

Special Meeting on Procedures for Information Exchange

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Geneva

Session 4

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USA WTO TBT Enquiry Point

Working in the 21st Century “Age of Information”

at
National WTO TBT Enquiry Points

Information Transmission Profile

- Oral Tradition
- Manuscript Culture
- Invention of the Printing Press
- Electronic "Age of Information"

Enquiry Points=Information Centers

- As Information Professionals today, we are positioned to be of great value in society.

Continuum of Content Value

Data → Information →

Knowledge → Wisdom

What do information consumers want?

What do information professionals provide?

Information consumers want . . .

- More information
- More complex information
- More electronic information delivery
- More information value
- Customized information delivery

□ As Enquiry Points, we are accountable for:

- Assessing consumer needs
- Measurements
- Value and quality
- Promotion of products and services

□ “Core Competencies”

- Professional

- Personal

An Invitation to WTO TBT Enquiry Points

Each Enquiry Point

is invited to register for and use

Notify U.S.

Email: anne.meininger@nist.gov

Thank you.

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