

Benefiting from standardisation as and SME company

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SMEs: the driving force

- 99% of European companies are SMEs
- employ 81 million people, 66% of Europe's total employment
- Micro-sized enterprises are 93% of SMEs (are more than 19 million companies)

SMEs and Standards: friends or foes?

- SMEs often misuse or ignore standards.
- It is a stamp to get a contract or a legal binding.
- Standards are costly and useless.
- They are for large companies

STANDARDS ARE A BURDEN

Why Standards are seen as foes?

Lack of :

- awareness,
- resources, and
- knowledge about participating in the standardization process
- Knowledge about applying the standards

Why Standards are friends

- Standards are 'documented know-how', setting best practice.
- Standards make for easier market access.
- Standards are a powerful guide to avoid/settle conflicts between customers and suppliers.

How to turn foes into friends

SMEs need information and knowledge on:

- the benefits from taking part in Standardization
- the gains from applying standards
- and skills on how to do it

in an SME-friendly language

Research projects: peace-makers? / !

- Standardisation activities are requisite/recommended
- Experience available – learning by doing
- Back up of a large set of partners/stakeholders
- Step by step approach
- Resources available



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Thank you

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