
Key Findings of this Study

- * Standards facilitate the creation of markets and domination of niches, especially in the high tech, electronic and environmental markets
- * Testing and certification continue to pose problems for Canadian firms who manufacture to European standards.
- * Many firms urge the negotiation of agreements to mutually recognize testing and certification procedures.
- * Some firms have encountered roadblocks as European firms attempt to use the new standards process to lock them out.
- * There are still some firms reporting difficulty in finding out what are the appropriate EC standards. The EC standard setting process suffers from a lack of clarity.
- * A European presence is essential as technical standards are still expected to have slight variations from country-to-country, even after the harmonization process is complete.
- * These national variations are important when writing strategic plans because of the principle of "mutual recognition."
- * The greater your presence in Europe, the more likely it will be that you can influence the standard setting procedure in your favour.
- * Even small firms have been able to influence the process through championing a standard.
- * Quality Assurance Programs of the ISO 9000 level are becoming essential in all sectors.
- * Several firms felt that the European standardization process has merely added another level of bureaucracy in order to secure "Fortress Europe."