

# ASEAN-Australia Digital Trade Standards Cooperation Initiative

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RECOMMENDATIONS  
REPORT  
DECEMBER 2018





## Executive Summary

**At the ASEAN-Australia Special Summit held in Sydney in March 2018, fifteen new cooperation initiatives were announced, including the ASEAN-Australia Digital Trade Standards Cooperation Initiative. This report puts forward recommendations as to how International Standards could be used to enable digital trade and increase economic integration in the ASEAN-Australia region.**

**D**igital technologies are continuing to transform the way global trade and business is conducted. Increasingly, the value of goods and services are changing as more technologies and services are included in production processes and individual products. With the potential to touch all sectors of the economy, from manufacturing to agriculture, telecommunications and services, digital trade is having a growing impact on all business and consumers.

Without harmonisation of standards, technical alignment and regulatory coherence, the Member States of the Association of South East Asian Nations (ASEAN) and Australia are unable to realise the full potential of these digital technologies. Active participation in standards development and the adoption and use of International Standards is advantageous to business competitiveness, development and greater economic growth. As digital trade brings value to the market through both digital flows in the domestic economy and cross-border data flows internationally, countries may miss opportunities for substantial economic growth and global integration if they do not utilise these fundamental building blocks of a digital economy.

International standardisation processes provide an opportunity for every country, regardless of their size, population or economy, to have an equal voice in shaping the development of market-relevant standards for their economy. Without providing national perspectives to shape these standards, International Standards can lose relevance in individual economies and provide barriers to trading opportunities for the

future. Further, minimal uptake of International Standards supporting digital trade can result in traditional production of goods and services no longer being able to meet the demands of the evolving global market. Currently ASEAN Member States and Australia face challenges in increasing the awareness of digital trade and International Standards among government, industry and consumers. Additionally there are barriers to participation in international standardisation processes, and identifying the most beneficial and aligned International Standards for adoption and use to enable digital trade for the future.

Cooperation between ASEAN Member States and Australia can provide a mechanism for increasing awareness, participation, adoption and use of International Standards to support digital trade. Throughout the course of this Initiative, several activities have been conducted enabling stakeholders to identify the core barriers and challenges to preventing greater use of International Standards. Together, the National Standards Bodies of the region, and their valued stakeholders, have determined ten recommendations for consideration by the Australian and ASEAN governments for a future long-term cooperative work program between ASEAN and Australia. Despite the disparate levels of national development and engagement in international standards development processes, the recommendations proposed will be mutually beneficial in strengthening economic development and integration across the entire region.

# Key Recommendations



**01** Establish a Digital Trade Working Group under the ASEAN Consultative Committee on Standards and Quality (ACCSQ). The Working Group will consider the involvement of Australia in its initiatives.



**02** Map and outline the International Standards supporting digital trade, prioritising standards for ASEAN and Australian adoption.



**03** Raise awareness of digital trade and international digital trade standards through education to stakeholders across ASEAN and Australia.



**04** Utilise an online platform for networking and sharing of standards-based case studies among National Standards Bodies and their stakeholders.



**05** National Standards Body institutional strengthening and capacity building for improved standardisation processes.



**06** Encourage sharing of Australian ICT expertise to specialists in ASEAN, for increased international Technical Committee participation.



**07** Conduct a cost benefit analysis of increasing all ASEAN Member States membership of ISO and IEC to full member.



**08** Translate digital trade related International Standards into local ASEAN languages.



**09** Propose to ISO and IEC that the model used for Very Small Entity standards by ISO/IEC JTC 1/SC 27 is extended across more JTC 1 subcommittees.



**10** Develop a long-term cooperation program with implementing partners to support the strengthening of National Quality Infrastructure.



## Introduction

Trade is transitioning from flows of tangible goods to trade in data flows and services. Economies need to be prepared to best enable this evolution. It will be critical for governments and industries to align in adopting new digital technologies, ensuring open data flows and interoperability, and minimising border frictions. International Standards can ease this process as they support and enable the deployment of new and existing technologies,

and create the building blocks for global markets. They also enhance government, business and consumer trust of digital goods and services.

