

John Wilson,
Lead Economist,
Development Research
Group, World Bank.



Another tool used to communicate the economic and social benefits of standardization were the updated pages on the *ISO/IEC Information Centre* published under the same name. The site is appreciated by ISO and IEC customers: on average more than 30 000 users visit it monthly.

"The Role of International Standards in Economic Development" was also the subject of a WTO Technical Barriers to Trade (TBT) workshop held in March 2009 and the July/August 2009 issue of *ISO Focus* with a report on renewing confidence. Both the TBT workshop and the issue included the participation of John Wilson, Lead Economist, Development Research Group, World Bank, who commented on the usefulness of International Standards: "Global economic recovery requires urgent and quick action in all areas to remove obstacles to growth. I do believe expanded use of International Standards can bolster economic growth through trade – and work we have done at the bank demonstrates this."



AFNOR – France



In 2009, AFNOR, the ISO member for France, published a study to observe the impact

of standardization from both the macro- and micro-economic standpoints. The survey, the first of its kind in France, yielded conclusive results: standardization directly contributes approximately 25 % of French GDP growth (gross domestic product), and 66 % of the 1 790 French companies interviewed stated that standardization contributed to the generation of profits.

The findings of this survey confirm the role played by standardization in the French economy. It provides additional support to companies as well as political decision-makers to help them address one of the major challenges of the 21st century: pushing back technological frontiers in order to enhance competitiveness and growth.

Standards thus contribute to a safer, wealthier and more united world. In a word, a more sustainable world.

Olivier Peyrat, Director-General,
AFNOR Group.