

Get E.U. certification with CE product mark

Canadian companies thinking of exporting products to European Union (E.U.) countries should be aware of the CE mark—a prerequisite to selling certain products in the E.U.

The mark is a general product certification logo that does not belong to a specific product certification organization. It shows that a product meets E.U. health, safety and environmental requirements. Europe's New Approach initiative aims at helping to achieve a single market, with the European community having developed a set of directives which outline common requirements.

As a general rule, all New Approach directives require the CE mark on products. Although the CE mark is essential for certain products in order to access any E.U. member country, there may still be other requirements set by individual member states.

It is estimated that half of the products imported by the E.U. require a CE mark. The directives cover products such as medical devices, telecommunications products, construction materials and elevators. Directives, related information and standard references can be found at

www.newapproach.org/Directives/DirectiveList.asp. Standards can be purchased from the European organizations identified on this site. Alternatively, the Standards Council of Canada recommends Information Handling Services Canada as a domestic source for purchasing standards (1-800-267-8220 or www.ihscanada.ca).

Once it is identified that directives apply to a product, exporters then determine if their products meet the specified European standard or if a comparable standard that meets those requirements can be used. The Standards Council of Canada (tel.: (613) 569-7808, fax: (613) 995-4564, e-mail: info@scc.ca) can help exporters in identifying comparable standards.

However, many products may only require a declaration of conformity. First, exporters need to identify if their products belong to the self declaration category by consulting the related product directives. The higher the risk to health and safety, the greater the likelihood that those products will need to be tested and certified by an approved body recognized by the E.U. in a process called attestation.

Third party conformity assessment may also be required for products that are not covered by the directives. The Delegation of the European Commission to Canada (tel.: (613) 238-6464, fax: (613) 238-5191, e-mail: mailto@delcan.cec.eu.int) can provide exporters with information regarding conformity assessment bodies in Canada that can provide this testing service.

Once products are in conformity with European requirements, the company is authorized to affix the CE mark. That's where the Delegation of the European Commission to Canada can assist.

It is important to retain all technical documentation that relates to the attestation or declaration of conformity in order to protect firms from problems that may arise such as non-compliance or allegations of falsified documents.

For more information, go to www.europa.eu.int/comm/enterprise/regulation/index.htm (E.U. product legislation), or www.europa.eu.int/comm/enterprise/newapproach/legislation/guide/legislation.htm (information on CE mark legislation, see Chapter 7 of the Guide). ✪

Spain-Canada seminar to make connections

MONTREAL — November 17-18, 2004 —The Spanish Institute of Foreign Trade, in cooperation with the Embassy of Spain in Ottawa, is organizing a business seminar to facilitate business connections. The event will take place within the Canadian Manufacturers & Exporters' Annual Convention.

The seminar will include two workshops on cooperation between Spanish and Canadian companies in third markets (Latin America, North Africa and Eastern Europe, etc.), and investments in the Province of Quebec.

Along with the workshops, bilateral meetings with Spanish companies will be offered—an excellent way to

promote Canadian business, network and search for business opportunities. The Embassy of Spain in Ottawa will assist all companies interested in making contacts with Spanish counterparts.


This event is organized in collaboration with International Trade Canada, Export Development Canada, Canadian Commercial Corporation, Investment Quebec and Montreal International, among other institutions.

For more information, go to the Spain-Canada Business Seminar Web site: www.embaspain.ca/montreal2004/index.htm, or contact the Economic and Commercial Office of Spain in Ottawa, e-mail: ottawa@mcx.es. ✪



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