

# A deeper and fairer Single Market



## Single Market for Products: Fresh ideas to unleash the full potential

Albert Borschette Congress Center, Brussels

Friday 17 June 2016

- *How could mutual recognition in the single market for products be improved?*
- *How could the number of non-compliant products in the single market be reduced?*

### Speakers



**Knut Sauerbier**

*Director, Group Intellectual Property Rights  
& Product Compliance*

*BRITA GmbH, Germany*

**Pierre Selva**

*Director, Conformity Assessment & Market  
Surveillance, Global Industry & Government  
Affairs Strategy*

*Schneider Electric, France*



**Camilla Hjermynd**

*Head of Division, International Relations,  
Danish Business Authority*

**Michael Cassar**

*Head, Market Surveillance Directorate –  
Technical Regulations Division*

*Malta Competition and Consumer Affairs  
Authority*



**Jacques Pelkmans**

*Senior Research Fellow  
CEPS, Belgium*

**Christopher Hodges**

*MA PhD FSALS, Professor of Justice Systems,  
and Fellow of Wolfson College*

*University of Oxford*



# Single Market for Products:

## Fresh ideas to unleash the full potential

Friday, 17 June 2016 – CCAB Room 0A

### Draft programme

9:00	Registration and breakfast	14:00	Workshops
9:30	Keynote address <i>Antti Peltomäki, Deputy Director-General, DG for Internal Market, Industry, Entrepreneurship and SMEs</i>	❖ <i>Workshop 1 – Proving and assessing lawful marketing of products in other Member States: a more practical approach</i> <i>Moderator: Tania Pauwels</i>	
9:45	Practical information		
10:00	What's wrong with mutual recognition? ❖ <i>Is mutual recognition functioning well for businesses?</i> <i>Knut Sauerbier</i> ❖ <i>Applying mutual recognition: not an easy task</i> <i>Camilla Hjermind</i> ❖ <i>Mutual recognition: a different perspective</i> <i>Jacques Pelkmans</i>	❖ <i>Workshop 2 – How to make mutual recognition a practical tool for businesses</i> <i>Moderator: Annette Dragsdahl</i> ❖ <i>Workshop 3 – How could SMEs be helped to comply with EU product rules?</i> <i>Moderator: Catherine Van Reeth</i> ❖ <i>Workshop 4 – How could market surveillance across borders be strengthened?</i> <i>Moderator: Anna Stattin</i>	
11:00	Discussion on mutual recognition		
11:30	More compliance and better enforcement in the single market for products ❖ <i>Market surveillance in the EU: experiences from a business</i> <i>Pierre Selva</i> ❖ <i>Challenges for authorities</i> <i>Michael Cassar</i> ❖ <i>More compliance in the single market for products: ethical business regulation</i> <i>Christopher Hodges</i>	❖ <i>Workshop 5 – How should controls on imports from third countries be improved?</i> <i>Moderator: Katarzyna Bednarz</i> ❖ <i>Workshop 6 – What more could we do to deter rogue traders?</i> <i>Moderator: Svetlana Skrynikova</i>	
			<b>Coffee Break (15:00 – 15:15)</b>
12:30	Discussion on more compliance and better enforcement  <b>Lunch Break (13:00 – 14:00)</b>	15:15	Workshop conclusions
		16:00	Conclusions and next steps
		16:30	End of Conference

# Who is Who

## Speakers

**Knut Sauerbier** is active in the area of drinking water treatment units for 20 years. He works for BRITA, a German company specialized in water filtration products. He is responsible within BRITA for product compliance of all BRITA products world wide and for all Intellectual Property Rights, i.e. technical patents, designs and trademarks. He is active in different standardization committees.

**Camilla Hjermin** has a Master's degree in Political Science from the University of Copenhagen. She is the Head of Division of International Relations of the Danish Business Authority of the Ministry of Business and Growth. During her career she has occupied several positions within the same ministry.

