

Research & Education Trigger **NextGen** Standardization

10th Balkan Conference on Standardization

 September 22 -23, 2025, University of Life Sciences “King Mihai I”
Timișoara, Romania

Education about standardization plays a key role in equipping future professionals across various disciplines, including engineering, business, law, and public administration. By integrating standardization into university curricula, students gain essential knowledge and skills that enhance their career prospects and contribute to innovation, competitiveness, and sustainability.

Despite significant progress, embedding standardization as a core academic discipline remains a challenge across Europe, making it essential to continue raising awareness among relevant stakeholders.

Day 1 – September 22

09:00

Welcoming Coffee

10:00

Opening Remarks

- Cosmin **POPESCU** – University of Life Sciences “King Mihai I of Romania” from Timișoara (USVT)
- Alexandru **STOICHIȚOIU** – ASRO

Welcome message, purpose of the event & setting the scene for the day

National and European Perspectives – exploring the vision of national governments and the European Union institutions, collaboration and areas of overlap, focusing on educational and research topics in standardization.

10:20

European Policy & Standardization

- Guillaume **ROTY**– Head of Unit GROW H3, Standards Policy European Commission
- Octaviana **MARINCAȘ** – Ministry of Economy, Digitalization, Entrepreneurship and Tourism

Insights into current EU initiatives and the role of standardization in shaping European priorities

Shaping Tomorrow's Standardization Landscape – setting benchmarks, norms, or guidelines that will govern future practices in standardization. It's about actively defining the needed skills for future standardization professionals.

10:45	Global Perspectives Nikita TARANKO ACOSTA – ISO <i>International trends and developments, and global collaboration on education about standardization</i>
11:00	European Policy & Standardization - Andreea GULACSI – CEN-CENELEC - Claire d' ESCLERCS – ETSI <i>Viewpoints from European standardization organizations CEN, CENELEC and ETSI, including experience-sharing on education about standardization initiatives</i>
11:30	Coffee break

Panel debate on Education about Standardization – Initiatives, Best Practices and the role of integrating education about standardization into academic curricula at the European and national level.

12:00	Education on Standardization: Initiatives & Best Practices - Henk de VRIES – Erasmus University Rotterdam School of Management - Dan DUBINĂ – Politechnical University of Timisoara - Ivana MIJATOVIC – University of Belgrade - Cătălin LUNGU – Technical University of Civil Engineering of Bucharest - Călin MUNTEAN – University of Medicine and Pharmacy Timisoara <i>Panel discussion featuring academic institutions from national and European level</i>
13:30	Lunch

Boosting Business Competitiveness through Education, Research and Standardization: the strategic alignment of these critical components to foster business growth, innovation, and competitiveness. The session highlights the interconnectedness of research, education, and standardization in building a dynamic, resilient business ecosystem.

15:00	Workforce of the future – need for education about standardization - Adina CIUREA – AUMOVIO ROMANIA - Dumitru Adrian VASILE – PPC – REȚELE ELECTRICE ROMANIA - Florin CIOCAN – NOKIA ROMANIA - Alina Mădălina NECULA – OMV PETROM <i>Perspectives from industry stakeholders</i>
15:45	Open Discussion <i>If time allows: an interactive session to wrap up the day's themes.</i>

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Day 2 – September 23

09:00

Welcoming Coffee

Powering Research – emphasizing innovations driven into the market with the support of standardization. This involves the infusion of funding, technology, expertise, hence collectively enabling close collaboration between research and standardization.

09:30

The role of Standardization in Research projects

- Iuliana **CHILEA** – ASRO

*A Perspective from the Romanian National Standardization Body
How standardization supports national and European research objectives.*

09:45

Research Institutions at the Forefront of Standardization

- Camelia **TULCAN** – USVT

An outlook from Romanian research organizations: focus on applied research, cross-sector collaboration and integration of standards in research projects

Driving Excellence in National Standards Bodies – an in-depth look at strategies to foster innovation and strengthen collaboration with academia, ensuring implementation of best practices aligned with international benchmarks.

10:00

National Standardization Bodies from Balkan Region

- Tatjana **BOJANIĆ** – ISS (Serbia)
- Patricija **DOPILHAR** – SIST (Slovenia)
- Ana Marija **BOLJANOVIĆ** – HZN (Croatia)
- Rada **KOPRIVICA** – ISME (Montenegro)

Invited NSBs will share:

- organization's best practices in integrating standardization into education and training programs.
- experience in engaging with universities, researchers, and policymakers.
- Young Professionals Program
- Involvement in European research projects that promote standardization at the national level.

10:45

Coffee Break

AFCOS Project – a success story of close collaboration between research and standardization – key results and achievements – highlighting milestones, breakthroughs and successes that were accomplished throughout the project's lifecycle.

11:00	The AFCOS Project: <i>Pathways to Progress – Insights into green and sustainable construction supported by standardization of innovations and capacity building.</i> • Elitsa PETKOVA – CLEANTECH BULGARIA <i>AFCOS presentation (key achievements, results)</i> • Iren DABIJEVA – BDS • Sebastiano CRISTOFORETTI – CRISCON Standardization activities: Standardization roadmap and insights from the Whitepaper • Dorin BEU – RoGBC Capacity Building activities: Training Roadmap, Courses & Educational Strategy
12:30	Discussion & Closing Remarks <i>Reflections on the day's discussions and key messages for the future.</i>
13:00	Lunch