## International Standards Development Organisations

The International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) are the two leading non-government bodies responsible for the development of International Standards. The two bodies develop market-based reliable












| COUNTRY           |   | ISO                  | IEC                      |
|-------------------|---|----------------------|--------------------------|
| Australia (SA)    |  | Full member          | Full member              |
| Indonesia (BSN)   |  | Full member          | Full member              |
| Malaysia (DSM)    |  | Full member          | Full member              |
| Philippines (BPS) |  | Full member          | Full member              |
| Singapore (ESG)   |  | Full member          | Full member              |
| Thailand (TISI)   |  | Full member          | Full member              |
| Viet Nam (STAMEQ) |  | Full member          | Associate member         |
| Brunei (NSC)      |  | Correspondent member | Affiliate country member |
| Cambodia (ISC)    |  | Correspondent member | Affiliate country member |
| Lao PDR (DOSM)    |  | Correspondent member | Affiliate country member |
| Myanmar (DRI)     |  | Correspondent member | Affiliate country member |

Figure 1: ASEAN and Australian membership of ISO and IEC



and trusted International Standards for all sectors of the global economy. The National Standards Bodies (NSB) across the ASEAN and Australian region are each members of the ISO and the IEC, however, their membership levels vary. These membership levels are indicated in Figure 1 below. As a correspondent or affiliate member of ISO and IEC respectively, countries have limitations in their ability to participate on international Technical Committees and vote on policy matters.

## The ISO/IEC Joint Technical Committee

Under the management of both the ISO and the IEC, is the Joint Technical Committee 1 (ISO/IEC JTC 1). This special joint committee is responsible for the development of Information and Communication Technology standards for both business and consumer applications. ISO/IEC JTC 1 is a collaborative environment which brings technical experts together from around the world to develop

market relevant International Standards that support the deployment of new and existing technologies and enable integration between diverse and complex Information Communication Technologies.

The subcommittees of ISO/IEC JTC 1 cover a wide remit from Software and Systems Engineering to Card and Security Devices, IT Security Techniques, Artificial Intelligence and Internet of Things and Related Technologies. As the standards developed by these committees vary from software and hardware to procedures and policies, they can be critical in supporting and enabling all aspects of the digital economy and digital trade value chain.

The standards developed by ISO/IEC JTC 1 have been the primary focus of the ASEAN-Australia Digital Trade Standards Cooperation Initiative. This Initiative has laid the groundwork for determining the priority subcommittees and International Standards which would be most beneficial for adoption and use to support and enhance digital trade among all ASEAN Member States (AMS) and Australia in the future.