**Jacques Pelkmans** is Senior Fellow at CEPS ([www.ceps.eu](http://www.ceps.eu)) in Brussels and visiting professor at the College of Europe in Bruges. Between 2001 and August 2012 he was Jan Tinbergen Chair and Director of the Economics dept at the College. A PhD in economics from Tilburg University, he has been associate professor of economics at the European University Institute in Florence, professor of Economics at the European Institute of Public Administration (Maastricht) and professor for European Economic Integration at Maastricht University. He has held part-time positions at the WRR (think-tank of the Dutch Prime minister), founding Director of the European Institute of Asian Studies in Brussels and professor in 'Business & Europe' at the Vlerick Business School (Gent, Leuven, Beijing, St. Petersburg). Dr. Pelkmans has been advisor to the European Commission, the OECD, the World Bank, UNIDO, ASEAN and governments in Europe and Asia. He was a member of the Eminent Persons Group of ASEAN reporting to the ASEAN leaders in the Singapore Summit of January 1992, and co-chair of the Indonesia/EU High Level Group preparing a trade and economic partnership and FTA (2010/11). Currently, he is a member of the High Level Group on the Single Market Strategy appointed by the European Parliament. His research interests comprise several specialized areas in European economic integration (e.g. EU regulation, the internal market, network industries, European standards, regulatory impact assessment, EU trade and investment policy, incl. TTIP and CETA) besides design and technical aspects of ASEAN economic integration (esp. the AEC), plus ASEM.

**Pierre Selva** is currently the Schneider Electric Director for Conformity Assessment and Market Surveillance issues. Schneider Electric is a French company specialising in energy management and automation. Pierre Selva has been involved in the fields of standardization, certification and testing laboratories from the beginning of his career in 1988. He has worked for several companies, from large ones like Hewlett Packard to Schneider Electric, as well as having been self employed, and he was also founder and manager of an EMC and safety test laboratory. He joined Schneider Electric in 2005. He is a graduate of the Technological University of Compiègne (FR) and holds a "specialized mastère" in the field of standardization, quality, certification and tests. Pierre is currently the alternate member for France at the CAB and IECEE levels. He also holds the position of IECEE Treasurer, since 1 January 2016, and is involved in several Working Groups of CAB and IECEE.

**Michael Cassar** is the Head of the Market Surveillance Directorate within the Malta Competition and Consumer Affairs Authority (MCCAA). Michael started his engineering career as a Ship Repair Manager with Malta Drydocks in 1988, after graduating from the University of Malta as a Mechanical Engineer. After leaving Malta Drydocks, he joined the Malta Maritime Authority as a Marine Technical Executive and later Maintenance Manager. Mr Cassar joined the Malta Competition and Consumer Affairs Authority in October 2002 as an engineer within the Standardization Directorate. Two years later he was given the role of Lead Auditor/Certification Officer for ISO 9001 and Organic Farming certification. Michael took over the setting up and running of the Market Surveillance Directorate within the Malta Standards Authority, the predecessor of MCCAA, in February 2008 and has been heading this directorate since then. The responsibilities of the Market Surveillance Directorate include the enforcement of product safety legislation for both Old Approach and New Approach directives. Ing. Cassar also represents Malta in European fora on Market Surveillance, amongst them the GPSD Committee, and is the Rapex Contact Point for Malta. He is also the current Vice Chairman of Prosafe.

**Christopher Hodges** is Professor of Justice Systems and a Supernumerary Fellow of Wolfson College, Oxford; Head of the Swiss Re/CMS Research Programme on Civil Justice Systems at the Centre for Socio-Legal Studies, University of Oxford; and a (non-practising) solicitor. He is a Board Member of the UK Research Integrity Office. From 2013 to 2016 he is Honorary Professor at China's leading law faculty at the China University of Political Science and Law, Beijing and Guest Professor at China's leading international law faculty, Wuhan University, Wuhan. From 2011-2014 he was Erasmus Professor of the Fundamentals of Private Law at Erasmus University, Rotterdam. In 2013 he was Visiting Professor at Leuven University's Global Law School Programme and in 2014 Visiting Fellow at the Australian National University, Canberra. His research is directed at reviewing all EU regulatory and dispute resolution systems to devise an integrated, balanced civil justice and regulatory model for European states. His books include Law and Corporate Behaviour: Integrating Theories of Regulation and Enforcement (Hart, 2015), Consumer ADR in Europe (Hart, 2012), The Costs and Funding of Civil Litigation (Hart, 2010), The Reform of Class and Representative Actions in European Legal Systems: A New Approach to Collective Redress in Europe (Hart, 2008), European Regulation of Consumer Product Safety (Oxford, 2005), Multi-Party Actions (Oxford, 2001), and European Product Liability (1993). He graduated from New College, Oxford in 1976, obtained his PhD from King's College, London in 2003, and worked from 1977 to 2003 in major City of London law firms, with a pan-EU practice.

