



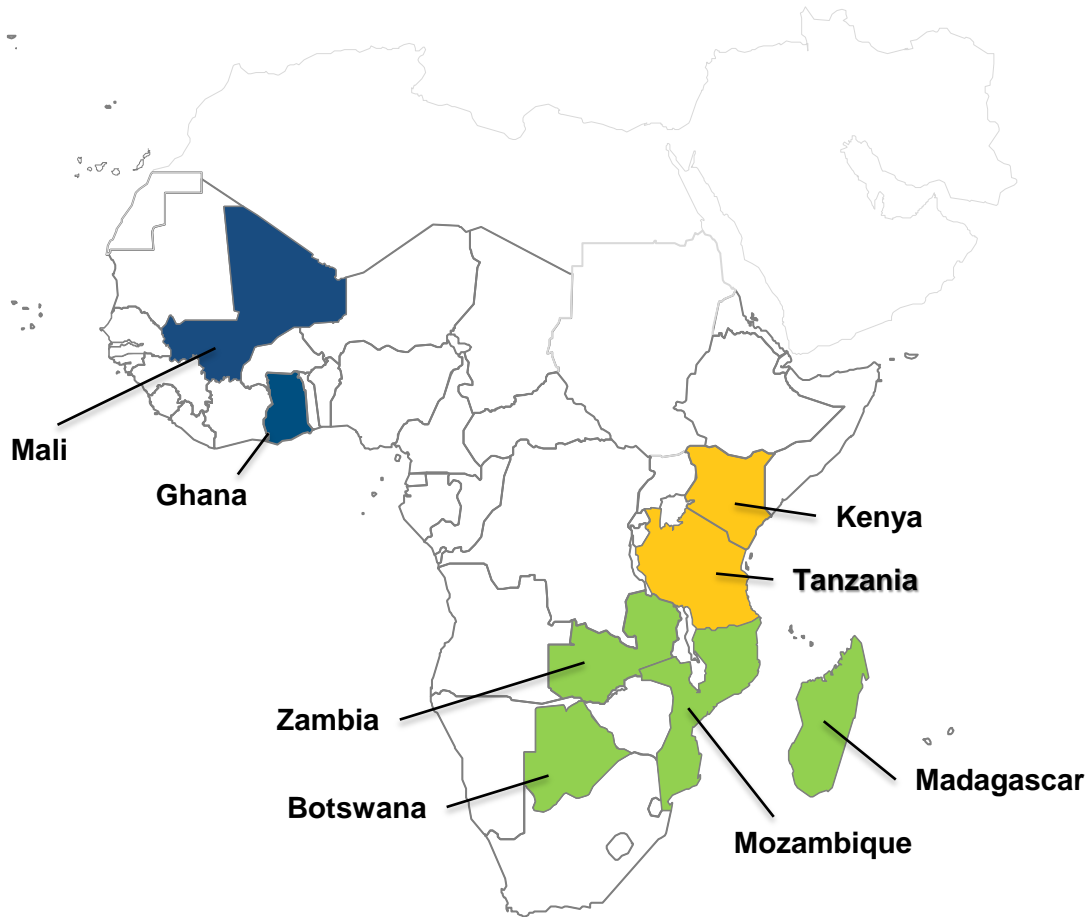
Federal Ministry  
for Economic Affairs  
and Energy



# Some final remarks: standardization supports market development

Facilitator

# Project Development Programme: Target markets in Sub-Saharan Africa



## + Southeast Asia

• Philippines



• Thailand



• Vietnam



• Myanmar



# Projektentwicklungsprogramm: Modules

Information dissemination  
and contact establishment

Reference projects and  
capacity development

Framework conditions and  
business environment  
management

Support of  
German  
companies tapping  
foreign markets

# Economic benefits of standardisation

- Case studies consistently report that the **contribution of standards** to the gross profit of companies ranges between **0.15 % and 5 %** of the annual sales revenues
- By having a **first-mover advantage**, being able to shape relevant markets and by
- **Penetrating new markets:** In exceptional cases up to 33% gross profit contribution by standards

# Impact of Standards: Case of Nanotron

Company unit	Standards	Main impacts
R&D	ISO/IEC 24730 IEEE 802.15.4	- More precise product specifications
Marketing	ISO/IEC 24730 IEEE 802.15.4	- Creation of a global market - Costs for the development of standards - Reduced time-to-market
Sales	ISO/IEC 24730 IEEE 802.15.4	- More efficient product description - Confidence in the product
Management	DIN EN ISO 9001	- Shorter processes and workflows

# Economic Benefits: Case of Nanotron

Company unit	Impacts	Operational indicators	Contribution (of sales revenue)
R&D	Precise product specifications	time savings (in %)	5%
	Reduced time-to-market	loss in revenue in case standards would not be applied (in %)	3%
	More efficient product descriptions	time savings (in %)	1%
Marketing & Sales	Confidence in the product	loss in revenue in case standards would not be applied (in %)	16%
	Creation of a global market		
	Costs due to participation in the development of the standard	estimation (of the absolute value)	-4%
Management	Shorter processes and workflows	time savings (in %)	12%
		<b>EBIT Impact (total)</b>	<b>33%</b>

# Possible way forward: IEC Renewable Energy Certification

- IECRE – IEC System for Certification to Standards Relating to Equipment for Use in Renewable Energy Applications
- With this in mind, the IECRE was created to facilitate international trade in equipment and services for use in RE sectors, while maintaining the required level of safety.
- The System intends to provide testing, inspection and certification for sectors such as wind energy, marine energy and solar photovoltaic (PV) energy.

<https://www.IECRE.com>





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# Thank you for your attention!

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