



Final Programme
20th EURAS Annual Standardisation Conference
– The Role of Standards in Transatlantic Trade and Regulation –

22 – 24 June 2015
Danish Standards Foundation, Copenhagen, Denmark

22 June

10.00 – 11.30	Registration
11.30 – 12.30	Early Bird Lunch
12.30 – 13.00	Official opening
Session Chair: <i>Tineke Egyedi</i>	Opening Note. <i>Talks by:</i> <ul style="list-style-type: none">• <i>Henk de Vries, EURAS President, Erasmus U., NL</i>• <i>Jesper Jerlang, Director of Standardization, DS, DK</i>
13.00 – 13.15	An industry perspective on transatlantic standards <i>Peter Bay Kirkegaard, Chief Advisor, Confederation of Danish Industry, DK</i>
13.15 – 13.45	Keynote Presentation of the Briefing to the European Parliament on the Role of Standards in TTIP <i>Jacques Pelkmans, Senior Research Fellow, CEPS, BG</i>
13.45 – 14.00	Short Coffee Break
14.00 – 15.30	Panel discussion: Standards-Related Potentials and Challenges in TTIP
Moderator: <i>Ulrik Jørstad Gade</i>	Three panelists to discuss the TTIP in relation to standards. E.g. What role may standards play in the regulatory cooperation currently discussed in the TTIP negotiations? And: What are the obstacles to greater harmonization? The three panelists represent the European perspective, the American perspective and a broader academic perspective. <ul style="list-style-type: none">• <i>Dr. Scott Steedman, Director of Standardization, BSI, UK</i>• <i>James A. Thomas, president of ASTM International, USA</i>• <i>Dr. Panagiotis Delimatsis, Professor European and International Law, Tilburg Uni., NL</i>
15.30 – 16.00	Coffee Break
16.00 – 18.00	Session 1: Standards and Trade
Session Chair: <i>Christian Frankel</i>	The Trade Impact of European ‘New Approach’ Standards for Third Countries <i>Axel Mangelsdorf et al.; BAM, DE</i> The Effects of Standards on Value Chains and Trade in Europe <i>Florian Ramel et al., TU Berlin, DE</i> Harmonization Versus Mutual Recognition: Some Pitfalls for the Coordination of Product Standards Under Imperfect Competition <i>Jan Guldager Joergensen & Philipp J.H. Schröder, Aarhus U., DK</i> Harmonization vs. Mutual recognition of Standards within the TTIP – Exploring Factors that Influence Firms’ Preferences. Evidence from the German Standardization Panel <i>Knut Blind, TU Berlin, DE & RSM, NL; Jo-Ann Müller, TU Berlin, DE</i>
18.00– 20.00	Welcome Reception

23 June

08.30 – 09.00

Registration with coffee & tea

09.00 – 10.30

Session 2: Standards, Governance and Regulation

Session Chair:
Justin Pierce

Walking the Walk – Global Governance Beyond Wishful Thinking
Scott Cooper, ANSI, US

Market, Regulation, Market, Regulation
Christian Frankel & Jean-Pierre Galland, Copenhagen Business School, DK

Amidst a Plethora of Public and Private Interests: The Making of Regulation 1025/2012 on European Standardisation
Morten Kallestrup, U. of Southern Denmark, DK

10.30 – 11.00

Coffee Break

11.00 – 12.30

Session 3: 'Green' Standards and Certification

Session Chair:
Anne Mione

Standardization & Innovation in the Green Buildings field: Insights from Europe
Markus Arnez Wegelius & Philip Hedestad, U. of Lund, SE

Standardization and Green Economic Change – The Case of Energy Efficiency in Buildings
Maj Munch Andersen, Lourenco Faria, Technical U. of Denmark, DK

Environmental Management Certification and Innovation: Signal or Valuable Knowledge?
Cesare A.F. Riillo, STATEC, LU

12.30 – 14.00

Lunch Break (including a 'Tour de DS')

During the lunch break, a guided tour round DS will be offered. It will include the 'Experimentarium for Standards' – a number of installations displaying the use and function of standards.