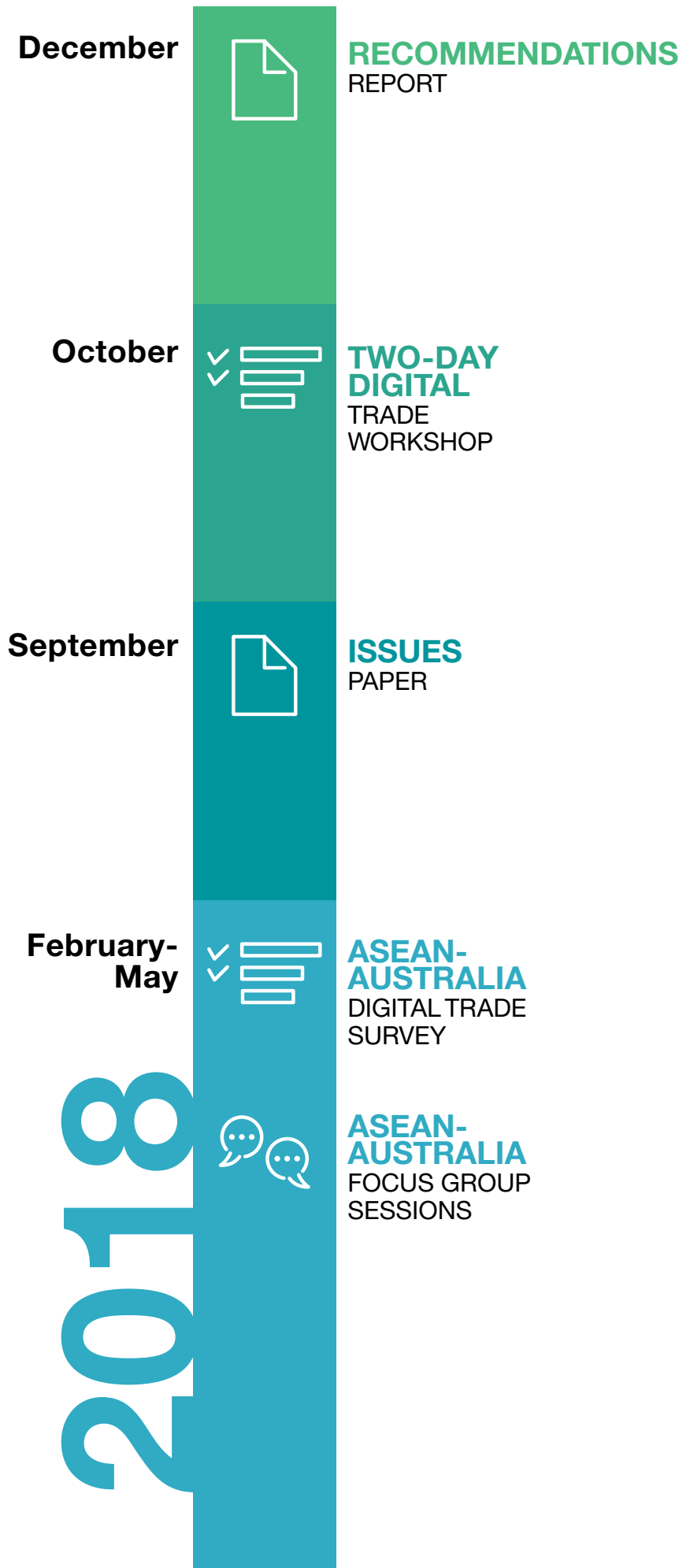


## Overview of Initiative

The ASEAN-Australia Digital Trade Standards Cooperation Initiative was announced at the ASEAN-Australia Special Summit in Sydney in March 2018. Along with the 14 other new initiatives announced at the Special Summit, this collaborative initiative seeks to expand ASEAN-Australia political and economic linkages which will contribute towards regional security, prosperity and people development.

The initiative was developed through a collaboration between the ASEAN Consultative Committee on Standards and Quality (ACCSQ), the ASEAN Coordinating Committee on e-Commerce (ACCEC), the Australian Government's Department of Foreign Affairs and Trade (DFAT), Department of Industry, Innovation and Science (DIIS), and Standards Australia. Standards Australia has provided leadership of the Initiative, with coordination and oversight from the ASEAN Secretariat. The Initiative has been structured and delivered according to the activities and timeline shown in Figure 2.

Figure 2: ASEAN-Australia Digital Trade Standards Cooperation Initiative Structure





The Survey, Focus Group Sessions, Issues Paper and final Workshop have been used as methodologies to collect information on awareness, participation, adoption and use of ISO/IEC JTC 1 standards and their support for digital trade. Stakeholders from National Standards Bodies, Governments, business and industry, academia, trade promotion agencies, consultancies, custom officers, technical experts, consumers and civil society have provided insights on their challenges and successes in standards and digital transformations.

## Survey

The Initiative commenced in early 2018 with the distribution of a survey to stakeholders across ASEAN and Australia to determine the level of knowledge and awareness of digital trade and International Standards. The Survey received 116 responses from all ten ASEAN Member States and Australia, and gained feedback on the following:

- The importance of digital trade to business and government;
- Awareness, availability and direction of national digital economy/trade strategies;
- Leading barriers to preparedness for and engagement in digital trade;
- Uptake of new digital technologies;
- Awareness, participation and utilisation of International Standards;
- Considerations for gender and disadvantaged groups;
- Digital priorities; and
- Support for a longer-term work program between ASEAN and Australia.

## Focus Group Sessions

To support the success and reach of the Survey, Focus Group Sessions were also conducted in each of the ten ASEAN Member States (AMS) and Australia. Focus Group Sessions (FGS) brought together 25-35 stakeholders in each capital city, to discuss strengths, challenges and opportunities in digital trade and International Standards in each country and throughout the region. The FGS provided a mechanism for government and industry to engage in open and collaborative

discussions about the current uptake and usage of digital technologies and International Standards, to enable trade. For a number of AMS, this forum was the first opportunity for a public-private discussion about their country's digital agenda. Attendees identified some initial recommendations for future approaches, policies and activities that could address the barriers that prevent greater uptake of International Standards and digital technologies.

