

Benefits of standards to the digital economy

Foster innovation

Using a collaborative approach, new standards are developed to reflect technological advancements and make room for innovation.

Help businesses thrive

Assist with risk mitigation and compliance, encourage best practice, allow easier market access, improve quality, decrease costs, and help businesses become leaders in their field.

Access global markets

Open new doors to trade, help businesses operate in offshore markets, and give exporters a competitive edge.

Establish trust

Assuring consumers that the products and services they use are safe, reliable and fit for purpose.

Bring ease and efficiency

Minimise unnecessary duplication and confusion in the market and decrease costs caused by inefficient and confusing multiple standards.

Keep people safe and improve well-being

Reduce accidents and injuries, ensure good quality care, and safe and reliable products and services.

Standards New Zealand is committed to working with the digital sector and regulators to help deliver innovation, efficiency, productivity, transparency, and predictability. The digital economy offers new opportunities for entrepreneurship and job creation. Government also benefits from the digital economy by accessing technologies that help deliver more and better public services, improve governance and grow the economy.

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Standards

Bringing **efficiency**
and **innovation** to
New Zealand's

digital economy

How does Standards New Zealand work within the digital economy?

Think about your own organisation and how standards may support the work you are doing. What about your reputation management, marketplace credibility, integrity, customer confidence, validation, and differentiation from your competitors? Aligning to standards, particularly international standards, will help you do business worldwide, by providing comfort and assurance to your onshore and offshore customers and business partners. Participating in standards development gives you the opportunity to contribute at an international and local level.

International participation

We coordinate International Review Group (IRG) membership so New Zealanders can participate in the development of international standards. Currently New Zealand participates in seven diverse areas of the digital economy, lending our voice to standards development and giving our country the right to vote on new standards.

Standards development

We offer a range of pathways for developing new standards, updating existing standards, and adopting overseas standards.

Access to standards

We publish, sell, and enable access to New Zealand, joint Australian/New Zealand, and international standards.

Examples of standards within the digital economy

