

# International Standards and IEEE-SA in the Emerging Global Economy

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# Time for a New International Model?

- International standards paradigm changing
- Traditional model well known – based on geographic & political borders
- Emergence of a complementary model – market-driven & borderless



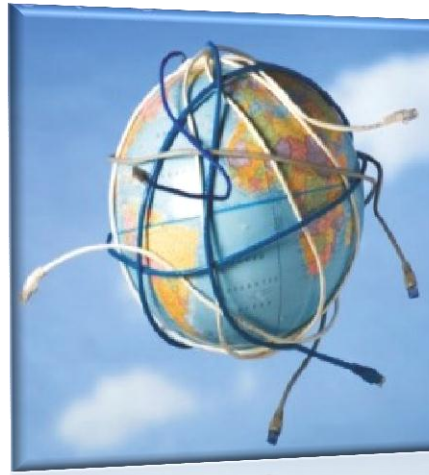
# Evolution from Political to Economic

- Traditional model centered around historical national market model
- International standards to create products and services for implementation and use by customers in globalized world
- Need for complementary model where global markets drive standards regardless of their formal status



# Globally Relevant Standards

- Complementary Dual-model International Standards Paradigm
- International marketplace determines global relevance of standards
- Lead to global interoperability, lowered complexity and cost



# The Internet

Standards from W3C, IETF and IEEE –  
foundation for the Internet

- Key facilitator for growth of global economic and social model touching billions of lives
- Not deployed via traditional model of standards adoption
- Driven by market momentum to innovate





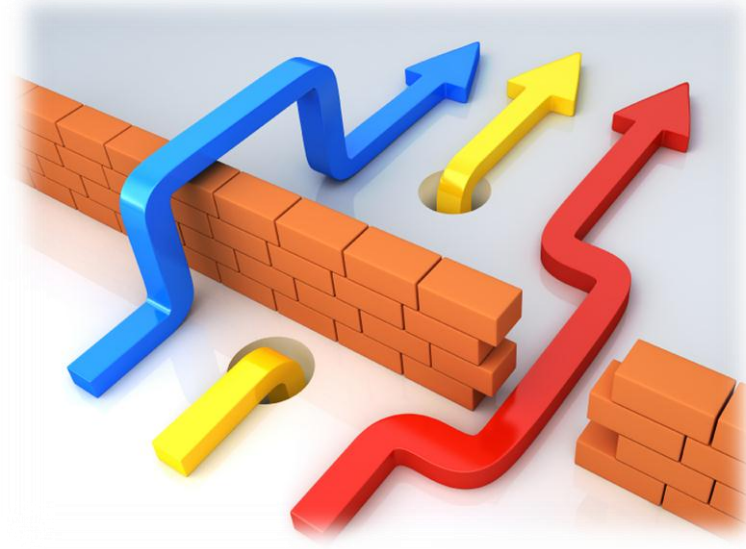
# The Future is Today

- IEEE-SA is global
- IEEE-SA is strengthening collaborative relationships with SDOs
- IEEE-SA is enabling collaboration across geographies
- IEEE-SA is increasing its full lifecycle offerings to the global community



# Standardization is Borderless

- Standardization – like markets – is borderless
- A bold strategic direction; embracing new, more nuanced, dual-model international standards paradigm
  - IEEE an international organization with strong global participation
  - Irresistible to standards community



# Thank You!

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