## Issues Paper

The findings from the Survey and FGS were compiled in an Issues Paper: Accelerating Digital Trade: Prospects for Closer ASEAN and Australia Standards Cooperation and Collaboration. The Issues Paper, published in September 2018, was led by Standards Australia in close consultation with the ASEAN Member States and the Australian Government. The Issues Paper:

- provides a background on the ASEAN-Australia relationship;
- explains the development, structure and purpose of this Initiative;
- provides an overview of the International Standards development architecture;
- tables the current ASEAN and Australian membership of ISO and IEC and participation in ISO/IEC JTC 1;
- provides an analysis of the findings from the Survey, Focus Group Sessions and research, and
- proposes potential priority areas for digital trade cooperation, sub-committees of JTC 1 to prioritise for participation and recommends some preliminary future cooperation activities.

The Issues Paper details the shared and unique strengths, challenges and opportunities that have been identified as essential for acting as enablers or barriers to International Standards and digital trade in the region. The Paper was distributed among the key ASEAN and Australian stakeholders to set the scenes ahead of the two-day ASEAN-Australia Digital Trade Standards Workshop.





## Workshop

***The Workshop***, held at Standards Australia in Sydney on 16-17 October 2018, was attended by 75 participants who represented nine of the AMS and Australia. The participants included government departments tasked with establishing regulation and policy for digital and telecommunication sectors, leading business and industry organisations such as payment platforms and providers of blockchain and distributed ledger technologies, banks, multinational corporations, consultancies, trade agencies, lawyers, science and technology researchers, consumers, and national standards bodies.





***Presentations and interactive sessions provided the opportunity for attendees to learn from experienced and technical experts across a number of digital functions. This ranged from a scene setting presentation about the value and opportunities of digital trade from Alphabet, to conversations about the ISO/IEC JTC 1, data, standards supporting government policy, logistics and interoperability, business process outsourcing (BPO), electronic transactions, emerging technologies, cyber security and trust.***

Critically, the Workshop included an extended period for detailed breakout discussions in small groups among Workshop attendees. The participants addressed two core questions in the breakout session after absorbing extensive technical and standards-related information over the previous day and a half:

*"What are the barriers preventing greater awareness of, participation in, adoption, and use of International Standards to support digital trade in ASEAN and Australia?"*

After identifying the core challenges, participants then addressed the question:

*"How can ASEAN and Australia work together to address these barriers in a longer-term work program?"*

## Recommendations Report

**T**his Recommendations Report puts together the shared recommendations developed over the course of this Initiative.

The recommendations and specific activities that have been identified in the report will be presented to the Australian and ASEAN governments, the ASEAN Secretariat and the stakeholders who have participated and contributed throughout the Initiative. The recommendations and potential cooperative activities will be put forward to the ASEAN and Australian governments to provide suggestions for a long-term cooperative work program between the NSBs of ASEAN and Australia. The ASEAN and Australian governments will decide how best to take the recommendations forward. A long-term program would seek to enable greater awareness of International Standards, engagement in standardisation processes, and adoption and utilisation of market relevant International Standards to support and enable digital trade in the region and between major international trading partners.



## The Issue

The ASEAN-Australia Digital Trade Standards Workshop utilised the presentations and discussions which occurred over two days, to further refine the issue which this Initiative is seeking to address. Stakeholder dialogue focussed on determining the recommendations and proposed activities which could be undertaken by ASEAN and Australia in the future to address one core issue:

*"The uneven awareness, engagement, use and adoption of International Standards to support digital trade across ASEAN and Australia."*

The stakeholder consultations clarified a number of the barriers which prevent a greater awareness, engagement, use and adoption of International Standards that support and enable digital trade. The identified barriers and obstacles shared by NSBs, governments and industry across the region, are tabled in Figure 3.

### Awareness of international standards relating to digital trade

- A** Digital trade is a new concept
- B** Countries face significant challenges in determining where to start in the digital space
- C** There is a limited availability of standards success stories and use cases to share for advocacy and knowledge building
- D** There is a limited understanding of the value proposition of standards among government, business and consumers
- E** Limited knowledge of potential impacts of International Standards in supporting economic efficiencies and enabling trade
- F** Business and industry are not well informed of opportunities to engage in standards processes
- G** Standards advocacy is not prioritised and effective

