



SMEs vs large enterprises

	 SME's	 Large Enterprises
Use of standards	value enhancer that allows for differentiation from competition	is a minimum requirement to operate in markets
Standards Development	reactive stance, as they either consider having limited influence on the process, or rather leave the follow-up to larger players	crucial activity: anticipating to potential developments and sharing experiences and technical product knowledge

Nationally vs internationally

	 Nationally	 Internationally
Use of standards	standards allow them to gain efficiencies	the role of standards for gaining market access
Standards Development	" sharing experiences and knowledge with others" is more important for organisations with a national scope.	Influencing standards at sector level. Gaining early access to strategic information and anticipating to changes.

Case studies: key takeaways

Standards

- ☑ facilitate **dialogue** and **transactions** between customers and supplier, hence they reduce transaction costs
- ☑ create a **level-playing-field** on competitive markets
- ☑ play an important role in **improving** product **quality** and **safety**
- ☑ facilitate **global trade** and support competitiveness of Belgian companies in global markets
- ☑ support **R&D, innovation** and the commercialisation of innovative products and services