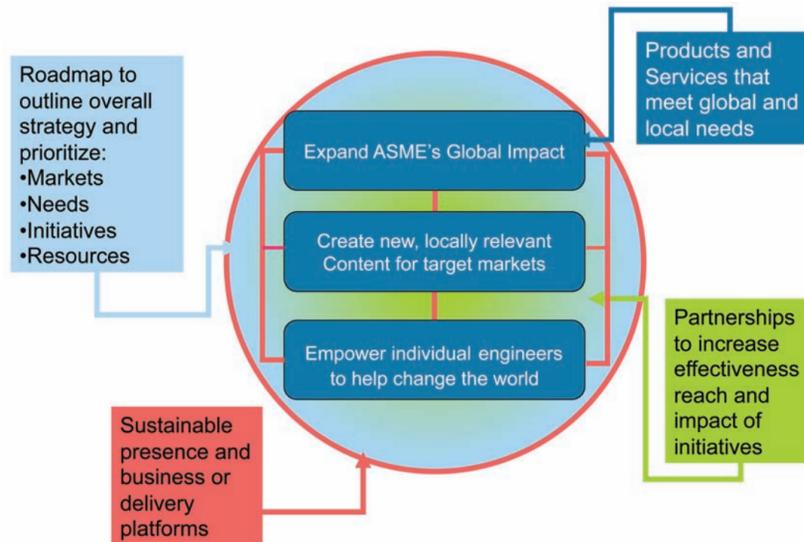# ASME

SETTING THE STANDARD

ASME's Global Impact and Outreach

STRATEGY

ASME will deliver locally relevant engineering resources to advance public safety and quality of life throughout the world.

GLOBAL STRATEGY FRAMEWORK

Roadmap to outline overall strategy and prioritize:
•Markets
•Needs
•Initiatives
•Resources

- Expand ASME's Global Impact
- Create new, locally relevant Content for target markets
- Empower individual engineers to help change the world

Products and Services that meet global and local needs

Partnerships to increase effectiveness reach and impact of initiatives

Sustainable presence and business or delivery platforms

Expand ASME's Global Impact

Growing overall, global presence
- Lower the overall barriers of entry (price, language...)
- Develop local ASME community and relationships
- Assess local market and opportunities
- Expand delivery of ASME programs.

Current Major Market Focus
- Establish base of operations
- Build and strengthen local relationships
- Establish ASME brand recognition
- Develop and deliver local products

Create new, locally relevant Content for target markets

New, Local Content

Projects to be included in FY11 budget planning

Europe: Local Training Platform

India: Pipeline Personnel Certification

China:
- Training Courses in Chinese
- Workshops & Symposia with Local Partners

Latin America:
- ASME Codes in Spanish
- Pipeline Personnel Certification

Middle East/Africa: Local Training Providers, Workshops and Symposia

A Collaborative Approach

Engineers without Borders (EWB)

Engineering for Change (E4C)

Empower individual engineers to help change the world

World Federation of Engineering Organizations (WFEO)