## Moderators



**Tania Pauwels** graduated as a doctor in sciences (chemistry). She started her career as deputy technical advisor at the laboratory of the Federal Public Service Economy. After working several years as a coordinator expert in the unit for technical requirements for market access, including the Product Contact Point, she's currently fulfilling the role of project manager, IT Business Manager, Quality Coordinator and the management of the Product Contact Point.



**Annette Dragsdahl** has practical experience in exports and manufacturing with Danish and international companies and business organisations between 1975 and 1996. Assistant to the Secretary General of UNICE from 1996 - 1998, promoting the interests of European industry. Since 1998, Senior Adviser at the Confederation of Danish Industry (DI) responsible for Internal Market policies, including mutual recognition and technical framework conditions, technical product safety regulation, standardisation and conformity assessment. She also deals with global technical barriers to trade. Over the years, Annette has carried out several studies among members concerning the functioning of the Internal Market, most recently in 2015. DI is the biggest Danish business organisation, representing 10,000 companies covering a wide spectrum of industry, trade and services. DI is a member of Orgalime and BUSINESSEUROPE, where Annette participates in several working groups as well as the policy committee on the internal market.



**Catherine Van Reeth** joined Toy Industries of Europe (TIE) in December 2009 as Director General when she established a dedicated Secretariat for the organisation, which now has four permanent staff. One of Catherine's priorities since joining TIE has been educating economic operators, and other parties that play a role in ensuring toys are safe, about the new Toy Safety Directive 2009/48/EC, which came into force on 20 July 2011. Catherine is a regular speaker at events and seminars on toy safety and other relevant topics for the toy sector. Catherine has 20 years of experience in European Union public affairs, with a specialisation in consumer protection policy. Before joining TIE, Catherine was Director of the Consumer Goods and Financial Services team at one of the top five consultancies in Brussels, prior to becoming in-house Global Corporate Affairs Director for a leading international brewer. A Belgian national, Catherine studied English and Dutch Literature and Linguistics at Leuven University (KUL) in Belgium and Trinity College Dublin, Ireland. She holds two masters degrees: International Relations from Leuven University and European and International Studies from Sophia Antipolis, Nice, France.



**Anna Stattin** holds a Master of Science in Political Sciences. Since 2004 she is a senior advisor at the Swedish Board for Accreditation and Conformity Assessment, Department of Legal Affairs and the Internal Market. Her main responsibility is to coordinate Swedish market surveillance. She is the secretary of the Swedish Market Surveillance Council. She represents Sweden in the European Commission expert group on market surveillance (IMP-MSG), and previously in PROSAFE and UNECE MARS. Between 2000 and 2003, she was involved in the economic affairs and relations with the European Parliament at the Permanent Representation of Sweden to the EU in Brussels.



**Katarzyna Bednarz** is the Head of Monitoring of the Market Surveillance System Unit in the Market Surveillance Department. She is responsible for the implementation and enforcement of the EU law in the field of consumer product safety and market surveillance, the coordination and planning activities of the Trade Inspection and for the international cooperation. She thus represents Poland on European fora on Market Surveillance, such as ADCOs (Administrative Co-operation Working Group) and IMP-MSG (Expert Group on the Internal Market for Products – Market Surveillance Group). Katarzyna also supervises the Polish Rapex and ICSMS Contact Points. In 1999 she graduated from the Krakow Academy of Economics, Faculty of Economic and Political International Relations and, in 2008, from the National School of Public Administration, in Warsaw. Katarzyna Bednarz has more than 12 years experience in public administration and assisting in audits of the European Court of Auditors on custom service issues as an auditor of the Supreme Chamber of Control (National Audit Office). She represents the Polish Office of Competition and Consumer Protection (UOKiK) within PROSAFE since 2008. She is a member of the PROSAFE Board since October 2010.



**Svetlana Skrynikova** has been a deputy attaché at the Permanent Representation of Lithuania to the EU since August 2014. She is currently dealing, among other things, with issues in the area of internal market for products. Svetlana holds a Master's degree in Law from Vilnius University with a specialisation in EU and international law. Since 2009 she has worked at the Ministry of Economy, dealing with market surveillance and accreditation issues. During the Lithuanian Presidency of the Council of the EU in 2013, she was a Deputy Chair of the Competitiveness and Growth working party, responsible for the negotiations on the proposal for Market Surveillance regulation.