



CENELEC



## PRESS RELEASE

- for immediate release –

### Europe-China Standards Information Platform will facilitate access to China for SMEs

**A new web portal provides a very valuable source of information regarding market access, standards and standardization systems and industry standards in Europe and in China.**

**Brussels (19 October 2009)** - The new Europe-China Standards Information Platform (CESIP) designed by the Sustainable Development Association (SDA) with the support of the European Commission and the European Free Trade Association (EFTA) was officially launched during a meeting held within the Brussels office of EFTA. Present were representatives from the European Commission DG Industry & Enterprise and DG Trade, EFTA, the European Standardization Organizations CEN, CENELEC and ETSI and, some National Standardization Bodies and Committees, European Federations, the Seconded European Standardization Expert in China, and SDA. The launch took place on 16 October 2009.

The new web-based portal <http://eu-china-standards.eu> is a very valuable source of information regarding the relevant regulatory regime, standards and standardization systems in Europe and in China. Businesses have free access to this powerful search engine to easily and quickly find the standard references needed for their products. The information and the searches can be carried out in English and Chinese. This tool facilitates trade between both regions.

Considerable added value of this portal for European Industry is that the search on Chinese standards is not only limited to national standards (voluntary and mandatory) but also to the relevant industry (sector) standards. Normally, these are more difficult to obtain for foreign companies wanting to do business with China.

The platform currently includes information on four sectors (Electrical Appliances, Machinery, Medical Devices and Environmental Protection). The portal will be complemented by other sectors once the Standardization Administration of China (SAC) and the European Standardization Organizations CEN, CENELEC and ETSI in Europe take over this platform with the support of the European Commission and EFTA.



From left to right:  
Klaus Ziegler - ESO Seconded European Standardization Expert in China, Steven Chaytor - Senior Manager SDA, Silvia Vaccaro – Director External Policy and Legal CEN, Gaston Michaud – Secretary General CEN, Renée Vander Cammen – Unit Manager IT Competence Centre CEN, Tore Thomassen – EFTA Secretariat, Norbert Anselmann – Adviser New Approach Industries, Tourism and CSR with DG Industry & Enterprise of the European Commission, Ernest French - Project Technical Manager SDA, Eric Cornez – Processes & EDP Senior Manager CENELEC , Pierre-Alain Cerdan - ETSI.

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## ABOUT CEN

The European Committee for Standardization (CEN) is a business facilitator in Europe, removing trade barriers for European industry and consumers. Its mission is to foster the European economy in global trading, the welfare of European citizens, and the environment. Through its services CEN provides a platform for the development of European Standards and other technical specifications.

CEN's 30 National Members work together to develop voluntary European Standards (ENs) in various sectors to build a European Internal Market for goods and services and to position Europe in the global economy. By supporting research, and helping disseminate innovation, standards are a powerful tool for economic growth. More than 60.000 technical experts as well as business federations, consumer and other societal interest organizations are involved in the CEN network that reaches over 480 million people.

For further information please visit: [www.cen.eu](http://www.cen.eu)

## ABOUT CENELEC

The European Committee for Electrotechnical Standardization is officially responsible for standardization in the electrotechnical field. In an ever more global economy, CENELEC fosters innovation and competitiveness, making technology available not only to major businesses but also to SMEs through the production of voluntary standards. CENELEC creates market access at the European level but also at the international level through its cooperation agreement with the International Electrotechnical Commission (IEC).

Through the work of its 30 Members together with its experts, the industry federations and consumers, Electrotechnical European Standards are created in order to help shape the European Internal Market, to encourage technological development, to ensure interoperability and to guarantee the safety and health of consumers and provide environmental protection.

Detailed information available at [www.cenelec.eu](http://www.cenelec.eu)

## ABOUT ETSI

ETSI produces globally-applicable standards for Information and Communications Technologies (ICT), including fixed, mobile, radio, converged, aeronautical, broadcast and internet technologies and is officially recognized by the European Union as a European Standards Organization. ETSI is an independent, not-for-profit association whose 766 member companies and organizations, drawn from 63 countries across 5 continents worldwide, determine the ETSI work programme and participate directly in its work.


ETSI's complementary standards-enabling services (Interopolis and Forapolis) offer "Idea to Product" solutions. Interopolis provides testing methodology expertise, including interoperability test events. Forapolis provides a full range of support and management services to associations and fora.

For more information please visit: [www.etsi.org](http://www.etsi.org)

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