

Moreover, in my Comment published in the May 2002 issue of *ISO Bulletin* I suggested the establishment of a Developing Countries Federation of Standard Users because, in my opinion, developing countries themselves should take measures to remove problems and obstacles on the way to their active participation in standardization and increase their participation as soon as possible. I believe that establishing such a Federation is one of the best ways to directly involve and get the interested parties in developing countries aware of the advantages of their participation in standardization. Other bodies can play a key role in this Federation and share their useful experiences with developing countries.

The standardization process will help ensure that cosmetics are produced



under good environmental conditions, and tested in well-equipped laboratories by trained and qualified personnel.

ISO Bulletin: Is having to do all the work in English a handicap and holding developing countries back?

MRT: The best way to solve this problem is to teach standardizers English and set up a translation division in the Standard Institutes. This way, they can translate important documents and get their interested parties aware of what is taking shape in a very close timeframe.

ISO Bulletin: Is it penalizing developing countries to demand that everything be done electronically, or is it pushing them to adapt to inevitable change?

MRT: In my view, demanding that everything be done electronically is not penalizing developing countries at all. On the contrary, since the transmission of documents via other means is a far more time-consuming and problematic issue in developing countries, they should very soon adapt themselves to electronic methods.

“If you do not participate in standardization, you will face big problems in the global market and growing competition from companies importing into your country.”

ISO Bulletin: TC 217 has a Dutch Chair and the secretariat in Iran; is this a helpful way of doing things, or are there problems of communications/coordination?

MRT: Appointing a chair from another country – especially from a developed country – has certain advantages because in this way the possibility of benefiting from a variety of different experiences is created, and developing relations with industrialized countries is facilitated. Since all necessary facilities are provided for effective cooperation with the chair of the technical committee, there are no communications problems between the chair and the secretariat.

ISO Bulletin: If more developing countries take on secretariats of technical committees and subcommittees, will this encourage the others to do the same?

MRT: Yes. In my opinion, the successful presence of developing countries in the management of ISO secretariats is a factor which will encourage other such countries to participate more vigorously in the running of secretariats and in taking on more responsibilities for them. Success breeds success.

ISO Bulletin: How would you propose going about it, if, in the future, you were to propose a new ISO/TC?

MRT: ISO/TC 217 has provided me with good experience in the management of an ISO secretariat, and I have explained the important factors in the questions related to newcomers willing to hold international TCs. I would follow these principles, and try to set up good communication with all interested parties for running the technical committee.

ISO Bulletin: Do you have any message for developing countries about participation in standardization?

MRT: My message to developing countries is: Have self-confidence, confidence in your capabilities, get involved in standardization, and take on the ISO/TCs that have potential and interest for your country. If you do not participate in standardization, you will face big problems in the global market and growing competition from companies importing into your country. You cannot be isolated in the global market where success is measured by quality, and international standards make the difference between those who flourish and those who flounder or fall behind. □



International standardization is a tool enabling enhanced international outreach. The rapid development of the cosmetics industry in Iran meant that communication with the global players worldwide has become increasingly important. The Iran Chemical and Petrochemical Industries, that produces raw materials for cosmetics, is certified to ISO 9002.

Director of British Standards, David Lazenby, awarded CBE



David Lazenby CBE, with his wife Ann, at Buckingham Palace having received the honour at the investiture in May 2002.

The Director of British Standards (BSI), David Lazenby, was recently invested with the honour of CBE (Commander of the Order of the British Empire), in a ceremony at Buckingham Palace in London. This senior award is bestowed on a few people who have given outstanding service to public or commercial life, both at national and international level. He received the award from HRH Charles, the Prince of Wales, and was accompanied by his family.

The ceremony was held on the hottest day of the year, and was attended by several hundred people accompanying the recipients. The band of the Household Cavalry



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played during the proceedings, which were very splendid, and lasted two hours. HRH The Prince of Wales raised some interesting issues during his conversation with Mr. Lazenby, including concerns over complexity of some standards work, and the relationship between national, European and International standards.

The honour was bestowed for David Lazenby's "services to national and international standardization". He has stated that he hopes that this honour will help to raise the profile of the work which the standards community undertakes for society, in which ISO is such an important part. He looks forward to continuing cooperation with his fellow members of Council.

As an ongoing member of the ISO Council, and Chairman of the Standing Committee on financial affairs, he is a regular visitor to Geneva. David Lazenby is clear that "the great challenges facing standardization include the need to increase our relevance to the market and connections to our stakeholders, as well as threats to our income from electronic/online availability of standards. We shall undoubtedly be very busy in the coming years". □

Mr. Pekka Järvinen appointed Managing Director of Finnish Standards Association (SFS)

Mr. Pekka Järvinen, M.Sc. (Chem. Eng.), B.Sc. (Econ.) has been appointed Managing Director of the Finnish Standards Association (SFS), ISO member for Finland.

He took up his post at the beginning of August after the retirement in June of the previous managing director of SFS, Mr. Kari Kaartama, who had been at the helm of SFS for the past 25 years.



Mr. Pekka Järvinen

Pekka Järvinen was born in Lahti in 1954. He graduated in 1979 with a Master of Science degree in Chemical Engineering at the Helsinki University of Technology. In 1982, he further received a B.Sc. (Econ.) degree at the Helsinki School of Economics and Business Administration.

For the last 23 years, he has been employed in industry. Before joining SFS, Pekka Järvinen worked in the Ahlstrom group, the largest family-owned company in Finland.

Mr. Pekka Järvinen is married and has three children. His favourite hobbies are yachting and music, and his favourite standards, SFS 6002 (*safety at electrical work*) and the ISO 9000 standards – SFS's bestsellers in 2001. □