

# How Standards Help Small and Medium-Sized Enterprises (SMEs) to Innovate, Compete, and Grow

written by Lauri Moon | December 6, 2022



The U.S. Department of Commerce and the European Commission U.S.-EU Trade and Technology Council (TTC) invite you to a webinar: **“How Standards Help SMEs to Innovate, Compete, and Grow” on Tuesday, December 13, from 9:00-11:30 a.m. EST.**

The global marketplace is built on international standards. Learn about available resources and gain a deeper understanding of the importance of technology standards that are critical for SMEs in both the United States and the European Union. Organized by the U.S. Department of Commerce, please join U.S. and EU government representatives, private sector speakers, and other experts to discuss technology standards topics most relevant to SMEs, including:

- Views on the crucial role technology standards play in enabling SMEs to innovate
- Tools and resources available to help SMEs to compete and grow
- Challenges and barriers to standards development and deployment

Webinar participants will have the opportunity to ask questions, share best practices, and provide recommendations to TTC representatives from the U.S. Department of Commerce and the European Commission.

## Register

*(Space is limited and acceptance to the webinar is not guaranteed. Additional information, including final agenda and the webinar link, to follow upon registration confirmation closer to the event date.)*