

SPEECH BY MR. EDDY NJOROGUE, THE ISO PRESIDENT-ELECT TO THE RUSSIAN FEDERATION'S WORLD STANDARDS DAY.

St. PETERSBURG, RUSSIA - 10th October 2019 .

Distinguished Guests,

ladies and gentlemen,

dobroye utro,

I feel honored and privileged to have been invited to this auspicious occasion of the World Standards Day in this beautiful and historic city of St. Petersburg.

At the outset, let me express my sincere **appreciation to Mr. Alexey Abramov**, The Head of Federal Agency on Technical Regulation and Metrology who invited me to this function, I wish to thank him and his entire team for their warm hospitality and excellent organization of this event.

Earlier this week, I was fortunate enough to visit Rosstandart in Moscow where I witnessed **the uniqueness of the Russian standardization framework** and I must say I have great admiration for the impact the institution has in the socioeconomic development of not only the Russian Federation but the world at large.

I would wish to **recognize the positive work done by Federal Agency on Technical Regulation and Metrology in ISO,**

Its leadership role in six key technical committees namely;

- ISO/TC 108/SC 6 on Vibration and shock generating systems
- ISO/TC 20/SC 6 on Standard atmosphere
- ISO/TC 20/SC 8 covering Aerospace terminology
- ISO/TC 254 on Safety of amusement rides and amusement devices
- ISO/TC 67/SC 8 on Arctic operations
- ISO/TC 96/SC 4 on Test methods

Standards from these TCs have not only **contributed** immensely to the work done by ISO globally, but also to the attainment of **Sustainable development goal;**

Number 9; on industry, innovation and infrastructure,

and SDG Number 12 on responsible consumption and production.

I also wish to note of a strong contribution of

Experts from the Russian federation in Standards development which has increased tremendously, from 646 in 2013 to 866 in 2018.

Besides TC participation, a number of **ISO events have been held under the auspices of Rosstandart** particularly on training seminar for secretaries of ISO technical bodies, as well as a seminar discussing changes in the process of development of international standards and updating procedures relating to international standardization.

Ladies and gentlemen,

My visit to the Russian Federation and in particular Federal Agency on Technical Regulation and Metrology, is mainly **to listen to you and your ideas on what ISO should do in order to serve its members better.**

ISO system consists of **three key elements: the members, the experts and the central secretariat.** of the art most importance is the members, we derive our mandate from the members, without the members, ISO ceases to exist! to us, each member is important and so is

the Federal Agency on Technical Regulation and Metrology of Russia.

Two weeks ago during the 42nd ISO general assembly meeting in Cape Town, South Africa, I underscored the importance of ISO members whose contribution has seen ISO evolve into a truly global organization. and during my term as president I look forward to more **participation not only from Russia but also from the Russian speaking countries.**

Ladies and gentlemen,

The world is changing rapidly, and at ISO we have identified **three key drivers of change** that are going to shape the future;

Based on trade and its uncertainty which is on the rise, **economic driver** is going to shape how organizations, countries trade and relate to each other into foreseeable future, as you may have realized, the global economy is undergoing tremendous changes and threats to the multilateral trading systems have made the global business environment more unpredictable thereby affecting global trade now more than ever before. To this end, common agreed rules and procedures inform of international Standards, will provide the much needed predictable environment, which trade will thrive.

Another key driver of change is;

The digital technology, in this realm of change, digital technologies are of special interest, because they continue to have a profound and rapid impact on markets and on the way economic activities take form.

In order for us to take full advantage of the transformative potential digital technologies offer, Standardization should:

- on one hand, build or consolidate a solid and efficient infrastructure, supporting the seamless integration of fundamental emerging technologies such as IOT, block chain, AI with applications and functions aiming to improve business processes and customers' experience and benefits;
- while on the other hand, ensure that challenges and potential threats linked to the disseminations of these technologies are adequately addressed.

With the approval of the **Russian Government Executive Order on digital economy number 1632-r on July 28, 2017**, I believe that the **Russian federation is on the right path to create the necessary conditions for the development of digital economy in Russia**, in which digital technology will serve as a production key factor in all areas of socio-economic activity.

The third driver is,

on **society** and the **environment**. we operate in an environment where the needs and expectations of our customers are ever changing. customers expect products and services meet and exceed their expectations. This on the other end, requires organizations to be more inclusive, open and transparent in their decision making process.

and at the same time, urgency on environmental sustainability brought forth due to negative effects of climate change has brought sharp focus on how organizations carry out their functions and offer their products and services.