Figure 3: Identified challenges to awareness, participation, adoption and use of International Standards supporting digital trade



| Engagement/Participation in International Standards processes  | Adoption of International Standards that support and enable digital trade  | Use/Implementation of International Standards that support and enable digital trade   |
|--|--|---|
| <b>H</b> Limited knowledge of standards value prevents effective funding and resource allocation as required for standards participation and standardisation processes | <b>O</b> Adoption processes are challenging and uncertain for National Standards Bodies  | <b>V</b> Guides on how to successfully implement standards are limited and hard to access   |
| <b>I</b> Limitations on participation levels are enforced by ISO and IEC membership models   | <b>P</b> It is challenging to identify which International Standards are a priority for adoption   | <b>W</b> Maturity of National Quality infrastructure varies and testing and accreditation facilities are not always available or reliable |
| <b>J</b> Participation in digital trade standards development is not prioritised by government over other standards committees   | <b>Q</b> High purchase cost of standards   | <b>X</b> High purchase cost of standards  |
| <b>K</b> English language barriers   | <b>R</b> English language barriers and translation costs   | <b>Y</b> ICT and telecommunications infrastructure not always reliable  |
| <b>L</b> Lack of technical experts available to participate in the standards development processes   | <b>S</b> Existing ICT and telecommunications infrastructure is not sustainable for requirements in International Standards                     | <b>Z</b> Challenging for local MSMEs to apply International Standards to their business model   |
| <b>M</b> Limited personnel and resources in National Standards Bodies to facilitate engagement processes   | <b>T</b> Government understanding of standards as a policy solution is limited, reducing active encouragement of standards adoption in markets | <b>AA</b> Certification and accreditation processes are expensive   |
| <b>N</b> Lack of clear information available about good standardisation practices in NSBs  | <b>U</b> Local markets and business have developed without use of International Standards, no push to start using them now                     | <b>BB</b> English language barriers prevent ease of standards use   |
|  |  | <b>CC</b> Voluntary standards are under-utilised as mandatory standards are the focus, but not well monitored                             |



## Recommendations and Activities

### 1. Recommendation one

#### ESTABLISH A DIGITAL TRADE WORKING GROUP.

Establish a Digital Trade Working Group under the ASEAN Consultative Committee on Standards and Quality (ACCSQ). The Working Group will consider the involvement of Australia in its initiatives.

Recommendation addresses challenges A, B, G, O, P.



- 1.1. Establish a Digital Trade Working Group under the ASEAN Consultative Committee on Standards and Quality with a clear Terms of Reference, including identifying priority international standards for adoption across ASEAN
  - 1.1.1. Engage Australia in the digital trade and e-commerce activities undertaken by the working group
  - 1.1.2. Leverage the existing governance and functional structure of ACCSQ to support ongoing work between ASEAN members in standards and quality
  - 1.1.3. Utilise the Working Group for consultation on learnings and issues that arise from the adoption and use of International Standards for digital trade and digital technologies
- 1.2. Work with the proposed ACCSQ Working Group to assist AMS in the adoption of the prioritised standards for adoption
  - 1.2.1. Collaborate with individual AMS regarding their production and services strengths in digital trade, and determine any alternate adoption priorities



## 2. Recommendation two

### MAP AND OUTLINE THE INTERNATIONAL STANDARDS SUPPORTING DIGITAL TRADE.

Map and outline the key International Standards supporting digital trade, identifying priority International Standards for ASEAN and Australian adoption, explaining what each standard does and demonstrating how the standards link together.

Recommendation addresses challenges  
A, B, C, D, P, U.

- 2.1. Collaborate with relevant experts in Australia and AMS to determine the 'value chain' or processes, of digital trade
  - 2.1.1. Produce visual and informative high level mapping of digital trade that is available online and easily accessible
- 2.2. Work with relevant experts, chairpersons of ISO/IEC JTC 1 subcommittees, and NSBs to determine which International Standards are aligned with, and support, each element of digital trade in the chosen examples
  - 2.2.1. Make documentation available online and easily accessible
- 2.3. Work with relevant experts, chairpersons of ISO/IEC JTC 1 subcommittees and NSBs to draw links and connections between the selected standards
- 2.4. Produce a final mapping of the International Standards which support each element of digital trade, drawing links between the standards to demonstrate how they connect
  - 2.4.1. Include a prioritisation of ISO/IEC JTC 1 subcommittees for participation and International Standards for adoption
  - 2.4.2. Utilise ACCSQ Digital Trade Working Group to consider priority standards identified for adoption among AMS
  - 2.4.3. Translate key documentation into local languages



