



ASHOK GANESH

DIRECTOR-MARKET PERSPECTIVE & INNOVATIONS

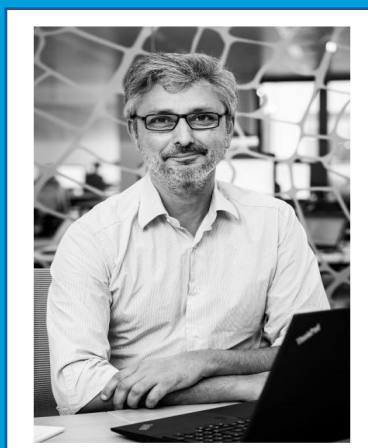
CEN - European Committee for Standardization

CENELEC - European Committee for Electrotechnical
Standardization

SPEAKER BIOGRAPHY

Ashok has been involved in supporting the development of European standards for over 20 years. Beginning with the construction sector, pressure equipment, medical devices and materials.

He is currently the CEN-CENELEC Director for Market Perspectives & Innovation focussed on the role of standards to support international trade, standardization as a strategic tool and integrating standardization with research and innovation.



**Thirty-second Annual
Session of WP.6**

**Panel discussion on digital,
green transformations and
their relation to WP.6**

8 to 9 November 2022

Geneva, Palais des Nations
Salle XXI