

WORKSHOP



From products to services The evolving role of standards

26 October 2016 - Brussels - Hotel Bloom

WHY?

The world economy is increasingly **shifting** from a product based economy to a **service intensive economy**. In Europe services account for 70% of economic activity and of total employment. The services sector is therefore **a key contributor** to the overall output and **competitiveness of the European economy**. The development of European service standardization can lead to more opportunities for European **service providers** looking to offer their services across borders. Furthermore, **service users** will be able to benefit from a wider range of service offers.

WHAT?

Contribute to an intensive one day event with keynotes, workshop break-outs, audience engagement, and panel discussions.

Your contribution will:

- **Define** new trends and customer expectations affecting the competitiveness of businesses and the challenges when providing services across borders
- **Establish** a clustering of potential solutions and priorities.
- **Outline** standardization solutions missing to industry to unlock the potential of the services market

Your input will contribute to **shape** the European **strategy for standardization in support of the services sector**.

WHO?

This conference is designed for service providers and users, businesses, consumer organizations, trade unions, standardizers and policy makers. Participants will contribute their expertise and provide **practical recommendations** for standards in light of defining a strategy for standardization in support of services.

3 Questions we will address:

1. Which challenges is the service industry facing?
2. How are companies adapting to new trends in consumer behaviour?
3. What are the implications for standardization in light of these new trends in services?



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8:00 – 9:00	<i>REGISTRATION AND COFFEE</i>
9:00 – 9:15	<p>OPENING SESSION</p> <ul style="list-style-type: none"> ▪ Welcome and introduction Scott Steedman, CEN Vice-President Policy
9:15 – 10:15	<p>FROM PRODUCT TO SERVICES – THE MARKET CONTEXT</p> <ul style="list-style-type: none"> ▪ From product to services: the benefits of servitisation <ul style="list-style-type: none"> ○ Thuy-Lan Mariton, Director Services and Sales – THALES GROUP ▪ From service to customer: the impact of demand <ul style="list-style-type: none"> ○ Alberto Mazuela Llanos, Director Innovation, Sustainability and Quality – IBERDOLA ▪ From customer to market: the new experience <ul style="list-style-type: none"> ○ Drummond GILBERT, CEO - GoCarShare <p>Q&A</p>
10:15 – 10:45	<i>COFFEE BREAK & NETWORKING</i>
10:45 – 11:45	BREAKOUT SESSION 1: CHALLENGES FOR THE SERVICES SECTOR
11:45 – 13:00	<p>STAKEHOLDER PANEL DISCUSSION What are the challenges faced by the services sector? Open discussion with the participants.</p> <p>CHAIR: Scott Steedman, Vice-President Policy CEN</p> <ul style="list-style-type: none"> • Angela Saxby, Chief Technologist for Hybrid IT – HPE, Hewlett Packard Enterprises • Robert Thilthorpe, Technical Manager – FIA, Fire Industry Association • Arnold Pindar, President – ANEC, European Consumer Voice in Standardization <p><i>other panellists tbc</i></p>
13:00 – 14:00	<i>LUNCH & NETWORKING</i>

14:00 – 14:30	<p>SERVICES STANDARDIZATION LANDSCAPE TODAY Javier Garcia Diaz, Chair of the CEN Strategic Advisory Group on Services</p>
14:30 – 15:30	<p>BREAKOUT SESSION 2: PRIORITY CRITERIA FOR SERVICE STANDARDS</p>
15:30 – 17:00	<p>CLOSING PANEL DISCUSSION: STANDARDIZATION STRATEGY – ACTION PLAN TO SUPPORT THE SERVICE SECTOR What are the standardization needs of the service sector? Open discussion with the participants.</p> <p>CHAIR: Javier Garcia Diaz, Chair of the CEN Strategic Advisory Group on Services</p> <ul style="list-style-type: none"> • Maria Rehbinder, Head of Unit Business to Business – DG GROW, European Commission • Belinda Cleeland, Team Leader Technical Policy – ISO, International Standards Organization • Tim Krögel, Board Member – SBS, Small Business Standards • Catherine Piana, Director General – CoESS, Confederation of European Security Services <p><i>other panellists tbc</i></p>

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