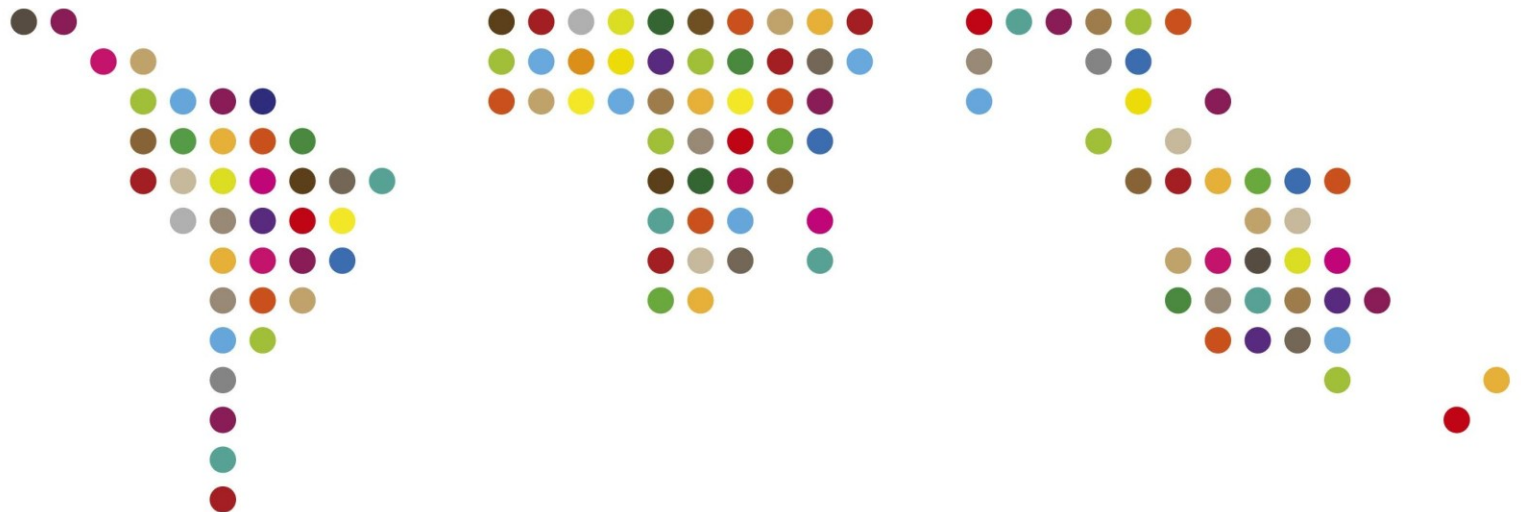


The future of standardisation of construction products

20 November – High-level conference



Outline

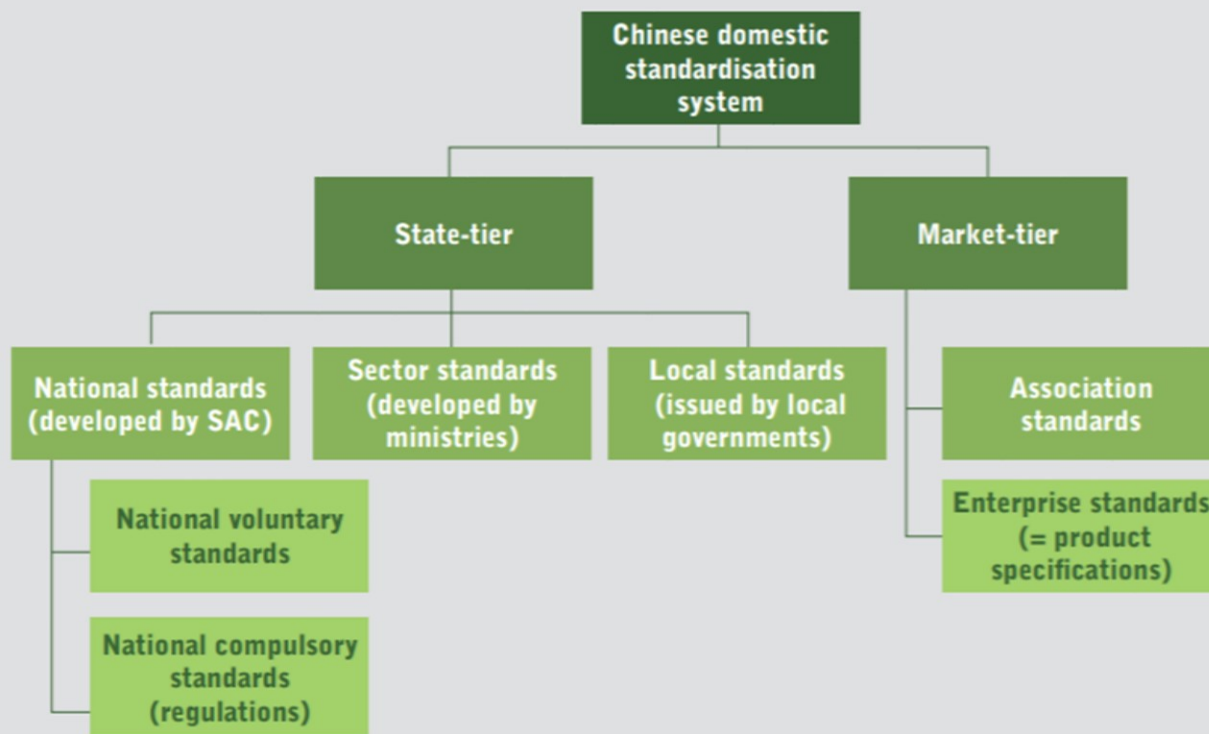
- China's perspective on Europe's standardisation approach in general (not construction products specifically)
- What does China make out of this? The Chinese state-permeated approach to technical standardisation
- How to meet the “China challenge”? Sketching ideas to start the conversation...

