

FIBA business lunch May 2019

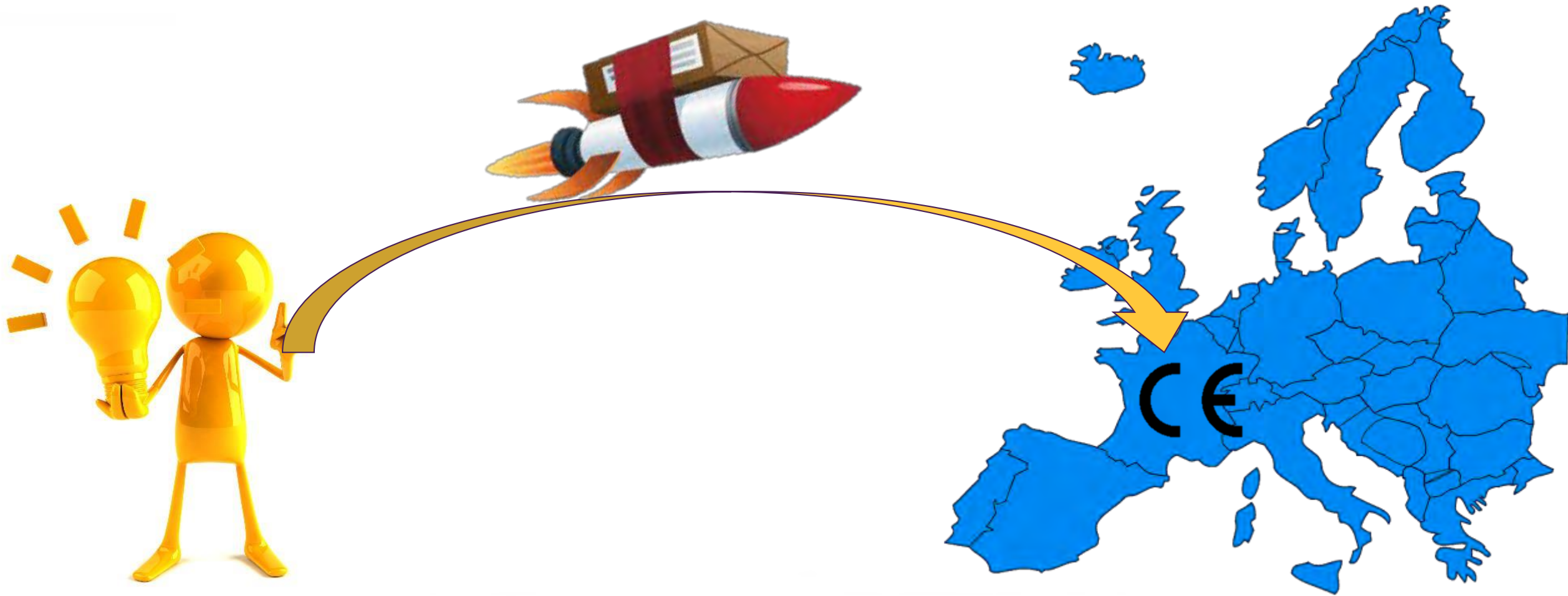


Exploding the myths of European Union product development

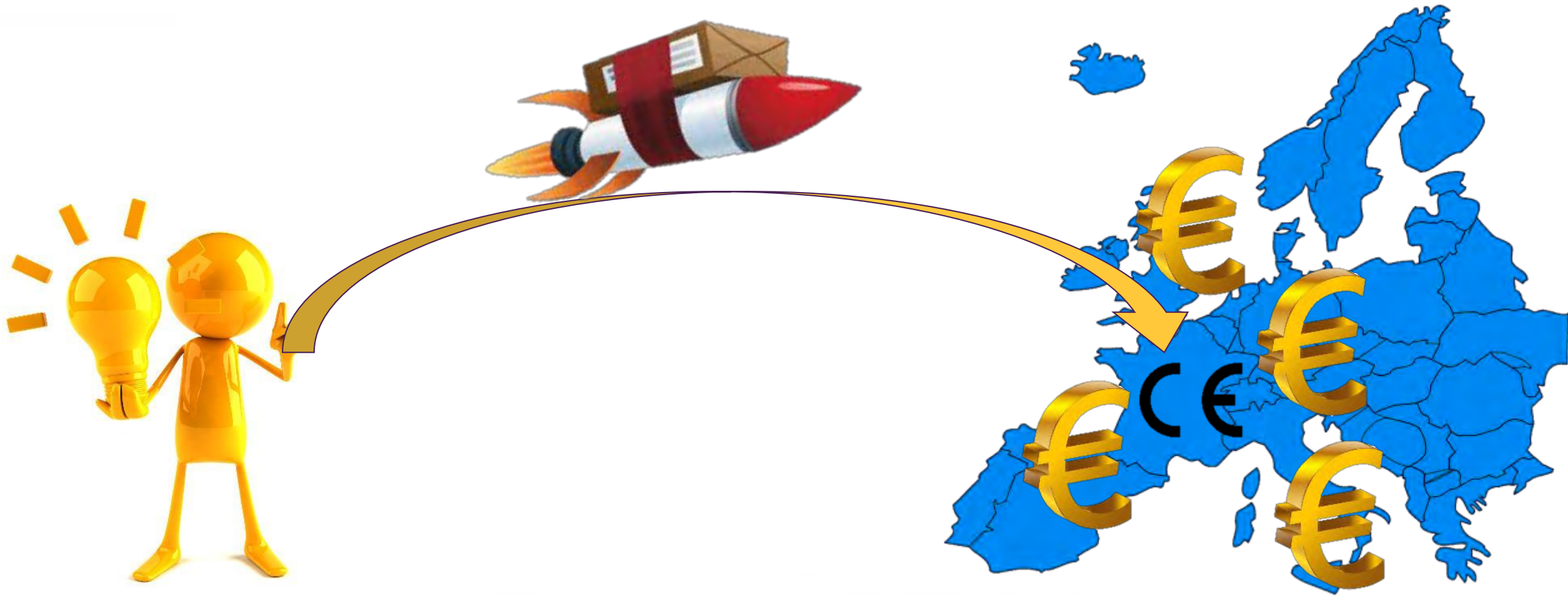


- New product Launch
- Customers' requirements
- Impact of trends on New product development (NPD)
- Regulation

The Dream



The Dream



The reality



Customer

CE

Market surveillance
authority

REACH

Directives

Quality
management

Norms

Regulations

After Sales

Trade laws

Consumer
trends

Customs

Transportation
(ADR)

Customer



reddot award 2016
winner



Customer



Customer

Kingfisher

REWE



amazon

DECATHLON



The basics: CE

Good news: the UK is still part of it !!

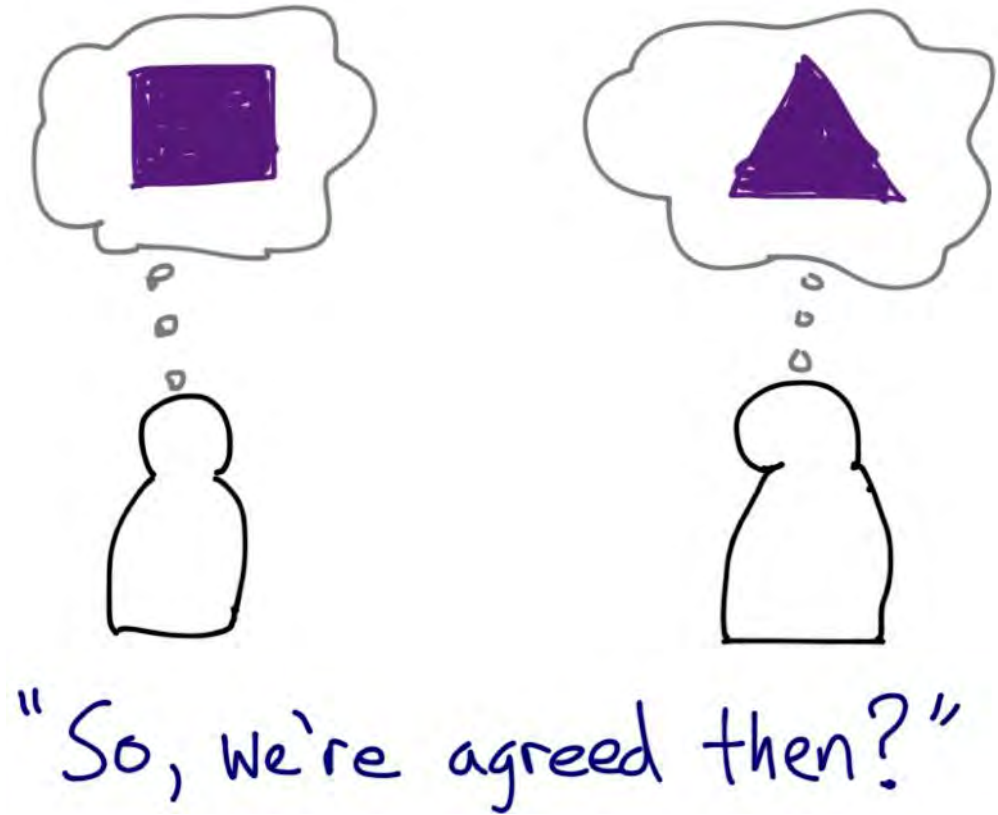
Document CEN/TC208 N393 sent dec 10th, 2018
Related to 'Impact of Brexit on CEN membership'



In order to ensure the stability of the European standardization system and to provide legal certainty and continuity at technical and policy level to all the experts contributing to the development of European standards, CEN and CENELEC agreed, at their General Assemblies of 23 November, to apply a transition period from the date of Brexit (expected to be 29 March 2019) until 31 December 2020.

During this transition period, BSI will continue to have its full member's rights and obligations, independent from the political agreement, or otherwise, between the EU and the UK.

