

Tim McNeive report to CANENA Secretaries Meeting – January 4, 2008

STRATEGIC VIEW FOR 2008

Articulating the value that has come from standards harmonization is the number one objective for CANENA in 2008. Of equal importance is placing the right perspective on the role of harmonized standards as a component for regional market access.

If we are able to capture, document and communicate real, tangible value that our members have realized from their work in harmonization for the past 15 years, we won't have to worry so much about diminishing investment and participation in technical activities or CANENA membership. And make no mistake, real benefits have been realized and much of the value has yet to be tapped.

The CANENA process has been instrumental in harmonizing 69 standards to-date. The trend now seems to be a growing number of work programs that have IEC standards as their basis. A recent tabulation found that of 30 CANENA work programs in process, 11 are IEC based. This has been a natural, although slow transition. Like everything that has happened in CANENA, it is being industry driven. The demonstration of this trend in CANENA communications has already become a strategic attractor, as evidenced by the increasing curiosity, even interest in CANENA throughout the region.

CANENA will go on the offensive in 2008 by participating in the NEMA sponsored regional outreach programs. Scheduled are nine countries over three years. And, although CANENA will not be at the forefront in these sessions, the opportunity presents itself to put CANENA's process and results in the right perspective, as a tool that has been acknowledged and even embraced by industry and official standardization entities throughout North America and awareness of which is growing throughout the Americas.

The theme and program surrounding the 2008 CANENA Annual General Meeting, March 5-6 in Cancun, *Market Access-The Role of Harmonized Standards*, is a perfect prelude to these regional outreach opportunities. During the Members Forum, we will seek to document real benefits that our members have realized from having harmonized standards. And, during the plenary session on March 6, we'll hear from officials representing government trade offices, industry trade associations and even an SDO from an emerging market, the Dominican Republic. Each keynote speaker has been asked to express his view of the importance of harmonized standards within the region as a key component of open markets and free trade.

When we put all of this together during 2008, we should have a very good list of tangible value that is created through technical harmonization of standards and what else is needed to tap into the full potential of that value, and a platform for the next three years to help market that value.

EXHIBIT 1

CANENA THC/THSC Secretaries Meeting
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