Standards Matter

Your invitation to an exciting one-day event exploring the role of standards in a changing world

Thursday 22 June 2017

Sheraton Grand Hotel Edinburgh





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#StandardsMatter17

Wherever you go, whatever you do, standards are essential. Standards influence real life. They shape the enterprises and activities in our modern world. They impact on every dimension of our daily lives from our work experiences to our personal choices.

Standards are used by business and industry to improve their performance. They have the power to make people's lives more successful and enjoyable. Whether you are trying to choose a care home, protect your company from cyberattack, demonstrate that your product meets a regulatory requirement, or build trust with your customers, standards enable us to make good choices and be successful.

On 22nd June 2017, you're invited to join us at the Sheraton Grand in Edinburgh, where BSI is hosting Standards Matter - a special day of exhibitions, talks and debates on the future of standardisation and why standards matter in our changing world. It's a chance to discuss how standards are changing lives across Europe and the world.

We hope you will join us in Edinburgh, where we will bring industry and standards makers together in an inspirational venue to discuss how standards can be used to accelerate innovation, enhance business potential and above all, improve people's lives.



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DR SCOTT STEEDMAN CBE DIRECTOR OF STANDARDS, BSI



What are the key political issues affecting standards and trade today?

What does smart and better regulation mean for the future and what role can standards play?

How can standards support international trade?



Did you know?

The global construction market is forecast to grow by more than 70% by 2025, from \$8.7 trillion in 2012 to \$15 trillion by 2025

Join the debate to discover how standards can grow the global economy

GROW

Did you know?

There are over

37,000

current British

Standards

The future of standards development

What are the newest trends in developing content?

How can collaboration be powerful and effective across borders and time zones?

How will the future generation of standards makers create and share content?

How should standards developers respond to these challenges?

Join the debate on the future of knowledge creation





What are the implications of a fully connected society?

How are digital technologies transforming society and the economy?

What is the future of intelligent mobility?

What is the role of standards in the governance of emerging and innovative technologies?



Did you know?

It's claimed that by 2020 there may be up to 50 billion connected devices adding \$10-19 trillion to global GDP

Join the debate on accelerating the pace of technological change

ACCELERATE

Our future society

What is the circular economy and what role does standardisation play in defining and implementing it?

Building trust in a digital world – what is the role for standards?

Why should we and how can we define, create and measure social value?

The UN's Sustainable Development Goals - how can standards contribute to achieving their targets?

Join the debate on empowering citizens to build our future society

EMPOWER

Did you know?

By 2050, it's expected that two-thirds of the world's population will live in cities, creating challenges in meeting the needs of the growing urban population, from housing to health care

Welcome to Edinburgh

Edinburgh has **112 parks**

and more trees per head of population than any other city in the UK Edinburgh's Royal Mile is, in fact, **1 mile and 107 yards long**

The city is a major tourism centre and welcomes over **4 million visitors** annually

Edinburgh was the first city in the world to have its own fire service in **1703**

Edinburgh stands on 7 hills like Rome and Moscow

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Edinburgh's World Heritage Site **1.76mi² 75%** buildings listed

Edinburgh's residents are the happiest of the largest **10 cities** in the UK and **97%** are satisfied with Edinburgh as a place to live

Royal Botanic Goden Edinburgh

OCKBRIDGE

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Inverleith Park

Edinburgh Academicals Sports Ground

Make your way

The event takes place in the Sheraton Grand Hotel on Festival Square, located with views of the magnificent Edinburgh Castle and within easy reach of Edinburgh Old Town and the stunning Royal Botanic Gardens

Sheraton Grand Hotel

 \Rightarrow Edinburgh Haymarket Station

BY AIR

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Sheraton Grand Hotel is 7 miles / 33 minute drive from the Edinburgh Airport

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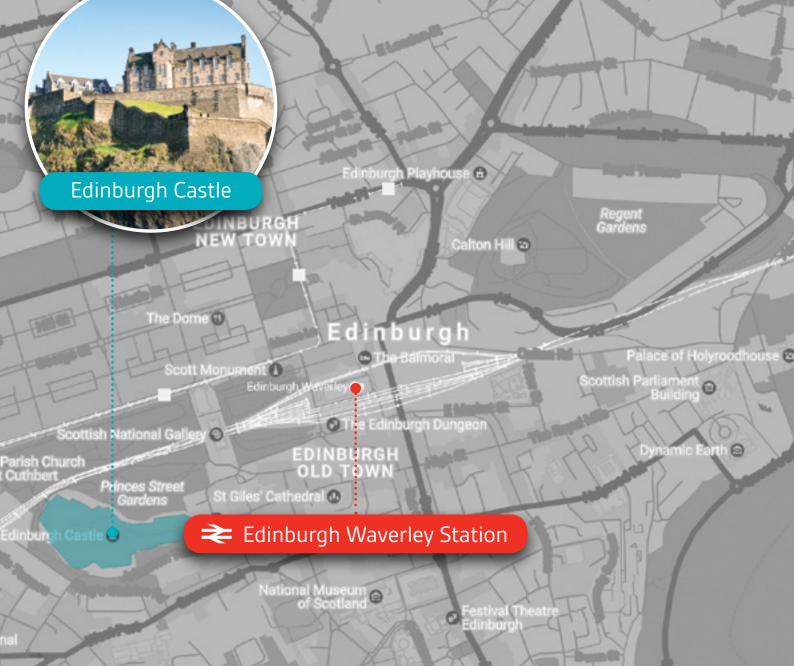
COATES

BY TRAIN Edinburgh Haymarket Station - 12 minute walk from Sheraton Grand Hotel **Edinburgh Waverley Station** - 12 minute drive from Sheraton Grand Hotel



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BY CAR If you are driving to the event the address for Sheraton Grand Hotel is 1 Festival Square, Edinburgh, Scotland, EH3 9SR

From the South - 7.7 miles / 31 minutes from the A68From the East - 7.3 miles / 27 minutes from the A1 WestFrom the West - 5.2 miles / 19 minutes from the M8 from Glasgow

Book Now

Limited availability

- Exciting one-day event in a beautiful setting
- Exhibitions, talks and debates
- High-profile speakers and panels
- Fantastic networking opportunities
- Lunch and refreshments provided
- Free to attend

To book your place:

🕀 cencenelec2017.com

For more information

Contact:

eventteam@cencenelec2017.com



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