

# Strategic Value of GAMA Standards

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# It Is Time to Start Running...

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- Every morning in Africa, a gazelle wakes up, It knows it must run faster than the fastest lion or it will be killed . . .

Every morning a lion wakes up, It knows it must outrun the slowest gazelle or it will start to death . . .

*When the sun comes up, you better start running.* [“The World is Flat,” by Thomas L Friedman at 114 (2005) (emphasis added)]

# Strategic Value of GAMA Standards

**Standards are a bridge between  
markets and technologies**

**Markets:**

- Consumer
- Commercial
- Government



**GAMA  
Technologies**

**Whoever controls the bridge  
controls the future...**



# Globalization & Standardization

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- Globalization is rampant and will remain so for the foreseeable future. [*The World is Flat*, Thomas Friedman (2005); [http://en.wikipedia.org/wiki/The\\_World\\_is\\_Flat](http://en.wikipedia.org/wiki/The_World_is_Flat)]
- Standards directly affect more than 80% of global trade with an estimated value exceeding \$7 trillion (US). [US Congress (May 2005); [http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=109\\_house\\_hearings&docid=f:20998.wais](http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=109_house_hearings&docid=f:20998.wais) ]
- Standards influence everything we do. [UK Standards Strategy (2003); <http://www.nssf.info/index.xalter> ]
- Standards control markets. [German Standards Strategy (2005); <http://www2.din.de/sixcms/detail.php?id=18737> ]
- Standardization is one of the best sources of competitive intelligence available. [Canada Standards Strategy (2005); <http://www.scc.ca/en/nss/css-scen/index.shtml> ]



# Standards DNA

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- Standards function at the DNA level of economic, political and social development. Most people never become aware of standards or the process of standardization.



# United States Standards System

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- For over 100 years, the National Standards Policy of the United States has been that the private sector will lead in the development of consensus standards and the government will play a supporting role. [National Technology Transfer and Advancement Act (1996)]. The United States standardization system, based upon specific industry sectors, is the most diverse system in the world.
- According to the U.S. Department of Commerce, there are at least 600 individual standardization groups in the United States representing virtually industry. [DOC Report, Standards and Competitiveness (2004)]. The United States System is a “bottom up” system in which the private sector has the leading role. All other national standardization systems are essentially “top down” systems in which the government has the leading role.



# Global Standards System

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- IEEE estimates there are at least 500,000 technology standards which constitute the foundation of the global standards system and it costs at least \$1.5 billion (U.S.) annually to maintain the system.



# Strategic Value of United States International Trade

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- 1940's: 5%
- End of 20<sup>th</sup> Century: 20%
- 2010: 25% [Projection of International Development Institute (IDI)]
- 2020: 31% [IDI Projection]
- 2025: 35% [IDI Projection]

[Statement of International Trade Council (ITC) and IDI before Ways & Means Trade Subcommittee, U.S. House of Representatives (May 2005)]



# Contact Information

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