

Mentor

MEANS BUSINESS

2022 Seminar Series

International Standards for Exporters A Business Perspective

Thursday, February 24th, 2022 8:30AM to 11:00AM

EVENT SUMMARY

Countries around the world are increasingly implementing their own quality and safety standards. Compliance with those standards is quickly becoming a significant burden for exporters interested in entering new markets around the world. The cost and resources to obtain several certifications are often unaffordable for SMEs, but did you know that it may be possible to leverage your investment to comply with one standard to also comply with others? This seminar will cover what business managers need to know before they agree to spend company funds to comply with specific international quality and safety standards. The event will be **focused on the business case** for complying with standards required in the Americas, the EU, Russia, China and other Asian countries. Participants will learn the synergies between standards, what questions to ask before agreeing to invest company resources to have their products certified and how to minimize the costs required to qualify those products for the largest number of international standards.

WHO SHOULD ATTEND?

This seminar will be particularly suitable for:

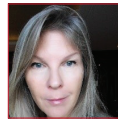
- Business Managers and Executives responsible for international operations
- Exporters and compliance professionals
- Manufacturers, distributors and service companies interested in entering specific markets around the world
- Companies contracting to manufacture products in other countries for worldwide distribution

Please note: A separate seminar will be scheduled at a future date focused on the specific technical aspects required by engineers and product development staff to comply with the standards discussed in this event.

ON THE AGENDA

- Overview of international standards required in the Americas, Europe, Russia, China and major Asian countries
- Synergies between standards and how to leverage them to minimize compliance costs
- How to evaluate the business case for investing resources to obtain approvals for standards applicable to your products in specific markets around the world.

OUR SPEAKERS



Kimberly Kirkendall
President
International Resource Development Inc.



Ken DeVore
President & Owner
DeVore Technologies International

REGISTRATION FEE \$20.00

Breakfast included. Contact Kelly Conrad, Economic Development Administrator at conrad@cityofmentor.com or (440) 974-5740 with any questions regarding this seminar or other needs.



PARADIGM CENTER
Mentor High School
6477 Center Street
Mentor, OH 44060

Register today at www.mentormeansbusiness.com



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ABOUT OUR SPEAKERS



Kimberly Kirkendall
President, International Resource Development Inc.

Kimberly Kirkendall's career has spanned over 30 years with her experience focused on international development, manufacturing, and operations. During that time, she managed factories for an American company in China and was General Manager of an export firm in Hong Kong. She is currently an advisor to many government, non-profit, and privately held companies and a regarded speaker for various organizations.



Ken DeVore
President & Owner, DeVore Technologies International

Mr. DeVore's Career has been vast and over 40 years in Business Development, Regulatory Affairs, International Product Compliance, Military Contracts and Setting up and Certification auditing of ISO 9001 and IEC 80079-34 for Quality Manufacturing Systems. His home is NE Ohio – Hubbard and Chesterland but has settled in Charlotte NC for the past 12 years for business reasons. Companies seek him out from all over the world for certification solutions. His company recently started a new Business Unit for Environmental Systems Management Solutions due to the demand for ECO control and conservation in manufacturing all over the world. Senior advisor to Notified Bodies, Nationally Recognized Test labs, and the Department of Commerce's and has provided training for various colleges and business organizations across the USA.

Register today at www.mentormeansbusiness.com