

Common issues faced in the certification process

Electrical and electronic products

Despite reduced trade barriers, businesses seeking to bring electrical or electronic products to global markets still face the hurdle of “technical trade barriers”; also known as product testing and certification requirements demanded by individual governments.

As compliance requirements are dependent on the specific markets involved, separate sets of approval must be obtained by manufacturers.

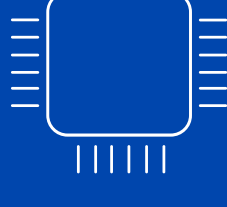
In certain countries, compliance requirements are also constantly being updated and expanded upon, making it difficult to frequently keep track of changes.

In the event of a rejection, non-compliant products have to be redesigned or re-engineered, leading to operational delays and revenue loss.

Manufacturers may also face potential legal consequences if custom officials in the target market impound or deny access to such products.

This is where Global Market Access (GMA) comes into play. It serves as a systematic process of managing compliance with regulations to allow manufacturers to gain access to global markets, essentially reducing costs and time required for marketing products.

Varying Requirements for Critical Component Certificates



Every country has different requirements for critical components - some may request **independent component certificates** during the certification of a host product, as the different components of a product may have different requirements.

For example, in Korea, all electrical apparatus subject to compulsory certification are required to affix the KC Mark Certification, even after getting third-party certifications. In countries outside of Korea, the same components may only require standardized third-party certifications.

Difficulty in Identifying the stakeholders applicant

It may be confusing as to who the applicant should be in the certification process. Depending on each country's requirements details in the process may differ.

For example, **an applicant can be the importer**, such as in the case of the SALEEM Scheme in Saudi Arabia, where a local representative is required to submit the application, **or the manufacturer**, such as in the case of the South Korean KC Mark Certification, where a local manufacturer has to submit the application, and undergo factory inspections and product testings.

It is important to take care when listing the applicant on the CB test report as problems may arise if country certificates are issued incorrectly based on the information stated in that document.



Inaccurate Artwork Labelling

Artwork refers to product packaging and user manuals. Each country has specific labeling or marking requirements to be placed on the artwork. In the event of inaccurate or insufficient artwork labeling, businesses may face issues during customs clearance or market surveillance.

For example, in China, a **CMIIT ID** (a unique authorization number assigned by the China Ministry of Industry and Information Technology) must be shown on labels or artwork for wireless electronic products before market clearance is approved.

Preparing a Shipment Document for Customs Checks

The regulatory bodies of some countries are linked to their customs clearance database. In addition to the product, a **certificate or shipment inspection document** is required during a customs check. Some countries may also require a HS code, or Harmonized Commodity Description and Coding System to be displayed on the certification or shipment inspection document.

For example, in Russia, depending on the product, an additional RF import permit (RFC) (*customs license when importing goods into the Customs Union territory of the Eurasian Economic Union*) must be obtained from the State Commission for Radio Frequencies or Ministry of Trade and Industry.



Market Surveillance Issues

Each country has its own set of market surveillance rules that may result in product recall and penalties if not abided by. Where any non-conformity to the rules is found in the local market, overseas manufacturers of the product may also risk losing future orders as well.

Countries like South Korea, Philippines, Thailand, Vietnam and more, all conduct market surveillance to examine certified products, and to guarantee that they meet certification standards.

How TÜV SÜD help you

Interface with regulators

When needed, TÜV SÜD offers access to local representation for clients lacking a presence in their target market countries by serving as an interface between them, government organizations and certification bodies. Applications will be prepared on the client's behalf, and post-submission follow-ups will be performed by TÜV SÜD with the relevant authorities and certification bodies.

Tailored solutions

TÜV SÜD provides experts that understand each manufacturer's unique approval requirements to advise on specific countries' compliance requirements and approval strategies, thus saving precious time and resources in the process of introducing products to global markets.

Product testing

In accordance with required test standards, TÜV SÜD performs testing for a single product or a family of products. Test data will be reviewed to ensure compliance, and necessary design changes will be communicated to clients.

Certification

TÜV SÜD is accredited by country authorities as a certification body or a notified body. As a certification or notified body, we have specific product scope and continue to expand our scope to ensure better reach for customers.

Global Knowledge Bank

With a network of offices worldwide, TÜV SÜD guarantees a unique level of competence in individual country requirements. We serve as a regulation database for different products and countries, and are well-versed and well-abreast in various national requirements, policies and technical regulations.

As a globally renowned solutions provider, TÜV SÜD has crafted strong relationships with regulators and national certification bodies in key markets around the world. As such, we are able to confidently act as an international regulatory approval department for businesses around the globe.

To take the guesswork out of GMA, access our E-Book for the latest updated country guidelines and information. In the event of doubt on whether you require the assistance of a professional GMA partner, try out this quiz to test your knowledge on GMA requirements and determine your next steps.

Work with TÜV SÜD for all of your Global Market Access needs



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Inspire trust.

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