



Crash course on the European Standardisation System

“Why standards matter or how to make the best out of them for your SME”

30 November 2016

CNA premises - Rue Joseph II 36-38,
B-1000 Brussels

9.00	Registration and welcome coffee
9.30 – 9.45	Opening remarks by Christel Davidson, Director, Small Business Standards
9.45 – 11.15	SESSION 1 : Decrypting standardisation <ul style="list-style-type: none">• Why standards matter and how they are developed by Francisco Verdera Marí, Director Strategic Partnerships, CEN-CENELEC• Standardisation and its link to policies and legislation<ul style="list-style-type: none">○ <i>Setting the scene</i> by Aarre Viljanen, Standardisation Policy Officer, DG GROW, European Commission○ <i>The role of standards in ensuring safe machinery products on the market and enhancing competitiveness in the machinery sector</i> by Felicia Stoica, Policy Officer, DG GROW, Machinery Directive, European Commission
11.15 – 11.30	Coffee break
11.30 – 12.30	SESSION 2 : How standards can boost your business <ul style="list-style-type: none">• Barbara Sorgato, Secretary General, European Consortium of Anchors Producers• Philippe Moretto, SBS expert
12.30	Lunch

Working language: English