From the historical point of view, standards have played an important role in the development of the economy, as they provide additional support based on knowledge and innovation. Standardized products and services have huge potential for international trade and minimize technical barriers between countries. On a societal level, standards impact everyday life in a variety of ways; crucially, in the transfer of knowledge and experience.

The voluntary nature of standards, enshrined by national law, is an especially important instrument for the sustainable development of the national economy.

Almost all Georgian standards are identical to international and European standards, including standards connected to the Sustainable Development Goals (SDGs). Some of them translated into the national language (IDT) adopted by active participation of relevant national standardization technical committee.

Standards popular among stakeholders: (i) ISO 22000 - Food safety management helps organizations to identify and control food safety hazards (SDG 2 Zero Hunger); (ii) ISO 50001, Energy management systems - Requirements with guidance for use, helps organizations of all kinds to use energy more efficiently, through the development and implementation of an energy management system (SDG 7 Affordable & Clean Energy); and (iii) ISO 45001, Occupational health and safety management systems - Requirements with guidance for use, designed to help companies and organizations worldwide protect the health and safety of those who work for them (SDG 8 Decent Work and Economic Growth).

The National Standards Body provides information and standards to all interested persons, including Small and Medium-Sized Enterprises (SMEs), as well as information on Georgian standards published on the webpage and social media.