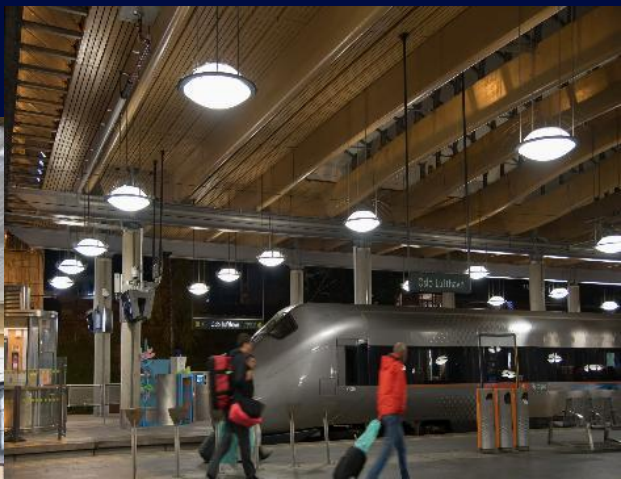


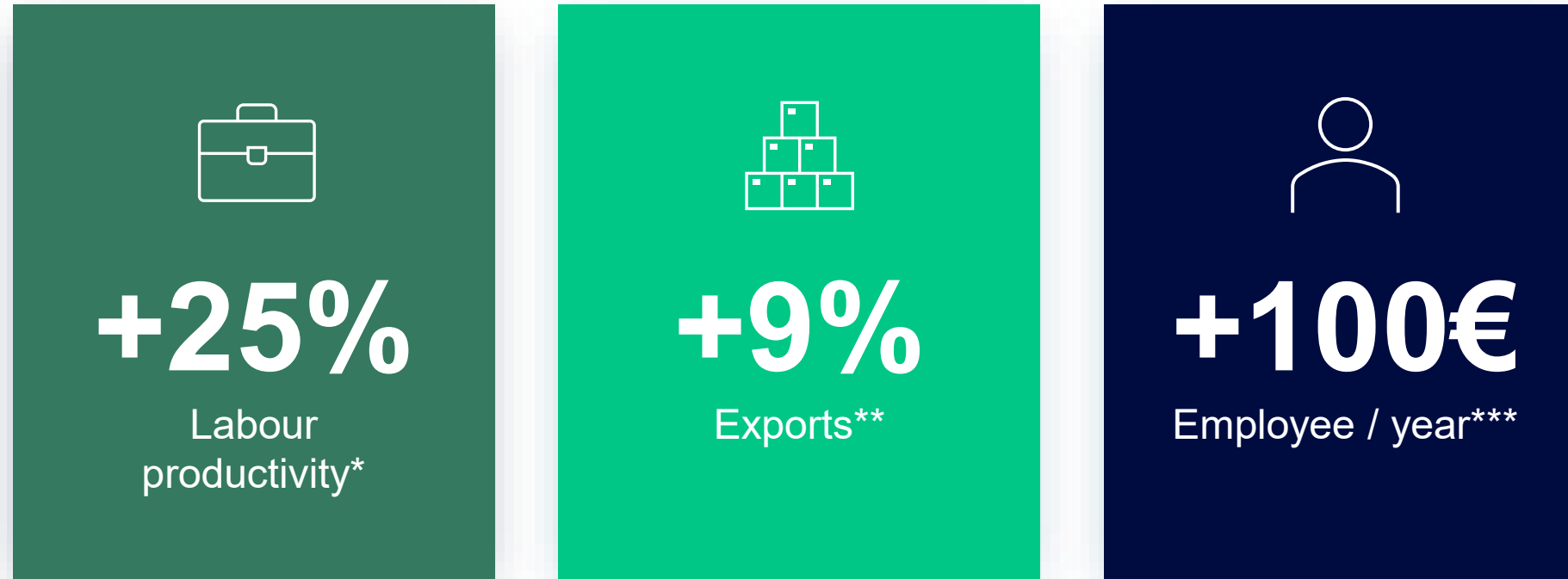
The importance of standards for competitiveness in the construction sector

Jacob Mehus, Managing Director, Standards Norway





Boosting productivity and trade



Estimated from 1970-2019, in all 6 countries **Estimated from 1995-2019, in all 6 countries *Expected value creation based on current standardisation level*





The Value of Standards

Driving value creation

+2.6 bn

EUR

Productivity*

+2 bn

EUR

Exports*

**Estimated future value added associated with increased standardisation*



Imagine a world without ...

2019



Turkey 2008



South Africa 2017



China 2018