14.00 – 15.30

Session 4: Standardisation, Research and Innovation

Session Chair:
Paul Moritz Wiegmann

Clash of the Titans: Standards, Innovations, and Strategies in the Electric Car Industry
Frank Steven Dahl Andersen, Danish Standards, DK

Innovation and Standardization as Drivers of Companies' Success in Public Procurement – An Empirical Analysis
Knut Blind, TU Berlin, DE & RSM, NL; Anne Rainville, TU Berlin, DE

R&D Resources and Development-related Standardization with Strong Network Effects – The Case of 3GPP and Telecom Firms
Magnus Johansson et al., U. of Lund, SE

15.30 – 16.00

Coffee Break

16.00 – 17.15

Session 5: Poster Session

Session Chair:
Cesare A.F. Riillo

This session will start with a 'One Minute Madness', where all presenters are given one minute and one slide to whet the appetite of the audience for their poster display. The poster presentations will be round the hallway. Coffee, tea and refreshments.

Standardisation in the French Wine Industry and the Effect on Authenticity
Laurens J.A. Maas; Henk J. de Vries, Erasmus U., NL

Dimensions of Standards for Innovation – From a Literature Review Towards a Framework for Anticipatory Standardisation
Jae-Yun Ho, Eoin O'Sullivan, U. of Cambridge UK

Technology Transfer to Least Developed Countries by Means of IEC International Standards
Hans Teichmann; Ex-IEC, CH

Predictive Capacity of Implementation of Management System Standards on Shaping CSR-Behavior
Ivana Mijatović, Nela Milosevic, Nemanja Milanovic; U. of Belgrade, RS

Standards and Their Application in Hydraulic Products
Agnes Ploschka; Bosch-Rexrodt, DE

The influence of Standards on Product Development and Quality Management in
Mechanical and Electrical Engineering – Results of an Inquiry
Sandra Drechsler, Albert Albers; KIT, DE

Displaying three educational games and newly published European educational material on
standardization
Signe Annette Bøgh, consultant, DS, DK

17.15 – 17.30

Walk to Boat (around 1 kilometre)

17.30 – 18.30

Guided Boat Trip in the Copenhagen Canal

Among other things view of the Royal Opera House, The Little Mermaid, Nyhavn and a lot of
other cultural and beautiful architectonic buildings.

19.30 – 21.00

Dinner for Registered Participants

DS is the host of a two-course dinner for the registered participants in the canteen. Short
presentation of the Danish traditions on Saint Hans' Eve (the day of the dinner)

24 June

08.30 – 09.00

Registration with coffee & tea

09.00 – 9.30

Invited Talk

Session Chair:
Martina Gerst

A Chinese Perspective on the Role of Standards in Trade
Klaus Ziegler, President and Legal Representative of Quality Partnerships LLC, CN

09.30 – 11.00

Session 6: Standards and Patents

Session Chair:
Morten Kallestrup

The Influence of Standard Essential Patents on Trade
Florian Ramel, TU Berlin, DE; Knut Blind, TU Berlin, DE & RSM, NL;

Standards Essential Patents and Injunctions : A Question of Imbalance
Justin Pierce & Megi Medzmariashvili, U. of Lund, SE

On the Implementation of Open Standards in Open Source Software: Under What Conditions Can Formal and Open Standards be Used?
Bjoern Lundell & Jonas Gamalielsson, U. Skövde, SE

11.00 – 11.30

Coffee Break

11.30 – 13.00

Session 7: 1000 Flowers

Session Chair:
Frank Steven Dahl Andersen

Significance and Development of Global Semantic Standards
Hans Teichmann, Ex-IEC, CH

Science, Law and ... Pines: The French Perspective on the Co-production and Standardization of Turpentine
Marcin Krasnodebski, U. de Bordeaux, FR

Electric Vehicle Standardisation in China – Quo vadis?
Martina Gerst, Edinburgh U., UK; Gao Xudong, Tsinghua U., CN

13.00 – 14.00

Lunch Break

14.00 – 15.30

Session 8 : Standardisation, Alliances and Management

Session Chair:
Ivana Mijatović

The Future of the Indonesian National Standardization System
Ike Permata Sari, BSN, ID

Participating in Standard Setting Organizations to Build Equity Strategic Alliances
Karim Benmeziane & Anne Mione, U. Montpellier, FR

Standardisation Management – Some Lessons to be Learnt
Kai Jakobs, RWTH Aachen U., DE

15.30 – 15.45

Conference Wrap-Up and Coffee

15.45 – 17.45

EURAS Membership Meeting