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and novel sophisticated products. The advantage is realized as a business tool for quicker market penetration. In this paper, the preliminary information for the strategic standardization activities is introduced by presenting several subjects: An overview of standardization, the strategies of standardization for market expansion

closely combined with Intellectual Property, and "New Market Creation Standardization System" specifically designed for smaller enterprises which is supported by Ministry of Economy, Trade and Industry based on the policy, "Public-private Strategy for Standardization". Also some notable examples of the strategic activities are included.