open and transparent development of technical regulations, including using recommended time periods for notice and comment on proposed regulations in which all relevant stakeholders can participate, WTO Inquiry Point Operation, and sharing best practices for consultation when considering stakeholder input into proposed regulations.

Draft Strategy

Engaging Business Interests

The strategy should identify a key contact in each economy's Chamber of Commerce to discuss SCSC activities, and this list should be made available to the SCSC members.

- To engage SMEs, discuss lessons learned from Singapore's Project on Technical Assistance Models for SME Exporters, which provided a robust list of best practices by member economies. Consider sharing the results of this project with the APEC SME Working Group.
- Continue the SCSC model of engagement of a variety of stakeholders, including regulators, to ensure all aspects of standards-related trade issues are heard and understood.

Request for Comments/Endorsement

- The project requests the SCSC consider this draft strategy to promote business engagement in its activities, by endorsing these recommendations, and incorporating them into the SCSC work plan. Members may provide comments or suggested revision to this proposed strategy by October 15, 2010. The project will make final revisions to the strategy and ask for the SCSC chair to seek endorsement of the final plan by October 30, 2010.

APEC 2011

- The U.S. APEC host year will include a number of projects that will be open to business participation.
- We will provide economies updates in advance about opportunities to engage business in 2011 workshops and related events. More information to come about specific projects throughout the SCSC 2 and in the final presentation discussing the U.S. APEC year.
- Thank you.