



ISO standards and small businesses

International Standards provide many benefits for businesses worldwide, both in industrialised and developing countries. But these benefits are not just for large corporations and big businesses. ISO standards can also help small and medium-sized enterprises (SMEs). For example, ISO standards provide state-of-the-art specifications for products and services. They can increase the efficiency of processes. They can help SMEs qualify for participation in global supply chains. In short, ISO standards can help SMEs compete with bigger businesses for opportunities on the global market. ISO standards are the key to unlock future opportunities.

10 good things standards can do for SMEs

- 1. Standards help you compete on a level playing field with bigger enterprises*
- 2. Standards open up export markets for your products and services*
- 3. Standards help you discover best business practices*
- 4. Standards drive efficiency in your business operations*
- 5. Standards add credibility and confidence for your customers*
- 6. Standards open new business opportunities and sales*
- 7. Standards give you the competitive edge*
- 8. Standards make your brand name internationally recognized*
- 9. Standards help your company grow*
- 10. Standards enable a common “language” to be used across an industry sector*