

Organizer:



Co-organizer:



Founding Member of Asian Network for Quality (ANQ)
Founding Member of World Alliance of Chinese Quality (WACQ)

Webinar on: Ways to maximize your product expansion to untouched markets

21 May 2024 (Tue), 3:00pm – 4:00pm

Introduction	<p>In today's global marketplace, the products you manufacture, distribute, or retail are subject to numerous product safety standards and industry requirements. Conforming to local requirements is typically mandatory before your products can be sold in most markets. Particularly in recent years, the traditional exporting to North America and Europe has become increasingly competitive. Beyond the mature markets you've developed, have you considered the key questions you should ask yourself before exploring emerging markets?</p> <p>In this webinar, our speaker will share his insights on the key considerations and latest requirements for electronic products when you are exploring several emerging markets, e.g., South America and Asia, as well as the CB scheme, ETL Mark, and CE Mark. Samson will also share some programs that can help you to explore the opportunities with minimal efforts.</p>	
Speaker	<p>Samson Leong Senior Manager, Electrical, Intertek Hong Kong</p> <p>Mr. Leong has over 20 years of technical experience in conformity services. He is familiarized with different international and national standards of electrical technologies from end-products to components, including US/EU markets to Asia Pacific and other emerging markets. He also has great knowledge of the various standard developments.</p> <p>As an approved certifier for Safety (ETL, SEMKO and CB) and Sanitation (NSF) evaluation in Hong Kong and Sweden for the standards of European Union and United States, he has regularly hosted and spoken for seminars targeted at engineers and professionals in Hong Kong and China with topics about electrical product safety and energy efficiency. Moreover, he has participated in the training on Life Cycle Assessment LCA (ISO 14040) and usage of LCA Software in Netherlands. He also finished the training on GHG Protocol for Low Carbon Manufacturing Program (LCMP) and qualified as the verifier for both manufacturing and management systems.</p>	
Venue:	Webinar via MS Teams	
Fee:	Free of charge, priority for organizing bodies members and supporting organizations	
Max no. of participants:	100 for online (MS Teams)	
Language:	Chinese (Cantonese) (with English Terminology and Presentation Materials)	

For Registration, please click [here](#) or visit the following link:

<https://forms.gle/bfZsoycxwWFAYknZA>

Deadline for enrollment: Friday, 17th May 2024

Don't miss this opportunity. Number of seats is limited. ACT NOW!