

IEEE-SA International Strategy Overview

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IEEE-SA International Strategy

Increase
Adoption of IEEE
Standards

Strategic
MoUs

Adoptions/
Joint
Development
by ISO/IEC

Adoptions by
National
Bodies

Improve visibility of IEEE-SA

Increase global web traffic/ visitors

PR Placements in global media

Host global events

Broaden Participation
from Targeted
Regions/Countries

Increase global
participation in
IEEE sponsor
balloting

Increase global
participation in
workshops/
seminars

Increase and Diversify Global **Participation** Identify potential obstacles to engagement Maintain global Corporate membership Increase global IEEE-SA individual members Global Governance candidates Increase global working group members Track locations of **IEEE-SA** working group meetings

IEEE 802 Activities

Strategic MoUs

- ARIB
- CCSA
- ETSI
- TTA

Increase Adoption of IEEE Standards

- China
 - IEEE Std 802.15.4c-2009
- Japan
 - IEEE Std 802.15.4d-2009
- ISO/IEEE PSDO Cooperation Agreement
 - IEEE Std 802.15.4-2010



IEEE 802 Activities (cont)

Increase IEEE-SA Events Hosted Globally

- IEEE/ITU-T Joint Workshops
 - 2007: ITU-T/IEEE Workshop on Carrier-Class Ethernet
 - 2008: ITU-T/IEEE Workshop on Next Generation Optical Access Systems
 - 2009: Geneva Auto Show Networked Car Workshop
 - 2010: ITU-T/IEEE Workshop on The Future of Ethernet Transport

Increase Global Participation in IEEE Sponsor Balloting

- Data for 802?

Increase Global Working Group Membership

Data for 802?



IEEE 802 Activities (cont)

Increase and Diversify Global Participation

- 802 Plenary
 - Singapore (March 2011)
 - Canada (March 2009)
- Six 802 WGs met outside of the US since beginning of 2006
 - Total of 47 WG meetings held in 17 countries



IEEE-SA International Program

http://standards.ieee.org/develop/intl/

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