



EFTA Workshop on Certification and Marking for Europe
Brussels, 11 June 2008

I. General information and practicalities

Information folder

This folder provides useful background information on EFTA as well as information regarding today's seminar, including the program, list of participants, short biographies of the speakers and information about the organisations/companies, from where the speakers come.

The folder includes info sheets on the EEA as well as the Annual Report of EFTA and the most recent edition of The Bulletin on programs.

Please note that the speaker's presentations will be available on the EFTA website **after** the workshop, see www.efta.int/content/eeaseminars. While there, be sure to browse the EFTA website for further useful and up to date information (www.efta.int).

Questions & Answers

We have asked every speaker to allow time in their presentation for questions and answers. We kindly ask you to use the portable microphones made available on each side of the room.

Lunch

The lunch in the Workshop will be held in the Hotel restaurant, first floor.

II. Presentation of speakers (in order of appearance)

Morning session Wednesday 11 June 2008

Kåre Bryn, Secretary-General of EFTA

- Kåre Bryn was appointed Secretary-General on 1 September 2006
- The Secretary-General has had a long career in the Norwegian Ministry of Foreign Affairs. Before becoming Secretary-General, Mr Bryn was the Norwegian Ambassador to the Netherlands.
- Previous to this, he served as Ambassador and Permanent Representative to the European Free Trade Association (EFTA) and the World Trade Organisation (WTO) in Geneva, Director-General of the Department for Natural Resources and Environmental Affairs within the Ministry of Foreign Affairs, and First Secretary and Counsellor to UNCTAD, GATT, ECE at the Permanent Mission of Norway in Geneva.

The Workshop will be co-opened by Kåre Bryn, Secretary General EFTA, and Heinz Zourek, Director General European Commission - DG ENTR.

Heinz Zourek, Director General in DG Enterprise and Industry

- After being acting Director General from September till November 2005, Heinz Zourek has been appointed Director General in DG Enterprise and Industry on 9 November 2005.
- From May 2001 till August 2005 he has been Deputy Director-General in DG Enterprise and Industry.
- He has been in charge of the Directorates: C - Regulatory policy; D - Innovation policy; E - Promotion of SMEs' competitiveness and H - Aerospace, security, defence and equipment.

- From September 1995 to April 2001 he was Deputy Director-General of the Internal Market DG.
- His main responsibilities were free movement of goods and services, public procurement, regulated professions, industrial and intellectual property rights and postal services. He was also in charge of the infringement procedures and parliamentary affairs as horizontal task for the whole DG.
- From 1993 to 1995 Heinz Zourek was a member of the College of the EFTA Surveillance Authority created by the Agreement on the European Economic Area (EEA). His portfolio contained state aids and monopolies, public procurement and free movement of persons.
- Between 1990 and 1993 he worked for the Confederation of Austrian Trade Unions as Director of the Economic Policy Department.
- Mr Zourek started his professional life in the Chamber of Labour in Vienna where he became Director of the department for "External Trade and European Integration".
- He was born in December 1950 in Vienna and qualified as an economist at Vienna University.

The Workshop will be co-opened by Kåre Bryn, Secretary General EFTA, and Heinz Zourek, Director General European Commission - DG ENTR.

Chris Evans, director of Consumer Research Associates

- Chris Evans, the author of the EFTA study: *Certification and Marks in Europe*, is a Director of Consumer Research Associates Ltd ("CRA") a UK based consultancy specialising in product policy research. The Principals of CRA have worked in this field for more than 25 years and are currently working on product policy and strategy issues with the European Commission, the UK Government and a number of EU NGOs.

Chris Evans will present the report of the "EFTA study on Certification and Marks in Europe"

Tore Nyvold Thomassen, senior officer of EFTA

- Tore Nyvold Thomassen is a Senior Officer in the Free Movement of Goods Division in the EFTA Secretariat in Brussels. He has been the project manager for the EFTA study on “Certification and Marks in Europe”, and for this workshop “Certification and marking for Europe”.
- Before starting in EFTA in January 2006, he was the Counsellor for Industrial Affairs at the Mission of Norway to the EU for almost 4 years.
- From 1988-1992 and from 1999-2002 he worked for the Norwegian Ministry of Trade and industry in Oslo. From 1992 -1999 he worked for the EFTA Surveillance Authority in Brussels.

