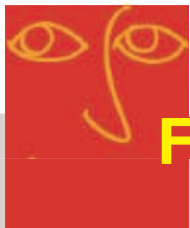
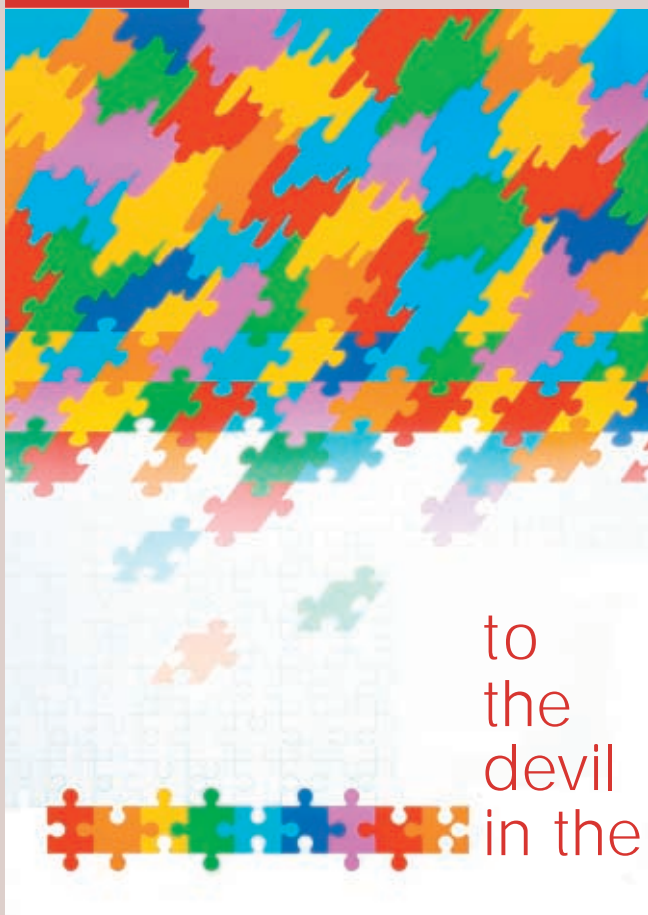


GLOBAL VISION

Focused action



From the big picture



to
the
devil
in the detail

Standardization begins with an ambitious vision: to transform valued criteria such as quality, ecology, safety, economy, reliability, compatibility, interoperability, efficiency and effectiveness into real attributes of products and services that are manufactured, delivered, bought, used at work or home, or at play.

To realize this transformation, standardization develops the vision into specific and concrete characteristics that are relevant to a given product or service and practical to implement during its design, manufacture or supply. Standardization is therefore a combination of vision and action.

Vision and action were ISO's main themes in 2003. Naturally, the arrival of new Secretary-General Alan Bryden imparted a fresh impulse to ISO. This also created an appropriate context for the organization to scan its strategic horizon and plot its course for the coming years, while carrying out actions to advance objectives already identified.