

# Market Access to Latin America and Central America

2009-11-26, Nanjing, China

**Organized By:** SIEMIC (www.SIEMIC.com)

**Date/Venue:** 2009-11-26 (Thursday), 9: 30-16: 00, Nanjing

**Registration Contact:** 025-86730128, 86730129, info@siemic.com.cn

**Cost:** 200RMB/Attendee (lunch included)

**Speaker:** Dr. Leslie Bai, FCC TCB Certifier, EU NB Reviewer, Product Certification Specialist

**Who Should Attend:** Product Certification Engineers, Design Engineers, Test Engineers, Product Managers

## About the Seminar

Latin America generally refers to the region from the south of the United States, including Mexico, Central Americas, West Indian Islands and South Americas. Facing the worst world wide economic down turn since 1970's, Latin America still enjoys the "Golden Years". In 2000, only 18 million Latin Americans use Internet, today, 25%, total over 200 million people in Latin America are connected, average increase 32% annually. This is only one sign of the economic growth in this region. Although still large unbalance in this region, 500 million of Latin Americans have made this region one of the strongest economic region in the world. The huge potential market is attracting world wide business. However, it is unparallel challenge to access this market related to the technical specifications, compliance regulations, and process for certification and homologation. This seminar is to present complete guidelines for manufacturers to well prepare for the market access to Latin America, including the first-hand information for Product Testing, Certification, and Homologation. The Seminar will cover eight major Latin American countries (Argentina, Belize, Brazil, Columbia, Ecuador, Peru, Uruguay, and Venezuela) and four Central American countries (Costa Rica, Chile, El Salvador, and Guatemala). The attendees shall bring back with valuable information of the detail process and pitfalls when attempting for Latin American approvals.

## About the Speaker

Dr. Leslie Bai, the Director of Certifications at SIEMIC Testing and Certification, Inc., has over 20 years of experience on Regulatory Affairs, Product Testing and Certifications. Bai is Technical Reviewer and Certifier for FCC TCB, Canada IC, Singapore iDA, and EU Notified Body (CE NB 2200).

## ■■■■■■■■■■ ACKNOWLEDGEMENT ■■■■■■■■■■

We, (company name \_\_\_\_\_) would like to send (Number of attendees: \_\_\_\_\_) people to attend this great seminar held in Nanjing, China, on Product Certifications for Latin America and Central America.

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Mobile phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Number of Attendees: \_\_\_\_\_ Total Investment: \_\_\_\_\_ (RMB)  
Attendee: \_\_\_\_\_ Title: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
Attendee: \_\_\_\_\_ Title: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
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Registration and payment online at: <http://www.siemic.com/Pages/onlinepayment.htm>

# 拉丁美洲及中南美洲国家产品认证体系研讨会

2009年11月26日 南京

**主办单位:** 美国信科检验认证集团, 南京实验室 (www.SIEMIC.com.cn)

**时间地点:** 2009年11月26日 (周四) 9:30-16:00 南京

**联系方式:** 025-86730128, 86730129, info@siemic.com.cn (张小姐)

**费用:** 200元/人(含午餐)

**讲师:** 美国 FCC TCB, 欧盟 NB 审核员和认证师, 国际产品认证专家 **柏立州博士**

**学员对象:** 产品认证工程师, 设计工程师, 测试工程师, 经理等参加。

## 课程说明:

拉丁美洲是美国以南, 包括墨西哥、中美洲、西印度群岛和南美洲地区的通称。面对世界经济增长率从70年代以来没有过的下降, 拉丁美洲大陆的经济走过“金色的5年”。2000年只有1800万拉丁美洲人与因特网连接, 如今拉美的网民增加到1.25亿人, 占总人口的四分之一, 网民增加的速度每年达到32%。这只是拉丁美洲从本世纪开始以后经济扩张的一个迹象。尽管存在巨大的不平等, 拉美大陆的5亿人口正在开始收到昌盛年代的果实。巨大的市场正吸引全球企业的目光, 然而拉丁美洲市场准入具有极大的挑战, 技术规范以及认证流程的复杂性和代价当属世界上其他国家和地区之最。本研讨会旨在为中国企业试图进入拉丁美洲市场提供准确的第一手产品符合性测试, 产品认证, 市场准入资讯。研讨会包括拉丁美洲主要八国(Argentina, Belize, Brazil, Columbia, Ecuador, Peru, Uruguay, Venezuela)和中美洲主要4国(Costa Rica, Chile, El Salvador, Guatemala)产品测试认证准入流程以及所需要的注意事项, 为企业产品顺利进入拉美市场做好充分的准备。

## 讲师介绍

美国 FCC TCB 审核员和认证师, 国际产品认证专家: **柏立州博士**

柏立州 (Leslie Bai) 博士: 美国信科检验认证集团总裁, 1993年-1996年获李光耀奖学金在新加坡南洋理工大学攻读博士学位。1996年-2002年先后在新加坡生产力与标准局和美国戴尔电脑公司担任高级技术主管。2003年成功收购美国朗讯数字微波实验室, 组建美国信科(SIEMIC)检验认证集团。集团总部位于全球高科技的发源地-硅谷, 下设产品检验实验室和产品认证部。是美国联邦通信委员会(FCC)授权的检验实验室和认证机构(TCB)。欧盟 Notified Body, 提供一站式产品检验及全球认证和市场准入服务。并于2006年开始在南京投资建设亚洲地区最大的电子产品检测实验基地, 为中国企业参与全球市场竞争提供本地化服务。

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我单位共\_\_\_\_人报名参加在 南京 举办的 **拉丁美洲及中南美洲产品认证体系** 研讨会;

单位名称: \_\_\_\_\_

培训联系人: \_\_\_\_\_ 联系电话: \_\_\_\_\_ 联系传真: \_\_\_\_\_

移动电话: \_\_\_\_\_ 电子邮箱: \_\_\_\_\_

参加人数: \_\_\_\_\_ 费用总计: \_\_\_\_\_ 元

参 会 人: \_\_\_\_\_ 所任职务: \_\_\_\_\_ 移动电话: \_\_\_\_\_

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