Overcoming TBT for ICT products is possible!

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How to make ‘Globally Compliant’ IT products

Experienced Manufacturer
SAFE and LEGAL
- Standards Worldwide
- Testing and Certification
- Marking requirements
- How to make it available

Unexperienced Manufacturer
- Design the product for his own country
- Strive to address TBT

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All ICT businesses face the same barriers
(But SMEs and businesses from least developing countries are at a disadvantage)

Global Market Access  Compliance over Product life-cycle
Non Discrimination principle  > Conformity assessment proportional to risk

1 (global) standard 1 (global) test 1 (global) sDoC
+ Supporting documentation

Work to assess compliance

Work to show compliance

Country Approval

Work to enter the market
Sample testing
Registration, localization
Shipment verification
Factory/certificates...
Complexity,
Time to Market

Work to stay in the market

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Opportunities

Market Access know-how for Economic Operators

Reduce redundancy on Conformity Assessments

Attention to Marking requirements and E-labeling

Cooperation Industry-Governments is a key to identify and address issues timely
THANKS!

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Back-up slides
Addressing a Global Market with ever-increasing requirements...

Country A  Country B  Country C  Result: Maximum requirements

Regulation, Standards, Conformity Assessment

Regulation, Standards, Conformity Assessment
Global Conformity Assessment: IT industry vision (and benchmark)

1 standard
Worldwide
1 test
1 sDoC
Industry vision on Conformity Assessment

- Time to market, Complexity, Localization Certification and administrative costs
- Identify elements that help to reduce barriers
- Harmonization; Self Certification, Simplicity; Quicker Market Access

Conformity Assessment Models
E-labeling key concepts

Manufacturer can choose among traditional label or elabeling

Same label requirements but on different media

On Product | On Screen
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Marking on the product

Distant Marking on Packaging