Tore Nyvold Thomassen will present few factual highlights from the report of the “EFTA study on Certification and Marks in Europe”

Per Christensen, TransElectro

- Per is has a B.Sc. in Electrical Engineering.
- He has worked in TransElectro A/S for last 12 years, after Graduating from The Engineering College of Aarhus.
- He is responsible for sales, development, and construction for TransElectro A/S and its subsidiary companies.
- He is also a Part owner of TransElectro A/S, since 2001, where he and his partner made a management buy out.

Per Christensen will address the topic and/or answer the question: A manufacturer's experience with multiple certification.

Adrian Harris, Secretary General, Orgalime

- Adrian Harris was born in 1952 and studied in a number of countries before obtaining an M.A. in languages from Jesus College Oxford University, and an MBA from the Catholic University of Leuven where he majored in finance.
- He started his career in 1975 as project manager with BECSA and ILPA, two Belgian general contractors. In 1982, he joined UNIBRA, an agro-industrial group with extensive overseas interests. From 1991 on, Adrian Harris worked for De Smet Engineers and Contractors, a global SME which is the world leader in the supply of plants to the vegetable oil industry participating in the launching of the "Malt, beer & beverage division."
- He joined Orgalime, in 1996, starting as Senior Advisor, before being nominated Deputy Secretary General and in October 1999, Secretary General, managing a team of some 20 executives and support staff.

Adrian Harris will address the topic and/or answer the question: What has already been achieved with regard to free movement and product safety? Which main challenges do we face today? Have increased imports from Asia created new challenges? Are all product sectors equally exposed to safety problems?

Tania Vandenberghe, programme manager for ANEC

- Tania Vandenberghe is the Programme Manager responsible for the Safety of Domestic Appliances (electrical appliances, gas appliances and machinery) and for Child Safety within ANEC. Tania joined ANEC in 1995, the year it was set up. She represents ANEC in several European Commission Working Groups, e.g. the Committee under the General Product Safety Directive, the Low Voltage Directive Working Party, the Expert Group on Toy Safety, the PPE Working Group and the Machinery Working Group.

- In the beginning of the 1990s, she worked as Technical Adviser at the Research and Information Centre of the Belgian Consumer Organisations (CRIOC), where she was responsible for product safety and for issuing the EHLASS (European Home and Leisure Accident Surveillance System) Annual Reports for Belgium.
- Tania is an engineer in chemistry and biochemistry.

Tania Vandenberghe will address the topic and/or answer the question: What are consumer needs/expectations with regard to safe products? What is the contribution of certification and marking. Can certification and marking meet these needs/expectations alone?

Paul Skehan, director of ERRT

- Paul joined the ERRT as Director on 1 October 2007.
- Prior to that he acted as Deputy Secretary General of Eurochambres for 10 years. Before joining Eurochambres, Paul worked as CEO of the Chambers of Commerce of Ireland, having spent several years before that in the Irish Industrial Development Authority – responsible for attracting, and developing industry in Ireland.
- He has a Bachelor of Commerce degree from University College Dublin, and an MBA from UBI/Mercer University.
- As a student, he also worked as a chimney sweep, proof reader, house painter, grape picker, seller of In Dublin magazine and merchandiser.

Paul Skehan will address the topic and/or answer the question: How do distributors ensure safe products? What is the contribution of certification and marking? What are your expectations vis-à-vis the certifiers?

Loucas Gourtsoyannis, NORMAPME

- Loucas Gourtsoyannis has worked as industrial research scientist at SIDBEC DOSCO in Canada reaching within three years the level of Head of Steelmaking Research. He has co-ordinated the transfer of university research on addition making to the steel shop floor, he has developed a novel technique to analyse DRI and contributed to the improvement of a number of industrial procedures.
- After a short university teaching and research consulting experience he moved to Greece where he was responsible, in his role of managing director, for the creation and the running during the first five years of the Metallurgical Industrial Research Centre MIRTEC. He supervised the start up, the first phase of investment, the hiring of research personnel of forty, the networking of MIRTEC in the European research circuit, the preparation and execution of a number of research projects funded by the EC or the Greek Government and the building of a strong industrial clients base. Working with both SME's and large industry he has also supervised technology transfer projects and the start-up of spin-offs.
- In 1992 he founded LOGOTECH SA, and he has served as president, while now he is member of the board, The company has developed into a small consultancy with strong experience in innovation, technology transfer, technology policy, research, environmental impact, industrial investment and evaluation of funding programmes.
- As of December 2000 he works as the director of NORMAPME the European office of SMEs and the craft industries for standardisation

Loucas Gourtsoyannis will address the topic and/or answer the question: Certification and marking in an SME perspective.