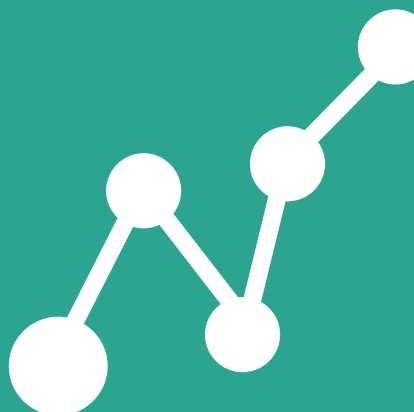


## 3. Recommendation three

### RAISE AWARENESS OF DIGITAL TRADE AND DIGITAL TRADE STANDARDS THROUGH EDUCATION TO STAKEHOLDERS ACROSS ASEAN AND AUSTRALIA.

Identify and quantify the key benefits of digital trade and International Standards, for all ASEAN Member States and Australia. Develop advocacy and educational material, based on this research, to be shared with government, industry and other stakeholders on digital trade and International Standards.

Recommendation addresses challenges  
A, B, D, E, F, G, H, L, P, T, CC.



- 3.1. Conduct workshops with key stakeholders across ASEAN about digital trade
  - 3.1.1. 'What is digital trade?'
  - 3.1.2. 'Why does digital trade matter?'
  - 3.1.3. 'How do we engage in digital trade?'
  - 3.1.4. 'What does digital trade mean for MSMEs?'
  - 3.1.5. 'How do International Standards support digital trade?'
- 3.2. Develop and share advocacy material explaining digital trade for stakeholders across government, industry and civil society and provide it in digital and accessible formats
  - 3.2.1. Translate documentation into local languages
  - 3.2.2. Make material available in online and easily accessible formats
- 3.3. AMS that are yet to do so, conduct detailed research to determine the value of digital trade in their local economy and utilise research to raise awareness on the unique local opportunities of digital trade
- 3.4. Conduct training with government departments across ASEAN and Australia to enhance understanding of standards value proposition
  - 3.4.1. 'Standards supporting public policy'
  - 3.4.2. 'Standards for building economic efficiencies'
  - 3.4.3. 'Standards supporting trade' including the World Trade Organization Technical Barriers to Trade Agreement'
  - 3.4.4. 'Voluntary Standards vs Technical regulation'
- 3.5. Offer similar training courses to NSBs and their primary stakeholders, in order to build standards value understanding across markets and industries
  - 3.5.1. Translate documentation into local languages
  - 3.5.2. Make material available in online and easily accessible formats
- 3.6. Deliver workshops to educate key stakeholders on the final International Standards and digital trade mapping



## 4. Recommendation four

UTILISE AN ONLINE  
PLATFORM FOR NETWORKING  
AND SHARING OF CASE  
STUDIES AMONG NATIONAL  
STANDARDS BODIES AND  
THEIR STAKEHOLDERS.

Create an online platform for networking and sharing of case studies for standards implementation and standards success stories for NSBs, regulators, business, industry, government and consumers.

Recommendation addresses challenges  
C, E, H, U, V.



- 4.1. Develop an online platform for collaboration between AMS and Australian stakeholders
  - 4.1.1. Include functionality of open forums for networking and collaboration
  - 4.1.2. Establish hosting and ongoing maintenance arrangements, utilise the forum of the proposed ACCSQ Digital Trade Working Group for this purpose
  - 4.1.3. Determine and develop case studies of standards successes for use as advocacy stories among stakeholders in the region
  - 4.1.4. Determine and develop case studies of standards implementation processes and procedures for sharing amongst business communities
  - 4.1.5. Develop guides for the successful implementation and use of key International Standards supporting digital trade
  - 4.1.6. Translate key documentation into local languages
- 4.2. Conduct bi-annual or annual meetings of the standards stakeholders across ASEAN-Australia for in-person information sharing and networking
  - 4.2.1. Sessions to target specific areas of digital trade, e.g. blockchain and emerging technologies, data, interoperability, adoption of new technologies
- 4.3. Participation in the Pacific Area Standards Congress (PASC) grouping may provide opportunities for networking, information sharing and utilisation of an existing collaborative online platform



## 5. Recommendation five

### NATIONAL STANDARDS BODY INSTITUTIONAL STRENGTHENING AND CAPACITY BUILDING FOR IMPROVED STANDARDISATION PROCESSES.

Provide onsite (and online) personnel training to National Standards Bodies to improve the capacity of the institution. Staff training on good standardisation practices.

