



INTERNATIONAL
TRADE
ADMINISTRATION

NAM National Association
of Manufacturers

THE VOLUNTARY STANDARDS SYSTEM: A DYNAMIC TOOL FOR U.S. ECONOMIC GROWTH AND INNOVATION

Friday, July 24, 2009 | 9:00 am–12:00 pm

Department of Commerce Auditorium | 1401 Constitution Ave NW
Washington, D.C.

In the midst of the worldwide economic crisis, successful public-private partnerships are critical. The voluntary standards system is key to maintaining U.S. global competitiveness while also contributing to world economies.

Please join the Department of Commerce's International Trade Administration and the National Association of Manufacturers on July 24th for an informative morning seminar on the U.S. voluntary standards system. Panelists from industry and government will discuss key features of our U.S. standards system, both in general and as they relate to crucial areas of technology such as Smart Grid, healthcare IT and cybersecurity. They will also explore opportunities that the public and private sectors have to collaborate to maximize the contributions of the standards system in support of public policy objectives. This seminar is the first in a periodic series of information meetings on key topics related to U.S. competitiveness, technology deployment and innovation.

The seminar will be held from 9am to 12pm at the Department of Commerce Auditorium, 1401 Constitution Ave NW, Washington, D.C. Attendance is free, but pre-registration is required for entry to the building. Please plan to arrive at the main entrance on 14th Street at least 30 minutes prior to the start of the seminar to ensure seating.

Don't miss this timely event which will include panelists from government, industry, academia and standards organizations. Panelists will provide a succinct overview of the voluntary standards system and how it responds to the needs of the public and private sector to spur development of technology and innovation.

WHO SHOULD ATTEND?

This essential discussion will be of particular interest to policy makers, industry enablers and development organizations who need to understand how the voluntary standards system drives the U.S. innovation economy.

**REGISTER
TO ATTEND**

Contact Twanna Duncan at Twanna.duncan@trade.gov,
or by phone: 202-482-1465 by July 17th to register