Dr. William Schubert test engineer with LGA QualiTest GmbH

- William has a education of Electrical Engineering
- He has also a Doctorate on a subject concerning medical engineering

- He has been a test engineer with LGA since 1986
- He was head of the department of safety-technical tests of products and appliances with LGA in 1992
- Since 2000 he has been the head of the Products Division. In the Products Division we are responsible for testing and certification of consumer products, above all in the range of safety (in the field of electricity, mechanics and chemistry) but also of testing the usability of products.

William Schubert will address the topic and/or answer the question: How does the certification industry respond to stakeholders' needs and expectations? How does this industry ensure that its services do not undermine the meaning of the CE marking?

Graham Talbot, Vice-Chair of EA

- Graham Talbot is the Vice-Chairman of the European cooperation for Accreditation (EA), which is the Association of Nationally-recognised Accreditation Bodies of the Member States of the European Union (EU) and of the European Free Trade Association (EFTA), and of formally identified candidate countries.
- He is also the Technical & External Affairs Director of the United Kingdom Accreditation Service (UKAS), and is a member of the Executive Board of the International Laboratory Accreditation Cooperation (ILAC).

Graham Talbot will address the topic and/or answer the question: What is the role of accreditation in the context of free movement of safe products in Europe?

Jacques McMillan, European Commission - DG ENTR C1

- Jacques has a degree from Edinburgh University (UK) and also a Doctor in Law, from Paris University (F)
- In 1974 Jacques enters the Commission in the field of the elimination of technical barriers to trade. Sets up DG infringements infrastructure for non implementation of CE legislation by Member States.

- He is responsible for the negotiation and first implementation for the "Standards and technical regulations procedure (directive 83/189). Now the 98/34 directive. He is also responsible for the drawing up and first implementation of the New Approach to technical harmonisation and standardisation. Inter service coordination. In addition he is responsible for the drawing up and implementation of: the Approach to testing and certification. Complement to new approach (Head of Sector). Inter service coordination.
- Jacques was appointed Head of Unit in DG III responsible for quality policy, certification and conformity marking. Chaired the WTO Committee for the revision of the WTO TBT Agreement. Defined EU technical assistance programmes and MRA negotiations with third countries.
- In 1994 he was granted the J. Wijmans Award (by KEMA) for "exceptional merit in the field of international standardization, certification, regulation and quality".
- From 1998 - 2007 he was appointed head of several Units: Unit DG XXIII/B/1 responsible for Business Information and Communication.(including business support networks - BC Net/BRE/EIC) Management of the networks; Unit "Business cooperation and Community business support network development" in the Enterprise Directorate-General. (including business support networks - BC Net/BRE/EIC and BIC). Management of the networks and of Unit "Legal aspects linked to the Internal Market" in the Enterprise and Industry Directorate General to present proposals to revise and complete the new approach
- In 2007 he was appointed Head of Unit "Regulatory policy for the free movement of goods". In February 2008: adoption of the internal market goods package: the Regulation on accreditation and market surveillance and the Decision on a new legislative framework

Jacques McMillan will address the topic and/or answer the question: Regarding an overall approach to safe products, what are the "tools" available?

Jóhannes Thorsteinsson, chairman of the Study Steering Committee

- Jóhannes has a university degree Linguistics.

- He was the founder of Staðlaráð Íslands in the year 1987 and was director from that year till he joined EFTA in 1998.
- Jóhannes worked for the EFTA Secretariat, in Standardisation and conformity assessment, from 1998- 2006.
- He was the chairman of the Steering Committee of the “EFTA study on Certification and Marks in Europe”.
- Now Jóhannes works as a counsellor.

Jóhannes Thorsteinsson will steer the question and discussion session in the Workshop.

III. Presentation of speakers (in order of appearance)

Afternoon session Wednesday 11 June 2008

Christel Schaldemose, MEP

- Christel is a member of the European Parliament for the Socialist group since 2006.
- She has M.sc. in history. Worked as secretariat director of the Danish Adult Education Association from 2001-2006 and has been working with adult education since 1992.
- Christel is one of the Rapporteurs in the EP on the New Legal Framework for the Marketing of Products (NLF)

Christel Schaldemose will open the afternoon session and address the topic and/or answer the question: Why did the EP request a study on the possibility of a European consumer safety mark?

