

Dear Madam, dear Sir,

For the interest of those representing small and medium sized enterprises (SMEs), entrepreneurs and Standards Institutes. If you think, that colleagues of yours are concerned too, please forward this e-mail to them.

Please take part in a European wide online survey on the current working ways between Standards Institutes and trade associations. The overall aim of this survey is to identify best practise examples and gaps within the range of services of Standards Institutes and Trade Associations towards crafts and small and medium sized enterprises (SMEs). The survey is part of an EU project.

At the end of this survey, your contributions will also lead to a leaflet in 27 European languages free of charge with recommendations on how to improve cooperation between Standards Institutes and SMEs. This promotional leaflet will be available at Standards Institutes and Trade Associations.

The survey is carried out in all 27 member states in the European Union as well as member states of the European Economic Area.

Please enter the survey by the following link: https://www.surveymonkey.com/s/SMEST_2_survey

Your opinion can be expressed until 6 December 2011.

Initiators of this survey are Standards Institutes from Austria (ASI), Germany (DIN) and the Netherlands (NEN), the European Committees for Standardisation (CEN and CENELEC) and NORMAPME, an international non-profit organisation dedicated to support SME needs in standardisation. The survey is funded by the European Commission and the European Free Trade Association (EFTA) under SMEST II grant agreement.

In the standardisation process trade associations representing SME interests as well as Standards Institutes play an important role to address SME needs. More specifically:

- Trade associations transfer the needs of SMEs towards Standards Institutes and help these institutes to develop SME targeted services. Trade associations can effectively promote the importance of standards and the importance of participation in the standards making process.
- Standards Institutes can in this way offer standardisation services and make available standards which are widely accepted by all stakeholders, in particular by SMEs.

If you need more background information, please visit the following website:
<http://www.cen.eu/cen/Services/SMEhelpdesk/Activities/SMEST/Pages/default.aspx>).

If you have any questions, please contact Thomas Ehritz from NORMAPME, t.ehritz@normapme.com

Please leave your contact details at the end of the survey, if you wish to receive the leaflet.

Best regards
On behalf of the survey initiators
Thomas Ehritz

P.S.: Your individual data will not be published or discussed. All data will be handled in a confidential way.