Abstract: In this paper is made an analyse on the national standardisation activity like part quality infrastructure from our country. This analyse is included in a legislation frame in concordance with the principles and stipulations of European and international normative. In the some time is shown the complexes effects who are produced while it must introduce the European and international standardize necessary for a sustainable development.

Keywords: quality, competitively, standardize, equitable trade, harmonize

1. Introduction
The European Standards System give to his citizen the certainly of a quality life and sustainable development into a globalize economy.

In the process of integration the main decision persons in our country establish that is important to develop action in domain of standardization in concordance with practice and principle of international recognized of our national products.

This international recognized of our products and the compatibility between the European standards and our national products, economics, environment and trade standard represent an important indicator of the way to complete integration of our country in European community. This means to create of new organisms of quality infrastructure, the develop, compatibility and consolidation in conformity with European practice new institutions for evaluation and accreditation the integrate with European standards.

The standards is offer on disposition for the organizations, societies, plant products, trade societies by the European organism – who cooperate with national standardize organism.

This standard helps to obtain the successful for the organization, economics agents, societies, who must know all the settlement from this standard (European standard in harmonies with national standards).

2. Standardize ISO (Organization International de Standardize)
The ISO 9000 have documentation and procedures that permit to understand the functionary of all Euro norm system from ISO 9001...9020...14200.

The Standard is a document who establish es a language for all users to promote the circuit of products between sales and buyer and to protect the good and healthy life style.

The guide ISO/CEI 2:1996 establish that the standard is a document approved by consents to insurance rules, lines, direction of developing and results for obtain all efficiently in an own economically activity.

The standard is technical specification s elaborate by important organism that developed standardizing activities in the domain like technologies, industries, economics etc.

The national standard is identify like Romanian standard – SR.

The standard incorporates also intellectuality propriety right and constitutes an entity for author’s right. In Romania the standard benefit of protection accorded by Law No. 8/1996 -the,
reproduction or used in integrally or partial of the national standards (SR) is admissible just there is the write accord of ASRO (national Romanian association of standardization).

The standards there are in every aspects of life and do our life style self and good.

2.1. Case analyze

The Standard ISO 14063 analyze the environment management thru lines, directives and examples who permit to the enterprise to put in value the performances in environment protection. These standards show in a transparency mode all the performance in the field of environmental protection. The standard ISO 14063 permit the communications of strategies and the realizations of economical agents in the domain of the risks of pollution. This standard can be applied at all societies who implement the environment management.

One other example is show with AFNOR normative (French national of standardization organism). AFNOR give a reference text about the equitable trade - accord AC X50-340, who statue the three principle of the equitable trade. This principles result after the analyze made of four commissions: of costumers, administration, trade organizations and greatest distributed.

After a pertinent analyze, result the three principles of equitable trade:
1. the trade equilibrium relationship between partners;
2. the understanding trade ship between the producer and organizations;
3. the inform of the customers, beneficiary and publics about the principles of equitable trade.


The national activity of standardization is making part of quality infrastructure from Romania. At the bottom of this activity is a frame of laws who in concordance with principles of European normative. The main responsibility of national infrastructure is in charge of Trade and Economy Ministry, Standardization National Organism, Harmonize National organism, National Laboratory of Evaluation etc.


ASRO (Romanian Standardized association) have the mission to evaluate the needs to create news standards, to coordinate and examination he new standards projects, to disseminate, promote and organized courses of perforctions in the domain of standardization. ASRO represent the interest of Romania in the internationally instances and also coordinate the activity of national committee in there competence of standardization area.

The infrastructure of quality is coordination by Strategy of Development on Medium Term, approved in Order of MEC no. 634/2004.

ASRO represent the interest of Romania in the process of Internationally Standardization and the company can bring trade advantages if they participle at standardize activity like:

⇒ the access at all information in domain;
⇒ the influence of technical contain of the standard;
⇒ the diminish of risk for the research and develop activity.

4. The advantage of standard using

The adopting and implementation of European standards in the new country (Romania and Bulgaria) is the most important condition to participle at the unique market.

The European standard represent a powerful modality for the grow up of the companies competitively. Standards give solutions for solve and facility of trade and cooperation in European community also help at the health protect security and sustainable develop.

The standards must represent a major subject for the government, for economy, for economical agency and for costumers.

The technical harmonize include three concept: Old Approach, New Approach, Global Approach.

Old Approach is a technical regulation of European Union who describes technical asks for each product at the high level.
**New Approach** represent a technique of settlement for European Union based on technical harmonize and standardize. The Law harmonize include the essentially asks whom the product must sati faced for the free circulation in the frame of European Community.

The technically specifications of the product are establish in the European harmonized standardize.

The product made in conformity with harmonize European standardize benefit by essentially asks.

The European harmonized standards are published in Officially Journal of European Community. The essentially security task establish the most important elements for public protection and defined the results who must be obtained. Also they included the risks for health, the procedure who must be followed before the products come in the market. The product must the mark of European Community who indicate that the product throw all the procedure and is conform with security asks (Law no. 608/2002 modified by H.G. nr. 487/2002 and H.G. no. 298/2004).

The State who are Member of E.U must to accept that the product market with the mark (C.E. conformity) can enter without problem on the Union market.

**Global Approach** is a technique of settlement of European Union who establish:

- practical normative for conformity evaluation;
- the apply of quality management and promote accords who refer the certificate, trust and competence.

The standardization is a strategically tools and help the firms to obtain the access on the markets.

The standard EN (Euro norms) and ISO are documents who contents technical conditions and criteria used like rules, definitions and guidelines who show is the materials, product, processes and services is in correspondence with their purpose.

The using of standards help the economically changes. A efficiently distribution of innovative is a condition for economically grow up. The standard is a tools for the dissemination of new ideas, products and technologies and have a major contribute and to do self product with high characteristics.

The Standards have the capacity to structured the mode in what functioning the activity sectors, the disseminate of the knowledge and develop of commercially market.

The application of own nationally standard confer a new open on the national.

**5. Conclusions**

The used of standardize contribute to diminish the costs of sale and product. Give economically solutions for the technical problems of new products, performances, costs, new characteristics.

The standardize insurance a positive effect on the buyer power and self security health against chemical materials, radiations, blast etc.

The introduced of environment quality management for a sustainable development. These standards can be used in the audit process by the organism who certificate the capability of society. It is important for our society to harmonize our national standardization with European standardize because it obtain:

- product and services most healthy, sure and ecologically;
- a good compatibility between the services;
- a decrease of the product and services costs;
- an facility access to a greatest number of types of products and services;
- a very good information on the goods and services;
- the full access with services and product on the European Market.
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