Regulation, Directive, CE, norms



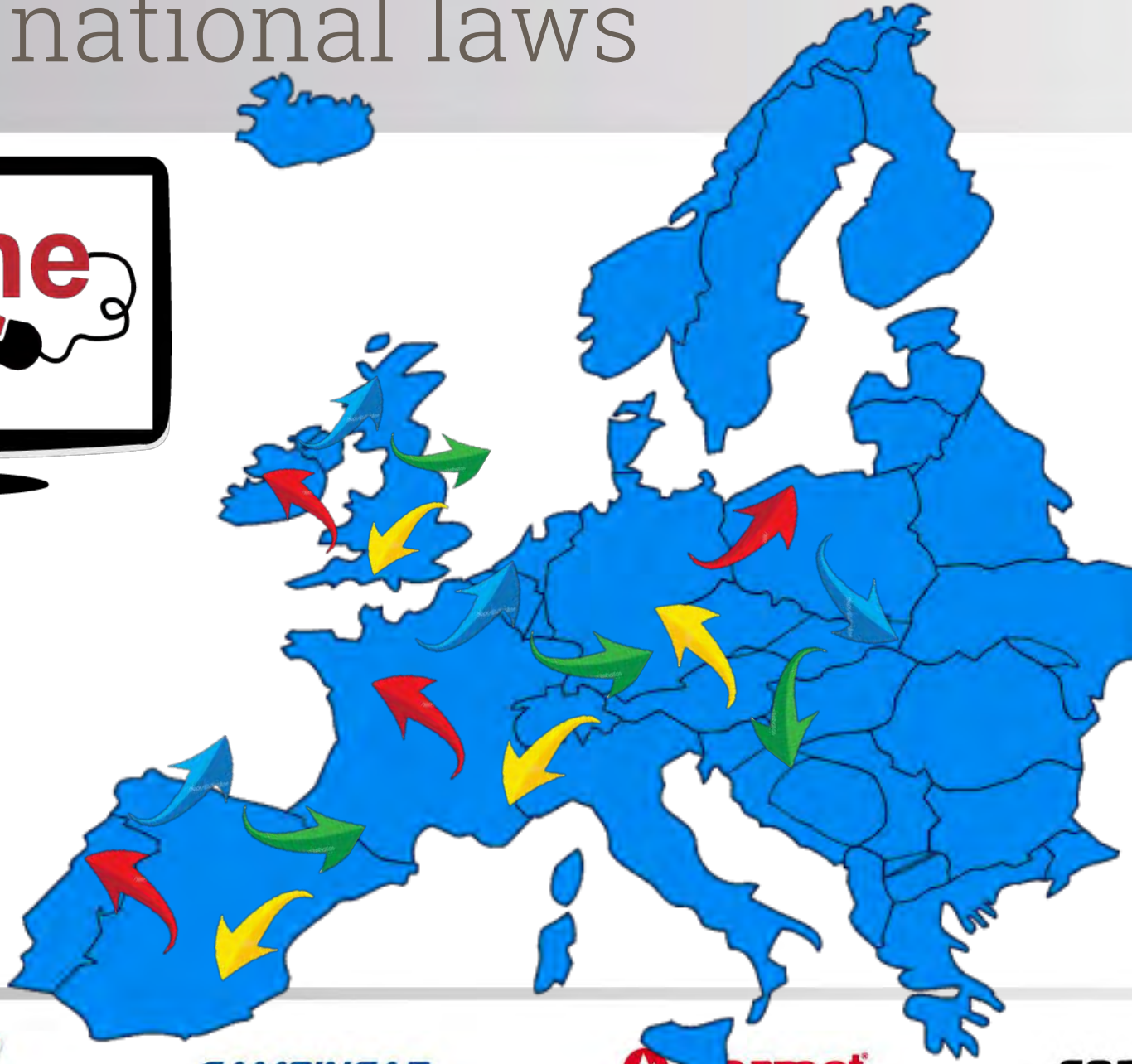
CE



And national laws

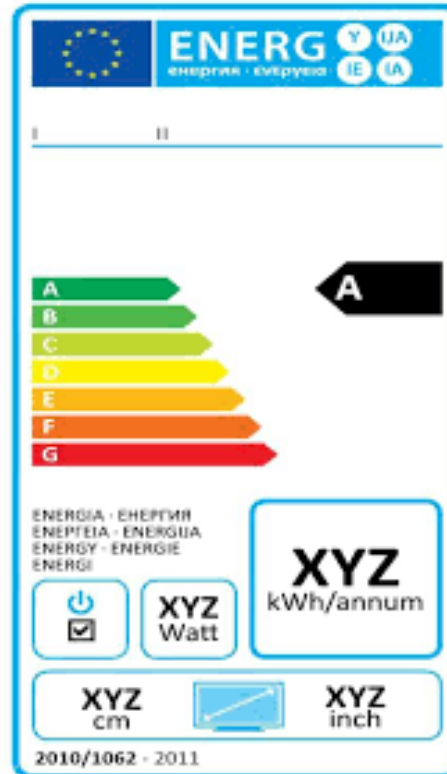


And national laws



Trends

REGULATION



My last words

- ❑ You cannot fight against the regulatory trend, you can only buy time
- ❑ As a brand we need Resources to handle this
- ❑ Follow the trends from consumers & Governments
- ❑ Be prepared and be curious, stay connected.

Thank you!

