

**A Nordic Innovation/EFTA workshop in cooperation with the European Commission, CEN, Normapme and ANEC**

# **Harmonisation or fragmentation in the single market for services?**

**The role of certification linked to standardisation**

**Date & Time:** 1 March 2012, 08:30-13:00.

**Place:** EFTA Secretariat, Rue Joseph II 12-16, Brussels, Belgium

The Services Directive, 2006(123), aims at developing a Single Market for services in Europe. Article 26 of the Directive recognises certification as a useful tool for increasing the quality of services. Certification may also facilitate trade if it increases trust in the services to be traded.

Certification is an activity which will continue to take place at national level. For this reason, achieving the Single Market for services may also be challenged by certification, when there are no schemes in place for cross-border recognition of certificates and marks. This may also confuse consumers who want to buy services in another country.

Nordic Innovation and EFTA have for many years been engaged in matters related to certification and standardisation of services. A new study (2012), which will be presented at the workshop, indicates that the rate of development of new national service standards is increasing almost five times as fast compared to European service standards. The study furthermore indicates that 25% of these service standards have formed the basis for certification schemes at national level, and it is likely that a steady growth in such certification schemes will continue. In contrast, there are no Pan-European schemes in place for cross border recognition of certification of services based on standards.

The aim of the workshop is to raise awareness and knowledge of the issue of certification of services and of the role of standards as well as to discuss the need for promoting Pan-European schemes aimed at cross-border recognition of certification of services.



**Chair: Håkan Jonsson\***

**08.30-09.00** Registration and coffee & croissants

**09.00-09.15** Opening: *Kari Winquist, Nordic Innovation*

**09.15-09.30** A dialogue to set the scene for the workshop: *Johan Englund, Nordic Innovation* and *Tore Nyvold Thomassen, EFTA*

**09.30-09.45** Keynote speech: *Jacques McMillan, the European Commission, DG Enterprise and Industry*

**09.45-10.15** Presentation of the Nordic Innovation study on service certification linked to service standards at national level in Europe: *James Stroyan, Technopolis*.

**10.15-10.45** Coffee break

**10.45-11.00** Keynote speech: *Heide Rühle, MEP*

**11.00-12.00** The approach to certification in different sectors:

- The product sector: *Hoang Liauw, Secretary to CEN Certification Board*
- A national certification body: *Peter Jonas, Austrian Standards plus Certification*
- The service sector: *Daniel Makay, HOTREC* and *Ellen Troska, FEDEMAC*

**12.00-12.45** Policy discussion on possible ways forward:

Can we afford to continue without cross-border recognition of certification of services or should we promote Pan-European solutions? And within this context, what role should standardisation play at national and European level?

*Konstantinos Dimitriadis, the European Commission, DG Internal Market and Service, Stephen Russell, ANEC, Klaus Tillmann, NORMAPME, and Tore Nyvold Thomassen, EFTA*, briefly opening the discussion. All participants are invited to participate.

**12.45-13.00** Summary: *The Chair*

***The workshop will be followed by a buffet lunch served in the lobby.***

\*Håkan Jonsson is one of Sweden's leading experts in EU affairs and has a background in diplomacy, politics and government. He has inter alia been Deputy Director General at the Swedish National Board of Trade, responsible for Internal Market matters, and State Secretary for European Affairs in the Prime Minister's Office.

