



Current successes

In order to achieve its objective of building a strong community of satisfied customers, ISO continuously listens to customers, identifies their needs, learns from them and acts accordingly. 2009 was no exception.

ISO continued its efforts to better understand current and future customer needs and to ensure the best possible solution to meet their requirements. The following are just some examples of how ISO satisfied its customers in 2009.

Economic benefits

2009 was a particularly important year for showcasing the economic benefits of ISO's portfolio of standards, particularly in renewing confidence eroded by the global financial crisis.

In 2009, ISO developed a methodology to assess and communicate the economic benefits of consensus-based standards. It is designed to support analysis and studies addressing both companies and industry sectors, at national or international level, with a view to provide a consistent framework and a robust set of tools.

ISO partner



In March, the WTO Committee on Technical Barriers to Trade held a workshop on “The Role of International Standards in Economic Development”. At this workshop, delegations discussed why standards are important for our economies, and how the use of international standards facilitates trade and development.

While the gist of the findings of the various studies presented at the workshop is neither new nor surprising, it is worth reiterating: standards, as a pool for technological know-how, can contribute positively to economic growth.

They promote innovation and technical progress and are an important instrument to facilitate competition in markets and transfer of technology. Indeed, standards are a link between research, innovation and markets.

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