Recommendation addresses challenges  
D, F, G, H, M, N, O, T, V, W, Z.

- 5.1. Offer all AMS the opportunity to request training and services on specific good standardisation practice issues including
  - 5.1.1. 'How to achieve consensus'
  - 5.1.2. 'Targeting stakeholder groups'
  - 5.1.3. 'Proposing new international work items'
- 5.2. Provide opportunities for staff secondment from ASEAN NSBs to Australia and other NSBs in the region for staff education and experiences
  - 5.2.1. Available to personnel from multiple business departments including standards development, stakeholder engagement, international and business processing/IT
  - 5.2.2. Programs to range in length of time depending on desired skill targeted
  - 5.2.3. Seconded staff to learn the operations and structure of the visiting NSB and provide recommendations to NSB of origin on changes to internal practices
- 5.3. Provide in country training to NSBs on good standardisation practices
  - 5.3.1. Programs on standards development and adoption processes
  - 5.3.2. Programs on stakeholder engagement
  - 5.3.3. Programs on effective advocacy and public relations
  - 5.3.4. Programs on attracting and prioritising new local and international work
  - 5.3.5. Programs on international standards and institutional engagement
- 5.4. Develop online training content to allow greater engagement of staff across NSBs
- 5.5. Provide training on how to successfully implement the prioritised standards into the market and ensure there is appropriate market surveillance
  - 5.5.1. Assist with in-country training for effective adoption and use of International Standards to enable digital trade





## 6. Recommendation six

ENCOURAGE SHARING  
OF AUSTRALIAN ICT  
EXPERTISE TO SPECIALISTS  
IN ASEAN, FOR INCREASED  
INTERNATIONAL TECHNICAL  
COMMITTEE PARTICIPATION.

Encourage Australian experts with ICT expertise to share their knowledge with targeted ASEAN stakeholders, to increase their ability to participate on International Standards technical committees for digital trade standards. Twinning arrangements provide opportunities for capacity building and enable developing countries to leverage the position of developed countries to support their joint participation on an international Technical Committee.

Recommendation addresses challenges  
A, F, L, M.

- 6.1. Identify opportunities for twinning arrangements for participation on ISO/IEC JTC 1 subcommittees among AMS and between AMS and Australia
  - 6.1.1. Establish methodologies for optimal knowledge sharing during twinning
  - 6.1.2. Implement twinning arrangements where they are most strategic and beneficial
  - 6.1.3. Identify Australian and ASEAN expertise for sharing among other ICT specialists with interest in International Standards participation
- 6.2. Determine most beneficial areas of standards development for knowledge transfer between AMS and Australia to further educate potential technical experts and prepare them for standards participation and standards adoption
  - 6.2.1. Conduct workshops for knowledge transfer in priority standards and digital areas
- 6.3. Translate key documentation into local languages

## 7. Recommendation seven

### CONDUCT A COST BENEFIT ANALYSIS OF INCREASING ALL ASEAN MEMBER STATES MEMBERSHIP OF ISO AND IEC TO FULL MEMBER.

Conduct a detailed cost benefit analysis of increasing all ASEAN Member States standards membership to full member of both ISO and IEC and agree appropriate actions based on this analysis.

Recommendation addresses challenges H, I, J, M



- 7.1. In association with the NSBs of Brunei Darussalam, Cambodia, Lao PDR, Myanmar and Vietnam, conduct a detailed cost-benefit analysis of increasing the country membership status of ISO and IEC from correspondent and affiliate, to full member.
- 7.2. Determine what actions would need to be taken in order to achieve full membership status and whether the requirements are achievable, sustainable and beneficial for each AMS
- 7.3. Implement the determined actions and outcomes of the analysis, whether it be increasing to full membership or maintaining reduced membership
- 7.4. Examine alternative options if full membership is not viable
- 7.5. Utilise the forum of the proposed ACCSQ Digital Trade Workshop group to learn from the experiences of other AMS and Australia in increasing ISO and IEC membership levels





## 8. Recommendation eight

TRANSLATE DIGITAL TRADE  
RELATED INTERNATIONAL  
STANDARDS INTO LOCAL  
ASEAN LANGUAGES.

Provide services and training to increase the number of digital trade related International Standards that are translated into local languages for ASEAN Member States.

