

Bridging the Barriers: Competing in a Global Marketplace

CSA Annual Conference

June 12-15, 1994

Eaton Centre Marriott

Toronto, Ontario

The Barriers Are Coming Down...

The spotlight on NAFTA and the latest round of GATT negotiations confirms the importance of trade in today's global economy. The emphasis is not only on reducing tariff barriers to cross-border and international trade, but on removing the non-tariff barriers posed by differing standards, test requirements, environmental codes, or quality requirements. Stumbling blocks also exist if companies find it too costly or difficult to launch their products and have them accepted in new markets.

Boost International Competitiveness

To help organizations meet the challenges of the global marketplace, CSA's 1994 Annual Conference will explore some of the key mechanisms that are available for "bridging the barriers" to enhanced trade.

These mechanisms include:

- harmonized standards;
- mutual agreements to reduce duplicate testing;
- one-stop testing of products to both Canadian and U.S. standards;
- flexible services, such as category certification, that streamline the certification process;
- quality registration to the internationally accepted ISO 9000 series of quality standards;

- environmental management programs that are attuned to North American and international initiatives and requirements.

The Inside Track from CSA's Global Partners

This keynote session will help participants increase their knowledge of the international arena. This presentation will feature CSA's partners, who will give you the inside track on current and anticipated developments that may affect your trading ventures.

Strategies for Success — Half-Day Workshops

These workshops will focus on CSA programs and services that can make it easier and more cost-effective to export products or expand into new markets.

Don't miss out on this unique opportunity to:

- discover the latest developments in global standardization;
- reduce costs and increase the efficiency of your operations;
- tap the ideas and experiences of peers and experts who are familiar with the demands of the international marketplace.

We would like your input to make sure these workshops are of the widest possible interest. Please consult the attached form and indicate the topics you consider most useful. Your choices will help us determine the content of our half-day sessions.

Participate in a "Town Hall" Discussion

Delegates can also gain insights through a "town hall" session hosted by Joseph Mangione, Chairman of the Board, and John Kean, President and Chief Executive Officer of CSA. This session is your opportunity to ask questions and discuss key issues in an open forum. Potential topics include the role of standardization and conformity assessment in reducing non-tariff barriers, international competitiveness, and strategic planning.

Spark Ideas in a Dynamic Setting

Toronto, the site of this year's Conference, offers an exciting, big-city ambience for sparking ideas and focusing on global issues. The Conference schedule will allow ample opportunity for networking in this dynamic commercial and cultural centre.

CSA — Celebrating 75 Years of Leadership

This year CSA celebrates 75 years of bridging the barriers between industry, government, and the public — 75 years of finding common solutions to issues involving public safety and progress in industry.

Although circumstances and issues have changed over this time span, one constant in CSA's history has been the commitment to facilitating trade. CSA actively promotes the harmonization of standards and the mutual acceptance of test data to help ensure that markets are open and the rules for trade are transparent. As trade is liberalized, CSA programs and services will continue to respond to the needs of customers and members in marketing products in Canada, North America, and the world.

Join us in Toronto on June 12-15, 1994 for timely discussions, practical workshops, and lively networking activities in this special year. We'll be pulling out all the stops to make this anniversary a truly memorable occasion.

Receive the complete conference program by contacting:

CSA Conference Services

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or any CSA office across Canada and overseas.

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Help Us Choose the Workshop Topics

The following are subjects that are being considered for the Annual Conference workshops. Please indicate the individual topics that interest you the most. We need to hear from you by March 31, 1994 to take your preference into account.

Quality-Related Topics

- Quality registration: how to become ISO 9000-registered
- Quality registration: how to market your quality registration to customers
- ISO 9000 Update: revisions to the ISO 9000 standards and a preview of CSA's ISO 9000 Forum in September
- ISO Quality Management Committee: CSA's role in administering this international committee and Canada's input into international initiatives

Environmental Management

- CSA's voluntary guidance documents on environmental management for all types of organizations, focusing on the cornerstone of the series, the *Guideline for a Voluntary Environmental Management System*
- Other guidelines in the series (e.g., environmental auditing, life cycle assessment, environmental site assessment, green procurement)
- ISO Environmental Management Committee: CSA's role in administering it, Canada's input into international initiatives, and documents in development

Certification

- Certification requirements in Europe and the U.S.
- Mutual recognition agreements to eliminate duplicate testing, such as the CB Scheme

- CSA Certification to Canadian and U.S. Standards: the NRTL and NRTL/C Mark
- CSA services that can speed up the process of developing new products or getting products to the marketplace
- Accessing the European, U.S. and Mexican markets: regulatory requirements and how to meet them

Standards

- A harmonization update
- An introduction to IEC standards and their impact on product certification and manufacturing processes
- The changing role of members on standards development committees
- The standards production process, including techniques of writing and editing documents effectively; CSA resources that can increase committees' efficiency and productivity
- Standardized terminology: international protocols that are being developed to standardize technical terms

Electronic Publishing

- The latest developments in the electronic delivery of standards
- SGML (Standardized General Markup Language)
- An update on CSA's electronic information products
- ISO/IEC perspectives on electronic products

For Purchasing Agents

- The CSA Mark: case studies and input from retailers on how to promote products that bear the CSA mark
- CSA guidelines that are being developed on green procurement
- CSA's environmental labelling guidelines, including a briefing on common environmental terms and their use in environmental claims

Other Topics

Please note any other topics that you think would interest a wide number of CSA members.

Please mail or fax this form to:

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