

From Standards to Business Success

Connecting Business Support and Standardization for MSMEs

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WTO Informal Working Group on MSMEs

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Journey from Paris to Geneva
Linkage between standards and trade



Jack YAO

Chair of ISO/TC 342 Management consultancy

Chair of ISO/TC 352 Digital marketing



Committee

ISO/TC 342

Management consultancy



Committee

ISO/TC 352

Digital marketing

Which standards apply to our products or services

How

can we understand their technical content

What changes are needed in our operations

Where

can we obtain training, testing, certification
or advisory support

How can we communicate our
practical difficulties to the organizations developing standards



Two communities, complementary strengths.

ISO IWA 51 focuses on two broad groups of organizations: BSOs and SDOs

BSOs can bring the voices, needs and experiences of businesses into standardization.

- Chambers of commerce, trade and industry associations, trade promotion organizations, MSME development agencies, professional bodies and other organizations supporting business creation, operation, growth and internationalization.

SDOs possess standardization expertise and maintain connections with national, regional and international standards systems.

- National standards bodies and other organizations engaged in developing, adopting, publishing or promoting standards.

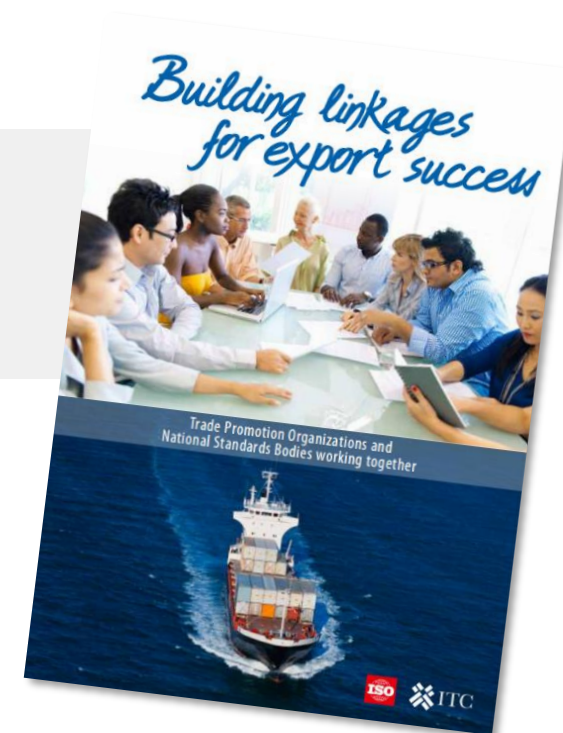
From TPO-NSB Cooperation to a Broader Ecosystem

ISO IWA 51 started from the guide *Building Linkages for Export Success* jointly published by ITC and ISO

“ Closer cooperation between TPOs and NSBs could help exporters improve quality and access international markets. ”

