

# International Approvals

How to Navigate the Challenges of Obtaining Worldwide Certifications

# HOW TO NAVIGATE THE CHALLENGES OF OBTAINING WORLDWIDE CERTIFICATIONS (INTERNATIONAL APPROVALS)

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Taking your product globally can be the most profitable decision your company makes; however, you can find yourself trapped in tangled web of bureaucracy. As a result, it's beneficial to work with people who have experience in navigating the complexities of achieving international approvals for different types of products. As you attempt to enter new markets across the globe, you might need to adapt to country-specific requirements and processes. As a result, it's recommended to plan ahead to make sure you're prepared for the following:

- In-country testing and approvals
- Globally recognized test reports
- In-country representation

As you develop your strategy, you must keep in mind that changing requirements happen quickly—and bureaucracy tends to bring almost everything grinding halt. By staying up-to-date on test standards—and developing a compliance strategy in advance—you get your products into international markets more easily. With a streamlined process, you can also eliminate unnecessary testing and reduce cost. By sharing our process for attaining international approvals, you can gain insights into how to create a seamless market entry strategy.

## COMPLIANCE STRATEGY FOR INTERNATIONAL APPROVALS

A good compliance strategy is based on a proven systematic approach, which is often refined over the years to take a product from the development stage to the locations of your customers. Product review and test standards research is performed within the context of taking into account technologies incorporated in the product and how it applies to the proposed country list. The information in our compliance strategy, therefore, includes the following:

1. Review product test standard requirements for certification
2. List all required testing of standards for the proposed country list
3. Identify Frequency Allocations (if wireless technology is used)
4. List all compliance requirements (mandatory, voluntary or not required, length of license, validity period, language requirements, legal license holder information, lead time for certification, and acceptable country reports)
5. Identify radio frequency label, manual, and packaging requirements
6. Confirm required documents for certification

## HOW TO AVOID DELAYS INTO NEW MARKETS

The frustration level of not knowing the above information early in the planning stages can delay a new product launch. In fact, common delays result from the following:

1. Additional Testing
2. Re-design of product labels
3. Manuals for specific countries or certification process does not have the correct information
4. Product Use Radio Frequencies in Countries Where Not Allowed
5. Documentation required for certifications

It is easy to forget that each country and certification will require different criteria; however, it's important to make sure you're aware of each subtle difference among countries into which you want to get your product. Importantly, country requirements are constantly changing, thereby necessitating the importance of ensuring you're up-to-date with all the latest requirements prior to entry.

## CHANGING REQUIREMENTS IN SPECIFIC MARKETS

To illustrate what you might want to keep in mind when it comes to changing requirements, the following provides examples of recent changes in three different markets. These examples pertain to the following countries:

- United Arab Emirates
- Russia
- India

### United Arab Emirates TRA Marking Requirements

In the United Arab Emirates, the Telecommunications Regulatory Authority (TRA) has a new TRA Declaration of Conformity card (Type Approval Regime Conformity Mark). The products already in United Arab Emirates market with old labeling can be accepted; however, new products must follow the new labeling regulation. The QR code should contain the details mentioned in the middle box of the picture (Dealer ID, TA RTTE, Model, Type).



### Russia RoHS

In Russia, each new shipment of a product(s) which has valid serial EAC approval must also apply for TR037/2016 (Russian RoHS) if it meets with corresponding requirements of EAEU TR 0037/2016. In most of the cases, the products that are subject to EAC approvals with 004(LVD) + 020(EMC) fall into this new regulation, but not all of them depending on technical specification of a product. Once a new quantity of already certified products ship to Russia/EAEU, if it is in line with new regulation, it must have the new certification in place.

### India TEC

In India, the Mandatory Testing & Certification of Telecommunication Equipment (MTCTE) notification highlight a series of changing requirements, which include the following:

- MTCTE Phase II Notification (June 23, 2020)  
The second phase of MTCTE has been launched with three new product categories.  
These categories are as follows:

- Transmission Terminal Equipment (PDH/SDH/OTN Equipment, MUX, and similar)
- PON Equipment (ONU/OLT with GPON, EPON, XGPON etc.)
- Feedback Device (IoT feedback device with Cellular Connectivity)
- Phase III or IV dates are not projected at this time.
- MTCTE ILAC report (June 24, 2020)

Going forward with Phase II/III/IV, Safety and EMC test reports will not be accepted in India from any lab outside of the accredited test labs located in India.

### Summary

Regardless of the countries you attempt to enter, there are often requirements that change frequently. Failure to understand these changes—and to conduct in-country testing in certain cases—can delay your entry into the market. Due to the dynamic status of regulatory requirements from country to country, having the correct international approvals partner is critical to on-time certification, which results in on-time product launch in global markets. The NTS compliance strategy is proven to help customers stay up-to-date with all applicable regulations, standards, and regulatory requirements, thereby making the challenge of worldwide certifications simple as possible.

Contact us today—and learn how we can help you get into over 200 countries with ease.

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THE WORLD CAN  
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