

Organizer:



Co-organizers:



(The company logos are listed in alphabetical order)

# A Pathway for Smart Products Towards 21st Century

Technology evolution drives for digitalization and mobilization which changes the business models, product design and people’s lifestyles. In the new era of “Smart”, how can we grasp the market opportunity and make breakthrough to sustain our business and create values for our end-customers?

CMA Testing, being the core of the Alliance Group, is going to join-hand with five alliance partners in organizing a seminar during the Hong Kong Electronics Fair (Autumn Edition) to bring experts and practitioners together to share the SMART products, to SMART markets and SMART system in the 21st Century, thus driving business and building consumers’ interest.

**Date** : 15 October 2018 (Monday)

**Time** : 14:45 – 17:30 (Registration at 14:30 – 14:45)

**Venue** : Hong Kong Convention and Exhibition Centre, S227



**Language** : English

**Event Details:** *Scan QR Click the QR code*

**Admission** : Free

**Online Registration** : <https://page.bsigroup.com/l/73472/2018-09-20/fdm8s2>

**Remarks** : Attendee will be entitled a certificate of attendance upon completion of seminar.



**SMART  
Product**



**SMART  
Market**



**SMART  
System**

**British Standards Institution**  
23rd Floor, Cambridge House  
Taikoo Place, 979 King’s Road  
Island East, Hong Kong

**Enquiry**  
Ms. Ming Tang  
Assistant Marketing Manager  
Tel: +852 3149 3324  
Email: haming.tang@bsigroup.com

# Seminar Agenda

14:45 – 14:55 **Opening Remarks**  
*CMA Testing & Certification Laboratories*

14:50 – 15:00 Group Photo with Co-organizers

**Connected (Smart-Enables) Appliances – Product Safety in US**  
**Mr. Kelvin Tsoi**, Principal Engineer  
*Underwriters Laboratories (UL)*

15:00 – 16:00 **Overview of Latin American Market Requirements on Smart Appliances**  
**Mr. Ricardo Lourenço**, Director & General Manager  
*Instituto Falcão Bauer da Qualidade (IFBQ), Brazil*

**Passport to Japan Market - PSE and JIS marks**  
**Mr. Hidetaka Ozawa**, Chief Regional Officer Europe  
*Japan Quality Assurance Organization (JQA) Euro Office*

16:00 – 16:15 Break & Networking

**Getting GDPR Stay Compliance Continuously with Useful Management System Tool - BS 10012 (Personal Information Management System)**  
**Mr. Ricky Ng**, Acting Sales and Marketing Director  
*British Standards Institution (BSI)*

16:15 – 17:15 **Shopping 4.0 – The Rocky Path to a High-Quality Product**  
**Mr. Michael Wenzel**, Global Key Account Manager  
*VDE Testing and Certification Institute (VDE)*

**DoE/CEC Regulation for Battery Charging System**  
**Mr. Derek Leung**, Manager of Electrical Division  
*CMA Testing & Certification Laboratories*

17:15 – 17:25 **Q&A Session**

**End of Seminar**

*Note: Organizer reserves the right to alter the programme details without prior notice*

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