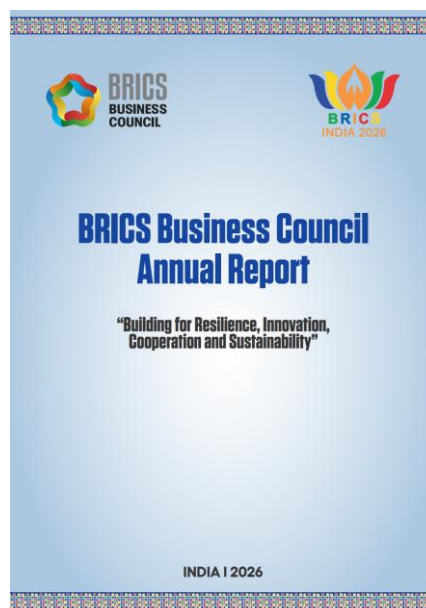
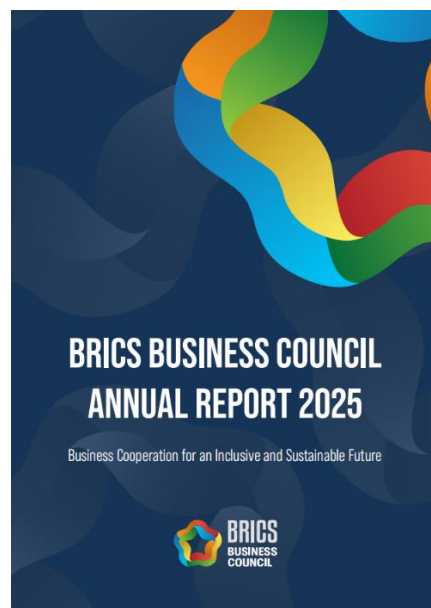
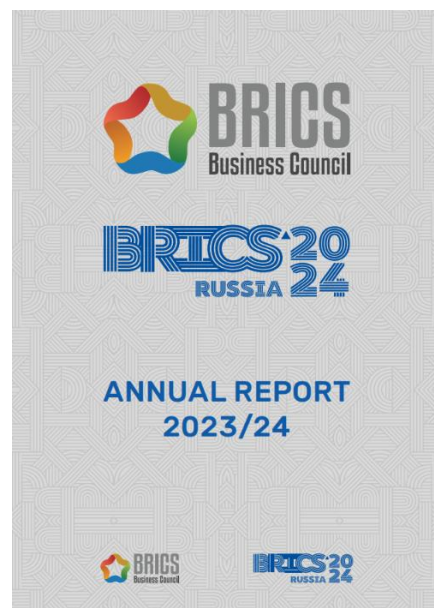
ISO IWA 51 updates and extends this earlier approach:

1. Expands the business-support side from TPOs to BSOs.
2. Expands the standardization side from NSBs to a broader range of SDOs.
3. Responds to changes since 2010.



The DCCN Initiative: Connecting Trade and Standards

Standards should respond more effectively to the needs of trade and business, while trade and business support organizations should make better use of standards as tools for quality, trust, competitiveness and market access.



Initiatives

BRICS Investment Facilitation Network (BIFN)

BRICS nations may consider the development of a BRICS Investment Facilitation Network (BIFN), which could, on a voluntary and non-binding basis, strengthen coordination among national investment promotion agencies and create an enabling environment for seamless investment facilitation across BRICS countries. BIFN may include businesses and relevant financial institutions which can support exchange of the best practices and information in regulations' changes, harmonising investor aftercare procedures, and co-developing bankable project pipelines.

Advancing the Initiative on Trade Development and Standards Cooperation among BRICS economies

As proposed during the Brazilian Presidency, continue to advance the implementation of the "Trade Development and Standards Cooperation Initiative (DCCN)". The initiative aims to build a multi-dimensional collaborative mechanism among BRICS to facilitate standards cooperation, trade and investment promotion, technology exchange, cultural exchange, and talent development.



IWA 51: An Approved ISO Project

Guidelines for synergy between business support organizations (BSOs) and standards development organizations (SDOs)

TECHNICAL MANAGEMENT BOARD RESOLUTION 64/2026

Adopted at the 96th meeting of the Technical Management Board, Madrid, 24-25 June 2026

IWA on Guidelines for synergy between business support organizations (BSOs) and standards development organizations (SDOs)

The Technical Management Board,

Thanks the proposer for their initiative and efforts in developing this proposal,

Approves the proposal for an IWA on Guidelines for synergy between business support organizations (BSOs) and standards development organizations (SDOs), and

Allocates the secretariat to KEBS (Kenya).



Connecting with the WTO MSME Group's Priorities

BSOs as a key stakeholder



- Trade intelligence & consultancy
- Business databases & networks
- Export promotion
- Good practices & knowledge sharing

The standards dimension



- Access to reliable technical expertise
- Connecting standards bodies with MSMEs
- Supporting informed decisions on quality & market access

From dialogue to international guidance

Bringing practical insights from the Group into the development of ISO/IWA 51

What is IWA 51 intended to provide —

Voluntary, practical and adaptable guidance

- 1. Roles** — How BSOs and SDOs can contribute to supporting enterprises and how their respective responsibilities can complement each other.
- 2. Principles** — Including strategic alignment, stakeholder engagement, effective communication, capacity building, market-driven standardization, effective use of resources and continuous improvement.
- 3. Areas of synergy** — Including standards awareness, training, implementation support, trade facilitation, market access, innovation, digital transformation and sustainability.
- 4. Practical approaches** — Focal points, joint programmes, information-sharing mechanisms, coordinated training, referral services and regular consultation.

