

How to sell Standards Education to Universities, Industries, etc.

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Raise the
awareness of the
importance of
standards among
stakeholders

Business

- Collaboration among competitors in order to establish a common platform for competition in the market
- Participation in standardization process will bring a brand power or trust to the committee-member company

Academics

- Teach standards as part of a larger business and social system

Government

- Make the best use of voluntary standards to complement mandatory law or regulation

Thank you for your kind attention