



6th CEN – CENELEC Annual Meeting – Open Session
Hosted by the Malta Standards Authority (MSA)
Malta – St Julian's, 2 June 2010

From the Lisbon Agenda to the future of the European Standardization System

INTRODUCTION

The year 2010 will mark the end of a 10-year implementation period of the Lisbon Strategy.

The conference theme constitutes a very current topic, bearing in mind that the EU 2020 Policy is designed as the successor of the Lisbon Strategy and aims to set a common agenda for Europe in the years to come. The programme of the Annual Meeting looks at various aspects of how the European Standardization System responded during the last decade to the Lisbon Agenda and how it expects to respond to EU2020, the next 10-year strategy for social and economic development.

The programme is roughly divided into four elements: i) keynote addresses providing scene setters, ii) a morning panel discussion focusing on the response of standardization to the Lisbon Strategy, iii) the benefits of standardization demonstrated through case studies and iv) an afternoon panel discussion focusing on the future and the challenges for the European Standardization System in the next decade.

Some 250 participants are expected to attend the open session of the Annual Meeting, which will also include MSA's stakeholders and contacts.

CONFERENCE PROGRAMME

- 09:30 Introduction
Mr Francis E. Farrugia, Chairman Malta Standards Authority *[confirmed]*
- 09:40 Welcome address
The Hon Dr Lawrence Gonzi, Prime Minister of Malta
- 09:50 Opening address
Mr Juan Carlos López Agüí, CEN President

SCENE SETTERS

- 10:05 Keynote Address I - The Lisbon agenda: its assessment in terms of standardization
European Commission
- 10:25 Keynote Address II - The Standardization package: the hearing in the parliament
Mr Edvard Kožušník, Member of the European Parliament and Rapporteur of the standardization Package
- 10:45 Questions & Answers
- 10:55 Coffee, tea and refreshments

RESPONSE OF STANDARDIZATION TO THE LISBON STRATEGY

- 11:20 Introduction of by the moderator
Ms Vanessa Macdonald
- 11:30 How has Standardization supported the Lisbon agenda in the past 10 years
Mr Ernst-Peter Zithen, Vice President Technical CEN
- 11:50 **Panel Discussion I - Standardization response to the Lisbon strategy**
Panellists:
- National Standardization - **Mr Olivier Peyrat**, Director General AFNOR
 - Industry - **Dr Gildas Guillevic**, Vice-President
Technology Monitoring and Products Standardization
Lafarge Services Group and CEPMC - Council of
European Producers of Materials for Construction
 - Trade Association - **Mr Doede Bakker**, Chairman of ORGALIME, Working
Group Standardization Policy
 - Policy Analyst - **Mr James Stroyan**, Senior Consultant Technopolis
Group
 - European Standardization - **Mr Carlo Masetti**, Vice-President Policy CENELEC

- 13:00 Lunch

14:30 Introduction by the moderator
Ms Vanessa Macdonald

BENEFITS OF STANDARDS

14:35 Microeconomic Impact of Standardisation Work in the Engineering Industry
Mr Markus Reigl, Head Standardisation Corporate, Siemens AG

14:55 Case study: eInvoicing - How standardization work contributes to the simplification and improvement of the administrative and regulatory framework for enterprises in e-business
Mr Anders Grangard, Director eCom Business Unit at GS1 – The global language of businesses

15:15 Case study: Standards and diversity in reducing the cost of the Computing Desktop
Mr Matthew Gatt, CEO Malta Information Technology Agency - MITA

15:40 Coffee, tea and refreshments

THE FUTURE AND CHALLENGES FOR EUROPEAN STANDARDIZATION

16:10 Position paper standardization community
Mrs Elena Santiago Cid, Director General CEN-CENELEC

16:20 **Panel Discussion II - European Standardization System in the next decade**

Panellists:

- Globalization - **Mr Ivar Jachwitz**, CEN-CENELEC-ETSI External Relations Committee
- **Mr Markus Reigl**, Head of Standardization Corporate Siemens AG
- Societal needs - **Mrs Benedicte Federspiel**, FBR- Danish Consumer Council
- Convergence of technologies and energy efficiency
- **Mr John Ketchell**, Director Innovation, CEN-CENELEC
- **Mr Claude Breining**, Senior Vice President Standardization and European Affairs at Schneider Electric
- Efficiency of the Standardization System
- **Mr Mike Low**, Director British Standards Institute (BSI)
- SMEs - **Ms Joanna Drake**, Director Promotion of SMEs' competitiveness, EC DG Enterprise & Industry, Promotion of SME's competitiveness

17:20 Closing remarks
Mr David Dossett, CENELEC President

17:30 End of the 6th CEN-CENELEC Annual Meeting