

# MEDIA RELEASE



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## STANDARDS FUNDAMENTAL TO THE ASIAN CENTURY

The Federal Government's Asian Century White Paper underscores the importance of regional and international engagement in standardization, Standards Australia said today.

"Internationally-aligned Australian Standards are fundamental to our effective engagement with the Asia Pacific region," said Colin Blair, Chief Executive Officer, Standards Australia.

"The increase in living standards across the region is supported by the adoption of common standards which promote best practice, consumer safety, and commercial exchange," Mr Blair said.

"Standards reduce barriers-to-trade by establishing agreed international standards for product and service performance and reliability.

Mr Blair said standards accelerate economic development, foster innovation and expand world trade.

Standards Australia is an inaugural member of the Pacific Area Standards Congress (PASC) – a regional body that supports trade and economic development in the region through standardization.

"We are committed to capacity building programs throughout the region, and eager to collaborate on issues such as efficiency and minimum energy performance standards," Mr Blair concluded.

ENDS.

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