Pan-American Federation of Engineering Societies

MOUs and Agreements with National Bodies and Corporations

Bi-Lateral Agreements and Projects with National Societies

The ASME Global Impact Index

- Comprised of key indicators including:
  – Web visits, ASME Membership, Conference Registrants, Training Course Participants, S&C Committee Volunteers, and Certified Manufacturers.
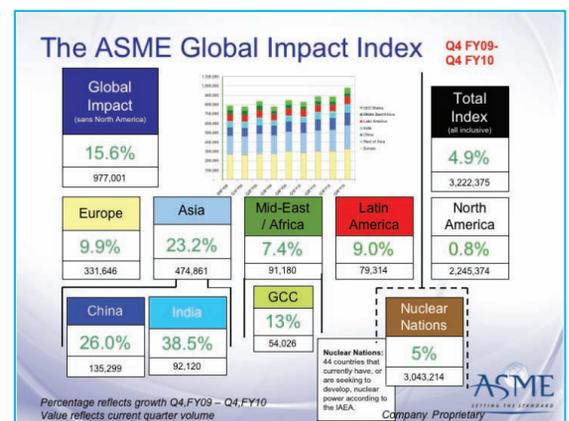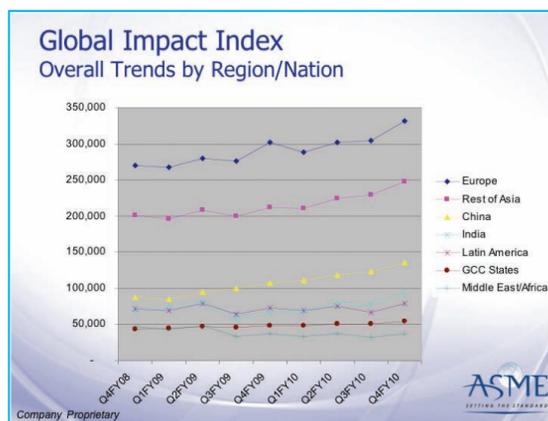
Growth Indicators measure percent of growth over same period in previous FY. Shows **positive** or **negative** growth.

Global Impact 15.6% 977,001

Outside North America Data also available for all ASME, by region, by country or by focus area.

Volume indicators measures current value. Tracks numbers, not dollars

Collected quarterly, totaled by country and adjusted by weights.

*Percentage reflects growth Q4,FY09 – Q4,FY10.
Value reflects current (quarterly) volume.

Company Proprietary

Global Impact Index
Overall Trends by Region/Nation

- Europe
- Rest of Asia
- China
- India
- Latin America
- GCC States
- Middle East/Africa

Company Proprietary

The ASME Global Impact Index — Q4 FY09-Q4 FY10

Global Impact (sans North America)	Total Index (all inclusive)
15.6% 977,001	4.9% 3,222,375

Europe	Asia	Mid-East / Africa	Latin America	North America
9.9% 331,646	23.2% 474,861	7.4% 91,180	9.0% 79,314	0.8% 2,245,374

China	India	GCC	Nuclear Nations
26.0% 135,299	38.5% 92,120	13% 54,026	5% 3,043,214

Nuclear Nations: 44 countries that currently have, or are seeking to develop, nuclear power according to the IAEA.

Percentage reflects growth Q4,FY09 – Q4,FY10
Value reflects current quarter volume

Company Proprietary

MAINTAINING balance

- **Global and Priority Markets**
- **Enterprise and Sector Activities**
- **Opportunities and Resources**
- **Generating Revenue and Serving Needs**

Priorities will be established by balancing opportunities with relevance and match them against the expected impact, time and resources.

– By opportunity: According to the country's interest in ASME Standards and Certification; countries already predisposed toward working with ASME

– By need: Emerging markets especially large rapidly developing economies

– By size: and relevance of key industrial sectors (relevance of major industries to key ASME standards – pressure technology, pipelines, nuclear).

– By logistical opportunities such as language, culture, law (including membership in WTO)

GLOBAL resource network

Seeking individuals with:
- Firsthand knowledge of, and contacts in a specific country or target market for ASME
- Specific understanding and knowledge of sector activities, objectives and strategy

To help the Global Strategy Execution Team:
- Identify and prioritize opportunities
- Identify local contacts, resources and partners
- Help the Global Strategy Execution Team prioritize markets and opportunities
- Reach out to expand ASME's base of local contacts, decision makers and key influencers
- Assist in staging local activities and projects

MARKET and activity matrix

Seeking markets with:
- A defined and measurable need for ASME products and services
- Local ASME resources and relationships

To help ASME and its units:
- Plan and launch activities
- Address global needs
- Serve defined local market needs
- Plan for efficient/effective use of resources

ENGAGING WITH THE GLOBAL STRATEGY EXECUTION TEAM

- Coordinate sector/unit strategic planning with enterprise matrix for prioritization
- Share global projects for planning, coordination and reporting
- Register new/locally developed content projects with Global Strategy Execution Team for Enterprise tracking
- Identify and encourage qualified individuals to join the Global Volunteer Resources Network

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For more information on ASME's Global Impact initiatives, Contact: Michael Michaud at michaudm@asme.org