



## SMEs vs large enterprises

	 <b>SME's</b>	 <b>Large Enterprises</b>
<b>Use of standards</b>	value enhancer that allows for <b>differentiation</b> from competition	is a minimum <b>requirement</b> to operate in markets
<b>Standards Development</b>	<b>reactive</b> stance, as they either consider having limited influence on the process, or rather leave the follow-up to larger players	<b>crucial</b> activity: anticipating to potential developments and sharing experiences and technical product knowledge

## Nationally vs internationally

	 <b>Nationally</b>	 <b>Internationally</b>
<b>Use of standards</b>	standards allow them to gain <b>efficiencies</b>	the role of standards for gaining <b>market access</b>
<b>Standards Development</b>	" <b>sharing</b> experiences and knowledge with others" is more important for organisations with a national scope.	<b>Influencing standards</b> at sector level. Gaining early access to <b>strategic</b> information and anticipating to changes.

## Case studies: key takeaways

### Standards

- ☑ facilitate **dialogue** and **transactions** between customers and supplier, hence they reduce transaction costs
- ☑ create a **level-playing-field** on competitive markets
- ☑ play an important role in **improving** product **quality** and **safety**
- ☑ facilitate **global trade** and support competitiveness of Belgian companies in global markets
- ☑ support **R&D, innovation** and the commercialisation of innovative products and services