

*Standards Council of Canada*

ture it in greater quantity, because it is known that it can be mounted on several devices.

Standards help also to improve the flow of goods and services in international trade. This is obvious. If a part is standardized, it can be sold in several countries, but if it is not, its sale will be limited to the domestic market.

Standards help to bring some order into a world where industrial production is becoming more and more diverse. Once you know that a certain article meets a given standard, you already know a great deal about it.

In a country such as Canada, where about 40 per cent of the industrial production is destined for export, international acceptance of our goods and the expansion of our trade is directly tied to the extension of the use of standards in Canada and in foreign markets.

I have asked the able member for Burnaby-Seymour (Mr. Perrault) to say more about the importance of standards in industry and commerce.

Who uses standards?

Standards are of interest to two main groups of people: the industrial producers and the users or consumers. I have already said enough, Mr. Speaker, not to have to demonstrate the interest of the producer.

The user, be it the large industrial purchaser or the man on the street, will want to ensure that standards are drafted in a way to constitute a meaningful protection of his interests.

I believe the Minister of Consumer and Corporate Affairs (Mr. Basford) will speak further on this matter of protecting the consumer by way of voluntary standardization.

Who can create standards? In each country, industrial and commercial standards can be written by one or more agencies. These agencies may be private or public. Standards used in some fields may actually be written abroad (by an international or a national foreign agency) and 'imported' into a country by companies who find it convenient to use them.

• (3:20 p.m.)

Mr. Speaker, it should be pointed out that there is no single "right" or "wrong" way for standardization to take place. Different industries, different countries use diverse approaches. For instance, we will be told that the "American way", the "French way" or the "English way" to implement standardization is the best one. I do not think that argument

[Mr. Pepin.]

has any value. Every country sees the problem from a different angle, and has its own way of institutionalizing it into agencies such as the ones I shall deal with later.

In this connection, Canada provides a good illustration of the possible diversity of approach. Indeed, we have here in Canada quite a varied and complex situation. This is precisely one of the reasons why we advocate the setting up of the Standards Council, that is to attempt to draw up some strategy, some co-ordination between the various agencies I will now mention.

Many standards employed by Canadian companies are written by the Canadian Standards Association. This Association has a long history and is the prominent private agency in Canada. And we want to make sure that its importance will be recognized and even emphasized.

A limited amount of standards writing is performed by other private agencies, such as the Canadian Gas Association or the Canadian Pulp and Paper Association.

In many important fields where the CSA is not active—for instance, textiles, paper products, paints or petroleum—much standardization has been performed by the Canadian Government Specifications Board.

Although this Board is a federal organization, many of its standards have been adopted voluntarily by the private sector and are now used throughout Canada. In several other important fields, standards used by Canadian manufacturers have been formulated in other countries, notably the United States. Thus, the ASA speed rating on photographic films relates to an American Standards Association standard (now called the American National Standards Institute).

Finally, Canadian standards may be affected by international consultation. There are two major standards-formulating bodies at present: The International Organization for Standardization and the International Electro-Technical Commission. These agencies prepare international standards which, as they become accepted in more countries, do much to facilitate the flow of world trade. Their work is particularly helpful to small and new countries who may be more or less "starting out" in standardization. It does not mean that other countries do not also use it extensively.

To protect its own position, Canada must ensure that its interests are taken into account by these international agencies, ISO and IEC.