

Press Release

Brussels, 15 October 2010

NEW CEN-CENELEC SME WEBPORTAL

A further step towards SMEs involvement and integration in the standardization process: CEN-CENELEC launches new web portal to help SMEs work with standards and achieve a greater benefit for them.

Standards work for SMEs

SMEs represent more than 99% of all European business and they constitute the true backbone of Europe's economy. Standardization contributes to enhance SMEs key role in the market, but most of the time standards added value is not well-known by small businesses. Therefore, in the last years, CEN and CENELEC decided to tackle this problem and increased their efforts targeting SMEs and their participation in the standardization work. To address this, the new CEN-CENELEC SME webportal will better guide and respond to SMEs questions on standardization.

<http://sme.cencenelec.eu>

The SME web portal will provide European SMEs with the business tools required to access the European Standardization System of CEN and CENELEC through:



- Information on new standardization initiatives
- Information on standardization work in the pipeline
- First-line advice through consultation of appropriate experts via e-mail
- Updated brochures and material relevant to SMEs
- Training for SMEs which wish to understand more and contribute to European standardization
- Conferences and events of interest to SMEs

Find us on Twitter

CEN-CENELEC enters the social network with a twitter page dedicated to SMEs and Standards. Join us and get first hand information on standardization activities for SMEs.

Follow us on Twitter
[@Standards4SMEs](https://twitter.com/Standards4SMEs)



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ABOUT CEN

The European Committee for Standardization (CEN) is a business catalyst in Europe, removing trade barriers for European stakeholders such as industry, service providers, consumers and other stakeholders. Its mission is to foster the European economy in global trading, the welfare of European citizens, and the environment. Through its services CEN provides a platform for the development of European Standards and other specifications.

CEN's 31 National Members work together to develop voluntary European Standards (ENs) in various sectors to build a European Internal Market for goods and services and to position Europe in the global economy. By supporting research, and helping disseminate innovation, standards are a powerful tool for economic growth. More than 60.000 technical experts as well as business federations, consumer and other societal interest organizations are involved in the CEN network that reaches over 480 million people.

For further information, please visit www.cen.eu

ABOUT CENELEC

The European Committee for Electrotechnical Standardization is officially responsible for standardization in the electrotechnical field. In an ever more global economy, CENELEC fosters innovation and competitiveness, making technology available not only to major businesses but also to SMEs through the production of voluntary standards. CENELEC creates market access at the European level but also at the international level through its cooperation agreement with the International Electrotechnical Commission (IEC).

Through the work of its 31 Members together with its experts, the industry federations and consumers, Electrotechnical European Standards are created in order to help shape the European Internal Market, to encourage technological development, to ensure interoperability and to guarantee the safety and health of consumers and provide environmental protection.

Detailed information available at www.cenelec.eu