



IEC Affiliate Mentoring:
a gateway to new markets

Mentoring: a win-win partnership

If you think that mentoring an Affiliate country is a purely philanthropic undertaking, think again.

National Committees like Austria, Sweden or Mexico, who have successfully engaged in the IEC Affiliate Country Mentoring Programme tell us quite a different story. While giving is bliss and mentees will be grateful for the expertise you are able to share, there are concrete tangible returns on your time investment that fully justify your engagement.

Mentoring helps establish a long term industrial exchange with a country - Sweden

During the mentoring process, the mentor learns to better understand regional differences and needs in terms of standardization. This in turn can provide valuable market feedback to national stakeholders and industry while also helping to improve the relevance of IEC International Standards. Broad adoption of IEC International Standards by mentees helps increase overall market size for products and can offer new market opportunities.

The mentoring process itself is also enriching and motivating for NCs that obtain new insights and appreciate different ways of looking at new challenges.

Mentoring helps remove trade barriers - Mexico

Some mentors focus on increasing capacity building and strengthening local economies. Mentoring increases awareness of standardization (and conformity assessment) and is a strategic tool to help reduce market distortions and technical trade barriers.

Mentoring helps strengthen the global position of the IEC - Austria

The IEC is only an international organization if developing countries are participating. Standards are increasing in importance, but when developing countries are unaware or unable to apply International Standards correctly, the risk is great that they will only turn to expert groups, fora or consortia. Increasing awareness of the IEC and growing the adoption of IEC International Standards also helps defend a strong standing of the IEC in the future.



What is IEC Affiliate Mentoring?

The purpose of IEC Affiliate mentoring is to enhance participation at all levels (standards development, management, conformity assessment) by encouraging National Committees to share their expertise with developing countries who participate in the IEC Affiliate Country Programme.

At the management level the mentor is expected to help the mentee to improve the overall operation, structure and functioning of the Affiliate National Electrotechnical Committee and provide practical tips, for example in how to:

- Reach out to stakeholders, including industry and SMEs
- Establish mirror committees
- Adopt IEC International Standards

At the technical level the mentor supports the mentee by improving their understanding of requirements in Standards and providing insights into how to:

- Involve experts and encourage their active participation in mirror committees
- Comment on technical documents during the development phase and to better understand working processes
- Run mirror committees

Mentors generally commit themselves for two years. If both the mentor and mentee agree, the partnership can be prolonged.

If you are interested in becoming a mentor or learning more about potential mentees, please contact: affiliates@iec.ch





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