Paul Coebergh van den Braak, BUSINESSEUROPE

- Paul Coebergh van den Braak is with Philips where he is globally responsible for formal standards and regulatory affairs at corporate level. He is chairman of the BUSINESSEUROPE working group for Free Movement of Goods on the internal Market.
- He holds masters in Mathematics and Business Administration and has over 25 years of experience in various companies including products, projects and service businesses, small, mid size and large companies, and professional as well as consumer markets.
- The majority of his career he was in various managerial positions in product and technology development. He holds his present position since mid 2006.

Paul Coebergh van den Braak will address the topic and/or answer the question: What is the response from manufacturers to having a European consumer safety mark?

Enda McDonnell, CEN Certification Board

- Enda is director of standards at the National Standards Authority of Ireland, NSAI, in the 1 Swift Square
- At this Workshop Enda will be representing CEN as the Chairman of the CEN Certification Board from Jan 1, 2008 , at this Workshop. He has been a member of the CEN CA (Board) since the year 2000 and became Chairman of the CEN Certification Board this year, succeeding Ivar Jachwitz of SN (Standards Norway).
- CEN, the European Committee for Standardization, was founded in 1961 by the national standards bodies in the European Economic Community and EFTA countries.
- This year 2008 was also notable for the 1st meeting of the European Forum for Conformity Assessment (EFCA) on 16th May at the EFTA Offices, chaired by Enda McDonnell, your speaker today.

- The European Forum for Conformity Assessment is a high-level forum made up of European stakeholders concerned with conformity assessment & related activities and facilitated by CEN.

Enda McDonnell will address the topic and/or answer the question: Could the Keymark provide a contribution to product safety and/or free movement in Europe?

Mike Vint, president of OBE

- Following a 30 year career in manufacturing that embraced all aspects of General Business Management, Mike Vint joined BEAMA, the British and Allied Manufacturers Association, managing a portfolio of manufacturing Trade Associations.
- Mike became the Managing Director of the British Electrotechnical Approvals Board (BEAB) in 1998 and became the Chief Executive of ASTA BEAB Certification Services when BEAB and ASTA merged in 2004.
- Since being elected as President of EEPKA in Spring 2003, Mike Vint has striven to develop the European Certification of Electrical Products and simplify its many European Schemes, an activity that resulted in the launch of an Expanded ENEC Mark in May 2008.
- Throughout his career Mike has pursued an interest in environmental matters and was awarded the OBE for his Services to Energy Efficiency in 1994.

Mike Vint will address the topic and/or answer the question: What are the success factors for a European Mark and what are the benefits of expanding the scope of the European ENEC Mark for electrical products?

Dr. Reidar Kuvaas on behalf of Ketil Stokke-Johnsen, NEMKO

- Mr Stokke-Johnsen joined Nemko as Sales Manager in 2006 and accepted the position as General Manager for Nemko Norway in early 2008.
- The paper will be presented on his behalf by Dr Reidar Kuvaas, who served as the President of the Nemko Group from 1995 till 2007. He has an engineering degree from the Norwegian Institute of Technology and a Ph.D. degree in Electrical Engineering from Cornell University. He has held top level management positions in research, research administration and industry for the past 30 years.

Reidar Kuvaas will address the topic and/or answer the question: What is the response of the certification industry to European needs in a global perspective? How can branch offices in China contribute?

Jacques Beslin, Deputy General Manager of AFNOR Certification

- Jacques Beslin is the Deputy General Manager of AFNOR Certification
- He is also a member of CCB (Cen Certification Board), expert in certification process at ISO/CASCO and member of the french accreditation body, COFRAC.

Jacques Beslin will address the topic and/or answer the question: What can ISO offer Europe?

Jan Deconinck, Chairman of Prosafe

- Jan Deconinck from Belgium, graduated with a Masters degree in applied Sciences from the Free University of Brussels (VUB) in Belgium.
- In 1996 he became active as a market surveillance officer for the Belgian Federal Ministry of Economy and in this capacity gained experience on a wide range of subjects including general product safety, the safety of toys, services, lifts, gas distribution and transportation (pipelines).

- Jan Deconinck was the Advisor on Consumer Safety to the Belgian Deputy Prime Minister and Minister of the Budget and Consumer Affairs during the years 2003-7. Presently, he is the Coordinator of the Belgian Central Contact Point for Consumer Products and Chairman of the Prosafe organisation. Prosafe is an organisation set up to promote the market surveillance of consumer products. Mr Deconinck is also one of the contributors to the EMARS project assisting on the work package dealing with the Rapid Advice forum.

Jan Deconinck will address the topic and/or answer the question: The role of market surveillance? Counterfeiting of marks??