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Supporting Transatlantic Trade Standards and Conformance for Business & Regulators

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Consensus Standards

- Industry
- Consumers
- Regulators
- Academics
- Certifiers
- Other Interested Parties

Pre-Market Assessment & Certification

- Verification of Conformity to the Standard
- Factory Pre-Inspection & Approval

Ongoing Factory Surveillance

- Verification That Product “As-Built” Conforms to the Approval

Post-Market Surveillance

- Random Retail Purchase and Verification
- Anti-Counterfeiting
- Communication with CPSC

Threshold For Safety

Ensure Safety Entering The Market

Avoid Adulteration

Monitor Real-Life Outcomes



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Lessons for Facilitating Trade

- 1. Significant cooperation is possible even if governments' choose different compliance mechanisms**
 - accreditation schemes for third party certifiers are key.
 - Shared EU and US interests in third markets.
- 2. Regulators should evaluate how their systems currently integrate the 4 core elements of a Closed Loop System to Product Compliance.**
- 3. What lessons can be learned from existing levels of first-pass failure rates?**
- 4. Effective control of Marks also requires robust and proactive Mark enforcement.**