

# CANENA Membership 2020

*Consejo de Armonización de Normas Electrotécnicas de las Naciones en las Americas*  
*Council for Harmonization of Electrotechnical Standards of the Nations in the Americas*



Dear Members:

It's that time once again where we ask our members to renew their membership in Council for Harmonization of Electrotechnical Standards of the Nations in the Americas (CANENA) and for any individual and enterprise actively engaged in any electrical product that is intended for sale and use in the Americas to consider joining. CANENA's importance is in facilitating market access through a transparent process of regional collaboration to achieve unprecedented market integration. Members receive firsthand knowledge of standardization trends, their impact and the ability to influence strategic direction in standards development and maintenance. CANENA's work program supports one of the world's largest free-trade zones, covering \$45 billion in annual electroindustry trade among the three North American countries.

During the past three years, CANENA has focused on the vital role it plays in support of the National Quality Infrastructure of Canada, Mexico and the United States. In 2018, the CANENA Executive Committee presented a three-year strategic plan to prepare for the modernization of the North American Free Trade Agreement (NAFTA) and support the on-going evolution in electroindustry from smart grid, smart city, cybersecurity, functional safety to big data.

The signing of the NAFTA in 1993 lifted tariffs on many goods produced by the signatory nations. A free trade area, however, is not a common market. This meant that goods entering the trade area would have to comply with the country's laws and technical regulations. Technical regulations are subject to commercial policy, which can restrict access to new technologies and creates obstacles to trade by imposing non-value-added costs on its trading partners in order to comply with mandatory Standards that differ or fail to address the latest technological advances in safety, energy savings and use of ecologically friendly materials where possible without compromising safety and performance standards or installation practices.

On June 13, 1995, CANENA was established to address differing regulations, Standards and installation practices hindering market integration and sought an industry, rather than a public solution. CANENA's objective is to advance regional harmonization of Standards for equipment intended for use in the North American-type distribution system through a collaborative, transparent, inclusive and consensus process that engages all regional stakeholders. With over 90 regionally harmonized electrotechnical safety Standards in place and 15 more under development this year, CANENA has shown that private enterprise is the better solution to achieve greater trade and job creation in a free, regionally competitive market on an industry supported

timeline without public funding, national legislation or issuance of standardization mandates.

Expectations for 2020 is the ratification of the modernized NAFTA by the three regional trading partners. For the electroindustry, we will notice the change. In preparation of the new rules, the Economy Secretary of Mexico announced an initiative to replace the country's Federal Metrology and Standardization Law with a new Law on Quality Infrastructure. Its aim is to reduce the time needed to develop new Standards by placing the government at the head of a national system of mandatory Standards and conformity assessment procedures. This differs from the CANENA process, which for 25 years has provided an effective, cost-efficient Standardization and conformity assessment system where all stakeholders in the National Quality Infrastructure are able to engage in the process to further improve competitiveness and safeguard the public good.

In closing, your annual renewal funds CANENA and its essential operations in support of regional harmonization of electrotechnical product safety standards between the countries of the Americas. Choosing CANENA for standards harmonization, the only proven model of voluntary collaboration between the electrical industry and regional standards developers, ensures the output reflects regional institutions, their values, and installed infrastructure. The result is more efficient and a more easily contestable market through reduced product design and compliance costs while increasing transparency. Our commitment to you is to keep the cost low, providing an opportunity for a greater number of CANENA projects to be supported from initiation through completion. We thank you for your continuous support.

I also invite each of you to continue as vocal ambassadors for CANENA and its purpose, constantly looking for examples and measures that effectively demonstrate the importance and value of your work.

I look forward to your continued support in the exciting year ahead and hearing from you at the upcoming CANENA Council Teleconference Meeting scheduled for February 19, 2020.

Sincerely,

Julián Yarza Cano  
President