



ASRO Report on SMEs - 2024

I. Introduction

In 2024, ASRO reaffirmed its role as a key partner for small and medium-sized enterprises (SMEs), helping them turn standards into strategic assets. Through tailored services, practical tools, and new opportunities for engagement, ASRO supported SMEs in enhancing their competitiveness, innovation, and compliance. The year brought significant progress in making standards more accessible, understandable, and useful for SMEs, in line with European best practices and Regulation (EU) No. 1025/2012. Furthermore, ASRO remains committed to the principles enshrined in CEN-CENELEC Guide 17—translated into Romanian in 2012—thereby ensuring that standards continue to be accessible, understandable, and relevant for SMEs.

II. A Year of progress

Throughout 2024, ASRO focused on bridging the gap between SMEs and standardization. The SME-dedicated portal was enriched with clear guidance on why standards matter, how to get involved, and where to find resources. Beyond the basics, ASRO promoted the collection “7 standards every company needs,” encouraging SMEs to move beyond compliance toward excellence.

One of the year’s milestones was integrating InfoStandard — ASRO’s digital platform — into the SME journey, providing a smart way to manage standards efficiently. Additionally, ASRO highlighted best practices and examples of SME involvement through articles, participation in industry events, and contributions to national conferences, raising awareness of how standards can directly contribute to business growth and resilience.

III. Tools that empower

In 2024, ASRO’s suite of services for SMEs became more robust and accessible than ever. InfoStandard counted approximately 130 active subscribers — including a number of small and medium-sized enterprises (SMEs) — benefiting from a seamless digital experience, with alerts, collections, and a personal dashboard. The ASRO online store continued to deliver standards instantly, backed by live support. Thematic packages, discounted collections, and reduced prices for SMEs on standard purchases addressed SME budgets and needs, while dedicated newsletters kept the community informed about updates, projects, and ways to engage.

ASRO also ran targeted campaigns such as “Standards Every Company Needs,” sent to the top 50 Romanian companies, many of which are SMEs, and promoted thematic campaigns in industries like construction, IT, health and safety, and food safety.

IV. Giving SMEs a voice

ASRO strengthened SME participation in shaping standards. The public enquiry process became more approachable, with clear guides and support for submitting feedback. A dedicated website section explained how to join technical committees (TCs), highlighting the benefits of having a seat at the table. To lower barriers, ASRO enabled online participation in TC meetings, making it easier for SMEs to contribute their expertise.

At the end of 2024, there were 350 SMEs among the 688 CT members, underscoring their growing influence in standardization activities. To support this engagement, ASRO maintained a reduced membership fee for SMEs in TCs, further encouraging their involvement. Representatives from ASRO also engaged with SME associations and chambers of commerce to ensure that SME concerns were reflected in standardization discussions. Many of these associations, which represent groups of SMEs, are themselves members of ASRO, further strengthening the voice of SMEs in standardization governance.

V. Learning and awareness

In 2024, ASRO's training and knowledge transfer activities for SMEs included awareness-raising initiatives and the involvement of SMEs in general training courses and workshops offered online and in-person. Many SMEs attended ASRO's 27 general online courses, which gathered a total of 223 participants and covered areas such as quality management, environmental protection, occupational health and safety, information security, energy management, social responsibility, medical devices, laboratory testing, structural glass design, waste management, food safety, conformity assessment, and product certification. These courses were delivered by experienced lecturers and accessible in flexible formats.

VI. Looking ahead

By the end of 2024, ASRO had laid a stronger foundation for SME engagement in standardization. Modern tools, educational opportunities, and a more inclusive approach have positioned ASRO as a reliable ally for SMEs. In 2025, ASRO plans to expand thematic collections, enhance InfoStandard with new features, attract more SMEs to technical committees, and organize dedicated events to highlight the value of standardization.

With unwavering commitment, ASRO continues to support SMEs in turning standards into a competitive edge — fostering innovation, sustainability, and growth.