China's perspective on Europe's standardisation approach

- China eyes Europe for its ongoing standardisation reform
 - The TTIP effect: identifying the *political potential*
 - Industrial policymaking: from protectionism to innovation promotion
 - US or EU? Trying to take the best of it “with Chinese characteristics”
- “China Standards 2035”, “National Standards Strategy” and the Belt and Road Initiative
 - Streamlining China's standards system
 - Maintain state permeation
 - Power projection

The Chinese state-permeated approach to technical standardisation

Figure 3: China's standardisation system after the reform



Source: own graphic

The Chinese state-permeated approach to technical standardisation

- Maintain state-tier, transfer mandatory into voluntary standards
- Permeate market-tier: private-state distinction?; select pilot SDOs; strengthen national champions; front runner system
- Competition over high standards – move up the value chain: party-state serves as “referee”

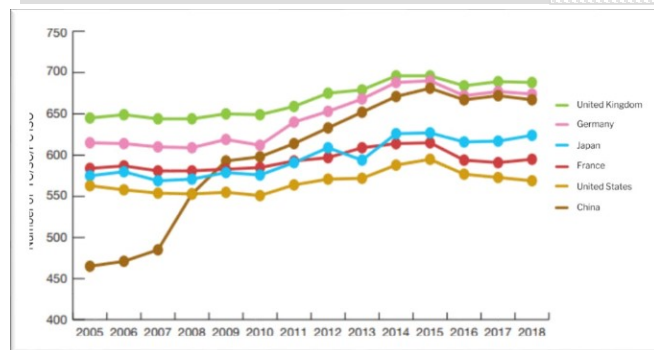
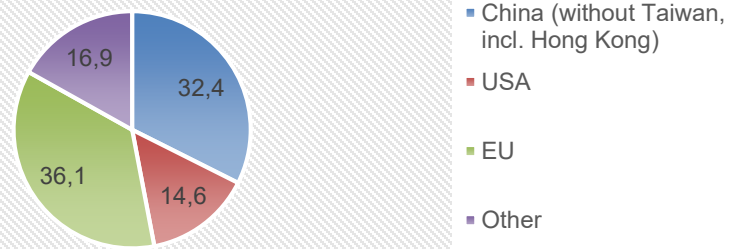
How to meet the “China challenge”?

China: growing, but not dominating

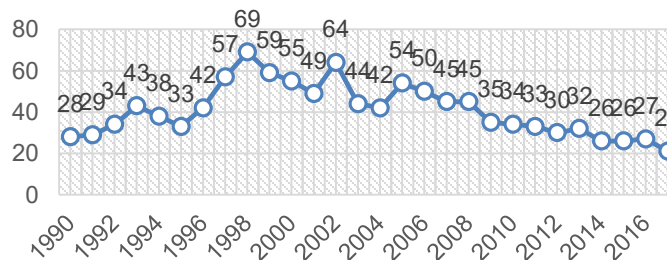
Figure 4: Chinese share (in %) of leadership positions in ISO,



Figure 10: Accepted documents to 3GPP in 2018 (in %) company aggregated by country of origin



Adoption ratio (source SAC/Rhodium Group)



How to meet the “China challenge”?

Strengthen the system, not abandoning it!



Politicisation/power rivalry

- Advocate a non-political approach to standardisation
- Align with like-minded partners to push back against China's state-steered standardisation



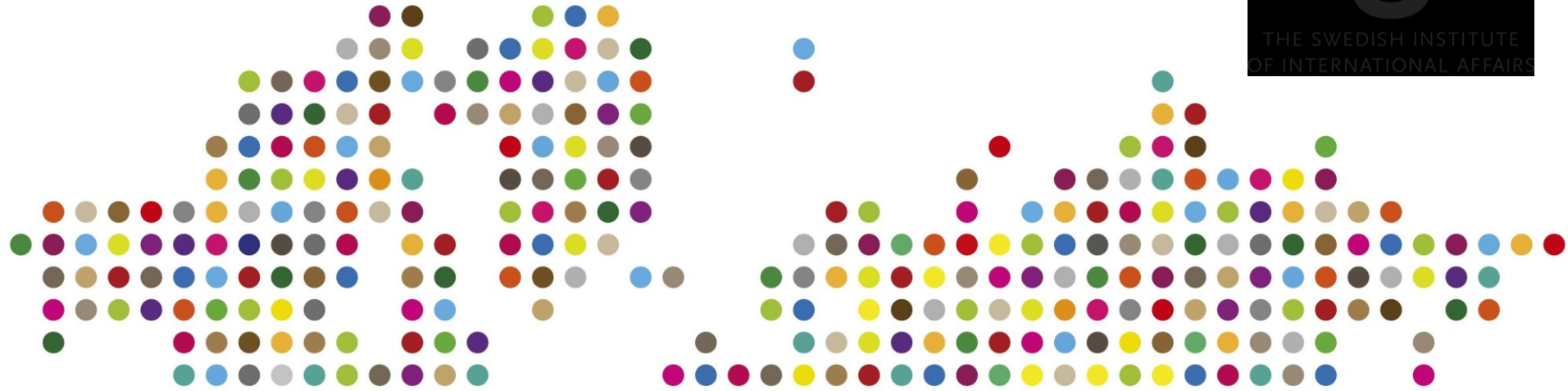
Fragmentation and bifurcation

- Facilitate Chinese socialisation into existing international standards institutions
- Insist on international frameworks and reciprocity



Diminishing EU influence

- Improve the EU's innovation and standardisation environment
- Better coordinate EU standards efforts and support knowledge generation and dissemination



Thank you!