What Could BSO-SDO Synergy Look Like?

A chamber of commerce identifies the standardization needs of the market:

but it may not have sufficient technical knowledge to explain the standards or identify the necessary implementation support.



The national standards body has that technical knowledge:

but it may not have direct access to all the enterprises experiencing the problem.



Two-way bridge:

Standards and technical knowledge move towards businesses, while market information and enterprise experience move back towards the standardization system. **This is the type of practical cooperation that IWA 51 seeks to facilitate.**

Why This Matters for MSMEs across Economies (Example for East Asia)

Drawing on experiences across economies to develop practical and internationally relevant guidance.



* EABC Community

Common challenges

- Limited staff and technical capacity
- Complex technical language
- Fragmented information
- Uncertainty about available support

The role of BSO–SDO cooperation

- Connecting business support services
- Improving access to technical expertise
- Making relevant information more accessible
- Supporting informed decisions on quality and market access

National Standards Bodies as Potential Partners



Singapore Standards Council, Enterprise Singapore (SSC)



Department of Trade and Industry
STANDARDS AND CONFORMANCE PORTAL
Bureau of Philippine Standards



Standardization Administration of China (SAC)



The Pusat Standard dan Akreditasi Brunei Darussalam (PSABD)



สำนักงานมาตรฐานผลิตภัณฑ์อุตสาหกรรม
กระทรวงอุตสาหกรรม

Thai Industrial Standards Institute (TISI)



The Commission for the Standards, Metrology and Quality of Viet Nam (STAMEQ)



국가기술표준원

Korean Agency for Technology and Standards

The Korean Agency for Technology and Standards (KATS)



National Standardization Agency of Indonesia (Badan Standardisasi Nasional)



Official Portal
DEPARTMENT OF STANDARDS MALAYSIA
MINISTRY OF INVESTMENT, TRADE AND INDUSTRY (MITI)



The Department of Research and Innovation (DRI)



Japanese Industrial Standards Committee (JISC)



The Institute of Standards of Cambodia (ISC)



The Department of Standardization and Metrology (DOSM)

What We Hope to Learn from Members - Five areas for discussion

- **Challenges** Cooperation between BSOs and SDOs
- **Good practices** Successful cooperation models and examples
- **MSME needs** Standards-related support: MSMEs need most
- **Effective mechanisms**
Training · Referrals · Information sharing · Consultation
- **International guidance**
Making guidance useful across different development contexts

Join the IWA 51 Workshop Process

We particularly welcome participation from missions to WTO, chambers of commerce, trade and industry associations, trade promotion organizations, MSME development agencies, national standards bodies, enterprises and relevant regional organizations.

Workshop Timeline

- Late February 2027 | Geneva, Switzerland - **1st workshop**
- Early July 2027 | Accra, Ghana - **2nd workshops**
- October 2027 | Brussels, Belgium - **3rd workshops**

Target Publication

End of December 2027 | Publication of IWA 51

ISO/IWA 51 - International Workshop Agreement Project Participation Brief

Guidelines for synergy between business support organizations (BSOs) and standards development organizations (SDOs)

CONNECT BUSINESS SUPPORT WITH STANDARDS THAT WORK

Join the international
workshop series!

Bring your experience.

Share practical cases.

Build solutions that work
across markets.

HELP SHAPE THE GUIDANCE



WHY IT MATTERS

Many enterprises need standards support, but do not know where to find it.

BSOs understand market needs;
SDOs connect expertise and
consensus.

Better coordination can reduce information gaps, duplication and barriers to market access.

ISO/IWA 51 will develop practical guidance for BSOs and SDOs to collaborate more effectively — helping enterprises, especially MSMEs, understand, access and use standards to participate in trade and global value chains.

A joint proposal by **ODCCN** and **KEBS**

REGISTER FOR THE FIRST WORKSHOP

February 2027 | Geneva, Switzerland | Hybrid Meeting

Thank you

Better Standards for Better Trade, Better Trade for a Better World



Jack YAO

Secretary General of ODCCN