



ISO in brief
Great things happen **when the world agrees.**

We are ISO,
the International Organization
for Standardization



We are an independent,
non-governmental organization.



We are a global network of
national standards bodies with
one member per country.



Our job is to make
International Standards.



We are coordinated by a Central
Secretariat in Geneva, Switzerland.



We are not for profit: selling our
standards allows us to finance
their development in a neutral
environment, to maintain them
and to make new ones.



ISO provides a platform for
developing practical tools through
common understanding and
cooperation with all stakeholders.

161* members

22 000*
International Standards

100
new standards each month

245*
technical committees

* July 2018

We bring together experts to share knowledge
and develop International Standards
that provide solutions to global challenges.

What is an International Standard?

An International Standard
is a **document containing
practical information and
best practice.**

It often describes **an agreed
way of doing something
or a solution to a global
problem.**



In short, ISO standards help:



Make products **compatible**,
so they fit and work well with
each other



Identify **safety issues**
of products and services



Share **good ideas** and
solutions, technological
know-how and best
management practices

Paper sizes

Standards for paper sizes (A4 family) **make life easier for printer, photocopier and office supplies manufacturers**, because they know their products will work with available paper formats.

Examples of standards
in our everyday life.

Food safety

The food we purchase **is safe to eat** thanks to internationally agreed hygiene and safety requirements outlined in standards.

Credit cards

Credit cards can be used anywhere **because they meet standards** that specify the dimensions, **technology and communication protocols** that can work with dispensers and payment systems.

Codes for countries

The world sees **eye to eye** by using standardized codes for countries and currencies.

Currencies

How do you benefit from International Standards?



Industry:

- Become more competitive by offering products and services that are accepted globally
- Enter new markets easily
- Raise profits by offering products with increased quality, compatibility and safety
- Reduce costs by not reinventing the wheel and using available resources better
- Benefit from the knowledge and best practice of leading experts around the world

Regulators:

- Harmonize regulations across countries to boost global trade
- Increase credibility and trust throughout the supply chain
- Make it easier for countries to outsource and specialize

Society:

- Wider choice of safe and reliable products and services at competitive prices
- Best practice and concerted action at the organizational level to practically address global challenges like climate change and sustainability



Why are we unique ?

Our global network. ISO members come from virtually every country in the world.

Our brand. ISO is recognized globally and associated with confidence.

Our integrity. We have been publishing the standards the world needs since our creation in 1947. Today, the ISO brand is recognized globally.

Our commitment to consensus. We work with more than 700 organizations and over 100 000 experts from different industries and sectors.

Our partnerships. We work closely with the International Electrotechnical Commission (IEC) and the International Telecommunication Union (ITU). We also have a strategic partnership with the World Trade Organization (WTO) to promote free and fair trade.

How does ISO work?

ISO only develops a standard if there is a market need for it.



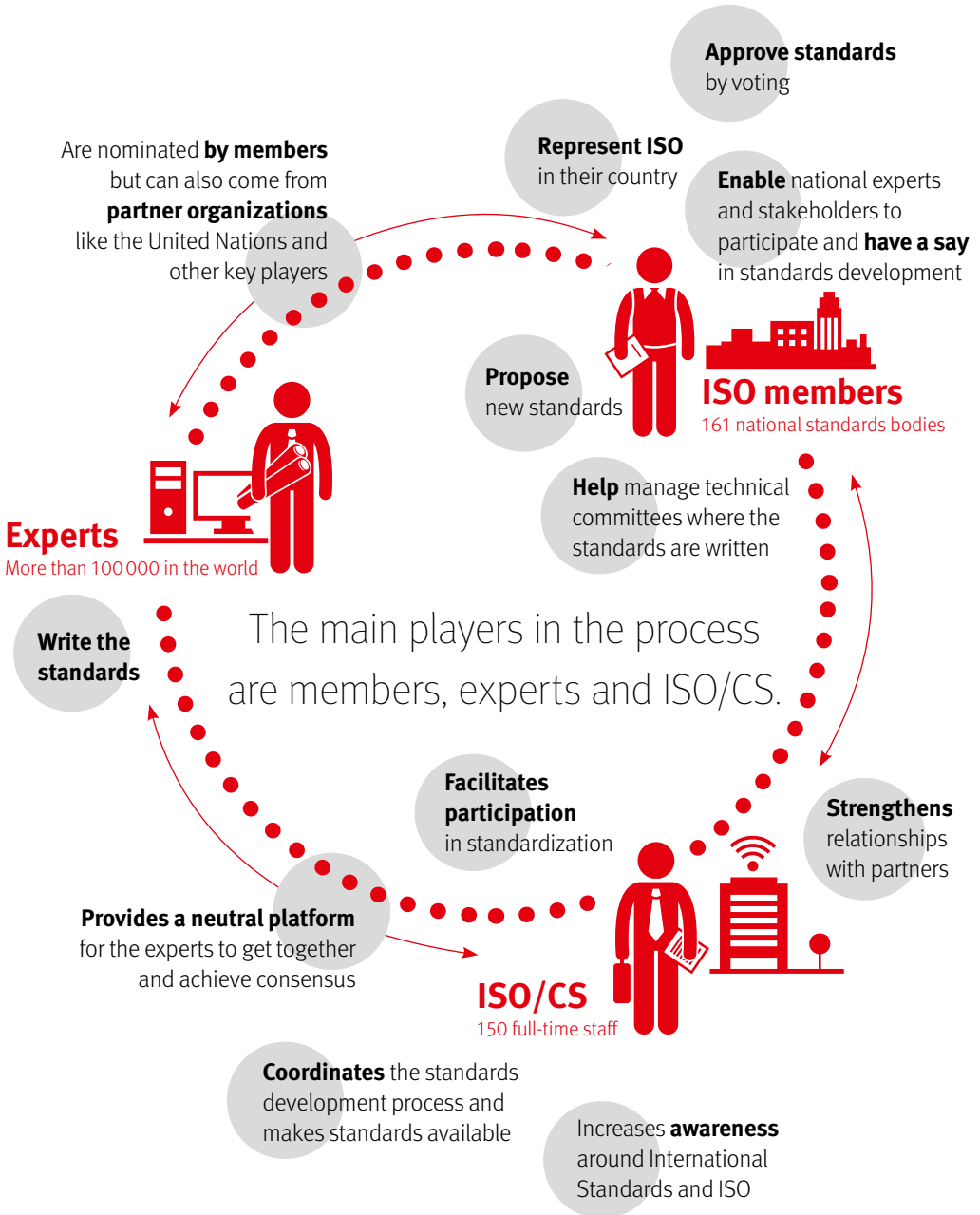
International Standards are created by the people who will use and be impacted by them. We call them **EXPERTS** and they come from industry, government, consumer organizations, academia, non-governmental organizations, and more.



It is the **MEMBERS'** role to identify the experts and ensure an active voice for their country.



The ISO Central Secretariat – **ISO/CS** – coordinates the development process and publishes the standards.



Get involved!



Would you like to have your say on the rules governing world trade?



Do you want to know which standards can benefit your business?



Do you have a good idea for a much needed standard?

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Contact your ISO member at
www.iso.org/isomembers

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for Standardization**

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