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### The European Standards Agenda (continued)

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- \* Environmental legislation forms a major part of the legislative agenda with a special emphasis on noise pollution, CFCs, emission standards for cars and lead content for gasoline;
- \* Testing and certification procedures are being harmonized among member states. There is still some uncertainty in this area but it is clear that:
  - satisfaction of "Essential Requirements" will be signified by the affixation of the CE mark which will allow a good to circulate freely within the Community,
  - where third party testing for "Essential Requirements" is necessary, the testing agencies will be called "notified bodies." At present, only European-based organizations can qualify as "notified bodies" for the testing and certification of "Essential Requirements,"
  - non-European states will have to negotiate on a bilateral basis in order to gain the right to have "notified bodies" outside of Europe,
  - and accreditation to voluntary industrial standards by non-European standards bodies must be negotiated with the respective national standards bodies, i.e. the Canadian Standards Association (CSA) must negotiate directly with the DIN (Deutsches Institut Fur Normung) in Germany;
- \* An increased reliance on Quality Assurance Programs which satisfy the standards of the International Organization for Standardization (ISO) 9000 series.

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### Challenges to Canadian Business

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- \* Find out which new standards affect them.
- \* Use their European presence to influence the new standards in their favour.
- \* Ensure that they are not excluded from the market due to more stringent European standards.
- \* Determine which European standards may become standards in non-European markets.
- \* Arrange for testing and certification of products built to European standards.
- \* Investigate the ISO 9000 Quality Assurance standards.