

A hand is pointing towards the word "STANDARDS" which is written in white, bold, uppercase letters. The background features a large puzzle piece graphic with a white outline, set against a blurred image of a person in a red shirt. The top of the image has a colorful, wavy border in shades of yellow, orange, and red.

**STANDARDS**

**The role of Higher Education Institutions (HEI)  
in bridging the gap with SMEs**

# AWARENESS OF ISO STANDARDS



- Standardization
- Multilateral agreements
- Proof of competence
- Improve internally

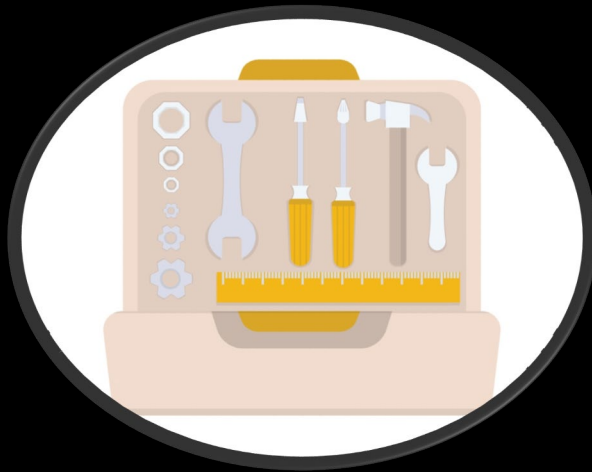
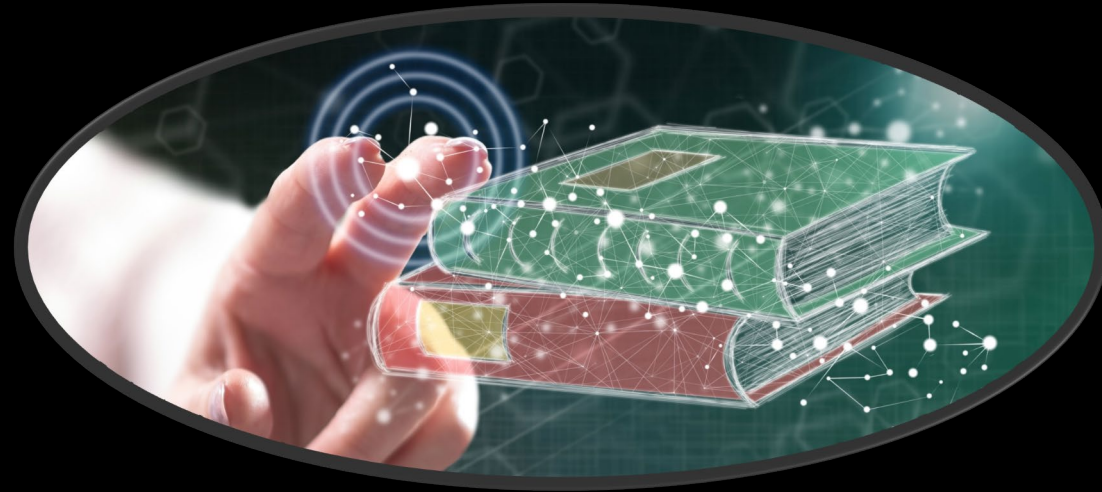
- Awareness of ISO standards
- Don't try to reinvent the wheel
- Quality Management System Standards





# AWARENESS OF ISO STANDARDS

Improve awareness of ISO standards?



Standards are tools for SMEs

Is awareness enough?

# MYTHS & TRUTHS ABOUT ISO STANDARDS



- More paperwork and bureaucracy?
- Cost/benefit of implementing ISO standards?
- Are we OK in \_\_\_\_\_ without ISO standards?

- Small cost to purchase a standard
- Beneficial to organizations

Why can HEI help?



# HEI AND STANDARDIZATION



- Teaching activities
- Research activities
- Public services
- Absorb knowledge
- Develop skills
- Facilitate intellectual stimuli

Bridge the standardization knowledge gap

Growth opportunity for ISO?

- Create knowledge
- Conduct training
- Nurture students
- Employment



# CONCLUSION

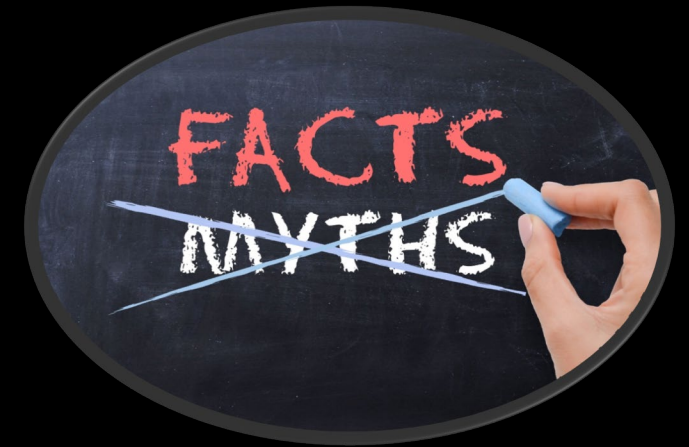


- Increase awareness for ISO standards
- Great resource for SMEs
- Don't reinvent the wheel

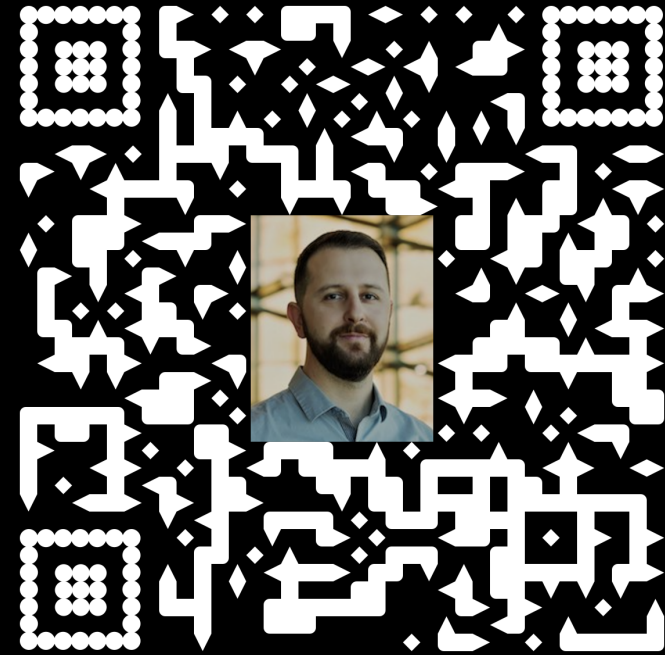
- Dispel myths about standards



- HEI: Educate students in standardization
- Future standardization ambassadors



Thank you!



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