Recommendation addresses challenges  
K, R, BB.

- 8.1. Prioritise International Standards supporting digital trade for translation into local languages
- 8.2. Provide required resources for the translation of priority documents
- 8.3. Provide training to translators on standards related language to enable increased and ongoing translation of more International Standards into local languages in the future



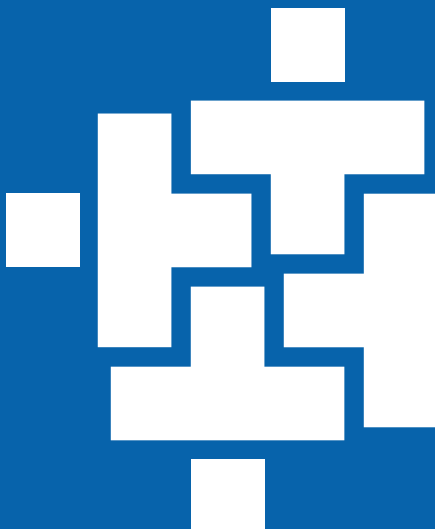
## 9. Recommendation nine

PROPOSE TO ISO AND IEC  
THAT THE MODEL USED  
FOR VERY SMALL ENTITY  
STANDARDS BY ISO/IEC JTC 1/  
SC 27 IS EXTENDED ACROSS  
MORE JTC 1 SUBCOMMITTEES.

Work with the ISO Committee on Developing  
Country Matters (DEVCO) to propose to ISO  
and IEC that work conducted by ISO/IEC  
JTC 1/SC 27 in Very Small Entity Standards,  
is extended across a greater number of  
International Standards and subcommittees  
under JTC 1. Utilise these simplified standards  
for Micro, Small to Medium Enterprises across  
ASEAN and Australia.

Recommendation addresses challenges  
V, Z, AA.

- 9.1. The Very Small Entity (VSE) standards developed by ISO/IEC JTC 1/SC 27 are adaptations of International Standards for use by organisations of 25 people or less. ASEAN and Australia to identify other International Standards developed by JTC 1 subcommittees, that MSMEs would benefit from in an adapted and simplified version for VSE
  - 9.1.1. ASEAN and Australia to share concept with DEVCO
  - 9.1.2. ASEAN and Australia to collaborate and lobby ISO and IEC to develop more VSE standards covering the priority subcommittees under ISO/IEC JTC 1
- 9.2. VSE standards to be prioritised for adoption in ASEAN and Australia
- 9.3. Information sharing among MSMEs that have previously utilised VSE standards





## 10. Recommendation ten

DEVELOP A LONG-TERM  
COOPERATION PROGRAM  
WITH IMPLEMENTING  
PARTNERS TO SUPPORT  
THE STRENGTHENING  
OF NATIONAL QUALITY  
INFRASTRUCTURE.

Develop a long-term cooperation program with national and regional implementing partners to support improvements in the National Quality Infrastructure of ASEAN Member States. Standardisation is only one element of the National Quality Infrastructure, the testing and certification of goods and services by accredited organisations is also critical. Market surveillance of standardisation and conformance is essential in the standards development and implementation process.

Recommendation addresses challenges  
W, AA, CC.

10.1. Engage with external national and regional partners to support the development and implementation of a forward plan of cooperation in order to enhance the National Quality Infrastructure in the region

10.1.1. Work with other organisations within Australia's National Quality Infrastructure – JAS-ANZ, NATA, NMI for information sharing and training with the National Quality Infrastructure of each of the ASEAN Member States.





# Conclusion

The ASEAN-Australia Digital Trade Standards Cooperation Initiative has brought together stakeholders from across ASEAN and Australia to determine how best International Standards could be used to enable increased digital trade in the future.





The initiative's activities; the Survey, Focus Group Sessions, Issues Paper and Workshop, utilised robust and collaborative discussions to determine the key issues and barriers which currently prevent greater uptake and utilisation of International Standards in the digital space.

In response to the key challenges, ASEAN and Australian stakeholders have put forward ten recommendations, and suggested activities to achieve these recommendations, in this report to Australian and ASEAN Governments.

The Governments of ASEAN and Australia will determine how best to take forward the recommendations in order to create greater awareness of, engagement in, adoption and use of International Standards for supporting digital trade in the future.

Figure 4: Participants at the ASEAN-Australia Digital Trade Workshop in Sydney, October 2018





