



**KEY MESSAGES** 





Across industries, the development and publication of one additional standard will on average increase GDP by €2.04 million per year and will increase labour productivity per person employed by €11.5.

Standards contribute to about **0.2% of GDP, 19% of GDP growth** and **19% of labour productivity growth**.

## Benefits of using standards

- reducing risks (52,9%)
- ✓ supporting market access by creating a level-playing-field on competitive markets (38,3%)

# Benefits of participation in standards development

- ★ sharing experiences and knowledge with others (70,5%)
- ✓ networking with other experts (69,0%)

#### **SMEs vs large enterprises**





Large Enterprises

Use of standards

value enhancer that allows for **differentiation** from competition

is a minimum **requirement** to operate in markets

Standards
Development

**reactive** stance, as they either consider having limited influence on the process, or rather leave the follow-up to larger players

**crucial** activity: anticipating to potential developments and sharing experiences and technical product knowledge

### Nationally vs internationally





Use of standards

standards allow them to gain efficiencies

the role of standards for gaining market access

Standards
Development

"**sharing** experiences and knowledge with others" is more important for organisations with a national scope.

**Influencing standards** at sector level. Gaining early access to **strategic** information and anticipating to changes.

#### Case studies: key takeaways

Standards

- facilitate **dialogue** and **transactions** between customers and supplier, hence they reduce transaction costs
- create a **level-playing-field** on competitive markets
- y play an important role in **improving** product **quality** and **safety**
- facilitate **global trade** and support competitiveness of Belgian companies in global markets
- support **R&D, innovation** and the commercialisation of innovative products and services