It is my sincere hope that we can enhance, strengthen and collaborate on these high-priority areas.

And during my presidency, I would like to see;

Countries like **Russia** which are of strategic importance to ISO, **benefit from the use of ISO Standards as instruments to redress trade imbalance.**

As you may be aware, the current global economy is changing rapidly and even with a more open and transparent multilateral trading system, a number of emerging issues are now affecting global trade now more than ever before. Even though Russia has experienced favorable balance of payments in the recent past, the use of ISO standards will strengthen Russian position both internally and externally. It will ensure Russia remains a key global player in the international trade.

To this end, I note the **positive contribution given by the Russian Federation to the existing multilateral trading system in the world today**. This can clearly be felt world over. The establishment of **Eurasia Economic Union** which the Russian Federation is a key player, will ensure free movement of goods and services, which will definitely increase the competitiveness of the member countries and create an environment that will improve the living standards of the people within the economic block.

On the other end, the adoption and use of ISO Standards which represent global unanimity, will assist the member states in this block to trade easily amongst each other. I therefore encourage the Russian federation to a great extent possible to leverage on the use of ISO standards in order to solidify the gains already made.

I would also like to see the **Russian federation use ISO standards to support public policy and as strategic tool for Russian industrial growth**.

As you may be aware of the **Presidential decree of May 7, 2018 number 204**, On national goals and strategic objectives of the Russian government up to 2024, which aims at achieving scientific, technological breakthroughs and attaining socioeconomic development within the Russian Federation, 12 key areas with a positive impact to the Russian people were identified, namely;

- Labor productivity and employment support
- Digital Economy
- SMEs & support to individual business-initiatives
- International cooperation and export
- Housing and urban environment
- Ecology
- Safe and high-quality roadways
- Demography
- Public Health
- Education
- Science
- Culture

These areas I believe cut across people of all walks of life in Russia and this program, I have no doubt will improve the living standards of the Russian people,

ISO Standards on the other end will be key in delivering the objectives of this executive order through; technological transfer, supporting innovation, access to global markets especially for the small medium enterprises in Russia thereby improving the living standards and conditions of Russian citizens.

I couldn't agree more with your **2018 annual** report that states that and I quote,

'in order to ensure effective industrial policy and sustainable development of the state, standardization tools should be considered as an integral component of the implementation of national projects'

Furthermore, I laud the efforts taken by Rosstandart to consider inclusion of indicators and

standardization measures in key national projects, government programs and sectorial documents of strategic planning. This shows that Standards are the engine of the Russia's development agenda.

We can work together and map out key ISO Standards which will have a high rate of return in these areas.

Ladies and gentlemen,

Standards are ubiquitous, they govern our daily lives and at the same time they exist in a dynamic environment. Participation and involvement of key stakeholders in standards development is the path to success. **The use of ISO standards in all facets of life will contribute to the most effective use of standards as tools for the strategic development of the Russian Federation.**

I would therefore encourage you, pursuant to the **Russian action plan to improve legislation and to remove administrative barriers**, the use ISO standards as a tool of deregulation.

This will ensure the **smooth implementation of The National Technological Initiative under the Autonet and Technet programs.**

lastly I would like to see;

International Standards as a global voice for developing countries. It is of paramount importance that developing countries contribute in a major way to the development, implementation, and application of international standards if they would like (as they should) have a fair and open world trade.

Their absence at the standards setting table makes it difficult for them to enjoy the full benefits of a globalized economy and the future growth in world trade.

I am encouraged by the Russian exceptionality in addressing the key challenges of the developing countries with special emphasis on improving the performance of governance systems and improving conditions for trade and investment.

I count on membership of Federal Agency on Technical Regulation and Metrology in DEVCO to scale up the participation of developing countries in standardization activities in ISO.

As I conclude,

I would like to see Rosstandart take more responsibility in ISO, in terms of stewardship in more Technical committees, Project Committees and working groups that will catapult you to Group one member countries.

Finally, I wish to express my gratitude to you for your kind invitation, and endeavor to build on this strong partnership. It is an honor to be invited to this occasion. I Wish you all a very successful event.

I look forward to working with you during my tenure as the ISO president.

God bless you

