

## New Standards Council Web Site Makes Exporting Easier

Canadian companies can now easily and inexpensively determine which standards apply to their products and services in given target markets — thanks to a new Web site launched by the Standards Council of Canada on October 14, World Standards Day.

The new site — SCC.CA — provides an estimated 300,000 pages of standards-related information for companies, whether they are exporting environmental technology to Australia or gaining a foothold for a new building product in Europe.

SCC.CA also features an extranet that will let Canadians use the Internet to collaborate on the development of national and international standards — saving time and travel expenses for the estimated 14,000 Canadians who currently sit on standards development committees and facilitating the participation of others.

### Small businesses to benefit most

"The biggest beneficiaries of SCC.CA will be Canada's small businesses," says Industry Minister John Manley. "It will enable them to learn about and influence international standards to ensure that they are competitive in the global marketplace."

Among other services, the site allows users to search, for free, over 5,000 National Standards of Canada; standards referenced in federal regulations such as the Hazardous Products Act and provincial regulations from Ontario (other provinces to be added as their regulations are made available on-line); and over 300,000 international standards and national standards from Germany, France, the United Kingdom and Australia (more countries to be added in the months to come).

Users can also search the accreditation database to discover which of the 237 facilities accredited by the Standards Council is best qualified to assess their product's or service's compliance to Canadian, foreign and international standards.

For more information, visit the SCC.CA Web site at <http://www.scc.ca> or contact the Standards Council, 1200-45 O'Connor St., Ottawa, ON, K1P 6N7, tel.: (613) 238-3222, fax: (613) 995-4564.

## NEW PARTNERSHIP GIVES CANADIANS ONE-STOP ACCESS TO STANDARDS OF WORLD MARKETS

Canadian companies will have one quick, efficient source for all the standards they need to compete in global markets, thanks to a strategic partnership formed by the Standards Council of Canada and IHS Canada/Micromedia Limited.

As of April 1, 1998, Micromedia's Global Info Centre in Ottawa will assume responsibility for the Standards Council's standards sales service, becoming the exclusive Canadian distributor for standards of the International Organization for Standardization (ISO) and the International Electrotechnical Com-

mission (IEC), as well as the source of an extensive line of other business information products.

Along with the recent launch of the Standards Council's new Web site (see article above), this partnership will promote the increased use of standards, while ensuring Canadians have fast and easy access to international and foreign national standards.

Micromedia's sales outlet is located at 240 Catherine Street, Suite 305, Ottawa, ON, K2P 2G8, tel.: 1-800-854-7179 or (613) 237-4250, fax: (613) 237-4251, Internet: <http://global.ih.com>

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