



**INTERNATIONAL ELECTROTECHNICAL COMMISSION (IEC) SYSTEM FOR
CERTIFICATION TO STANDARDS RELATING TO EQUIPMENT FOR USE IN
EXPLOSIVE ATMOSPHERES (IECEX SYSTEM)**

**Title: Working Group WG13 – Business Development, Singapore 2019,
Meeting Agenda and Report**

INTRODUCTION

This document sets out the report of the 6 May 2019 meeting of ExMC WG 13 held in Singapore as part of the 2019 IECEX series of Operational Meetings. The report includes the following recommendations which will be presented for ExMC consideration during the September 2019 Dubai Meeting.

Recommendation 1. That ExMC support that the Immediate Past IECEX Chair serve as WG13 Co Convener

{Secretariat Note: During the IECEX Executive meeting, held later in the same week, the Executive resolved to propose formation of a new ExMC WG dedicated to marketing and propose this be led by the Immediate Past Chair of IECEX}

Recommendation 2. That ExMC takes note of the results of the website survey and supports the agreed action of WG13 concerning IECEX promotion by ExCBs and RTPs

Recommendation 3. That ExMC agrees to initiate an exploratory meeting between the Chairs and Secretaries of IECEX, IECEE, TC 18 and TC 31 to consider improved cooperation that may better serve the market needs,

IECEX Secretariat

**IECEX Secretariat
Level 33, Australia Square
264 George Street
Sydney NSW 2000
Australia**

**Tel: +61 2 8206 6940
Fax: +61 2 8206 6272
Email: info@iecex.com
Web: www.iecex.com**

INTERNATIONAL ELECTROTECHNICAL COMMISSION

**IEC SYSTEM FOR CERTIFICATION TO STANDARDS RELATING TO EQUIPMENT FOR USE IN
EXPLOSIVE ATMOSPHERES (IECEX SYSTEM)**

ExMC WG13 – IECEX Business Development Group

REPORT AND MEETING AGENDA

**Monday 6th May 2019, (09:00 to 12:30) at
IEC APRC, Singapore**

Attendance:

Mr. Martin Cole - Convenor	IECEX Vice Chairman / Hubbell
Mr. Roy Teather	DNVGL
Mr. Chris Agius	IECEX Executive Secretary
Mr. Thierry Houeix	IECEX Treasurer / INERIS
Mr. Ron Sinclair	SGS Baseefa
Dr. Jim Munro	JMIC
Dr. Thorsten Arnhold	IECEX Chairman / STAHL
Mr. Heinz Berger	CERTICONSULT
Mr. Mike Roy	IECEX Secretariat
Mr. Paul Meanwell	SANC
Mr. Evans Massey	ABB Motors and Generators
Mr. Jukka Hannuksela	ABB Motors and Mechanical Inc.
Mr Timothy Duffy	Rockwell Automation
Mr Paul van der Sneppen	NCOI
Mr Ralph Wigg	Ex Solutions
Mr Bernard Piquette	INERIS

Main Purpose of the Meeting

To review the current IECEx Business Plan and consider Business activities in terms of promotion and possible new Service Offerings that may be requested by the market.

Meeting Report + AGENDA

1 Opening and Welcome.

The Convener opened the meeting at 9.05am welcoming members and called for introductions. Dennis Chew Director of IEC APRC welcomed the meeting and explained venue arrangements.

2 Apologies

Apologies were noted

3 Terms of Reference.

Members to confirm the terms of Reference and membership at

http://www.iecex.com/members-area/working-groups/?WorkingGroup=19&action_doWorkingGroupSearch=Search

and also noting Recommendation #1 to the 2017 ExMC Meeting (subsequently approved via Decision 2017/76) that the membership of ExMC WG13 must include representation from each IECEx Scheme Committee, members are invited to review the membership and, where appropriate, extend invitations to representatives of IECEx Scheme Committees not currently being represented on ExMC WG13.

In discussing the current membership of ExMC WG13 the Meeting supported the idea that the immediate past chair also serve as Co Convener of this WG13 to assist the Convener.

Meeting also agreed for the Secretary to contact those members not active and asked to show cause why should not be removed

Recommendation 1. That ExMC support that the Immediate Past IECEx Chair serve as WG13 Co Convener

4 Report on last meeting of ExMC WG13

Members to note the ExMC 2018 Meeting outcomes (refer [ExMC/1403A/R](#) as circulated) and to consider reports on progress on the assigned action items as listed below and also in Agenda Items 6 and 9 following:

The Meeting received a report from the Secretary regarding the following brochures produced by the IEC Communications Department

- Overall System
- IECEx Mark
- Services Scheme – under review by ExSFC
- Personnel Scheme – under review by ExPCC

The meeting noted that ExSFC and ExPCC are to consider their respective brochures this week

The meeting then reviewed the brochures and took a discussion on the best format for conveying key messages to the market and felt that an alternative format and approach was needed, with the meeting agreeing to provide the IECEx Secretariat with examples of what they are seeking by END May to enable IECEx Executives attending CAB to take a discussion with the IEC Comms department on the Monday prior to CAB meeting.

ACTION: WG13 members to provide examples of format for marketing material by END May to enable the Chair and Secretary to meet with the IEC Comms Department in June while in Geneva for the CAB meeting.

The Secretary presented the CAB SWOT analysis report (CAB/1687/R) with the IECEx Chair complimenting CAB on this work with the meeting agreeing to use this for future reference

The Secretary then presented the results of a survey conducted, by the Secretariat, of ExCBs and RTPs Websites which looked at how well or otherwise the bodies are promoting IECEx. The Secretary advised that the following Key was used to score the various websites: (following page)

- 0 = No mention or difficult to find anything on IECEEx
- 1 = Mentions IECEEx somewhere on website and may say they are a member
- 2 = Mentions IECEEx + Offers IECEEx services (eg certification or Training)
- 3 = Mentions IECEEx + Offers IECEEx services + promotes IECEEx
- 4 = Mentions IECEEx + Offers IECEEx services + promotes IECEEx + includes link to IECEEx
- 5 = All of 4. above + IECEEx prominently appears on their opening page

The meeting took a lengthy discussion on the huge variations in the level of IECEEx promotion done by the ExCBs noting that they are the service provider and offer the service on a fee for service basis.

The meeting supported the Secretariat’s approach of not circulating the detailed results of their survey but rather agreed that the following summary be recorded and shared with the membership

Survey Results of reviews of ExCB websites participating in the IECEEx 02 Equipment Scheme:-

Score	Number of ExCBs and RTPs associated with the score		
	Equipment Scheme	Mark Licensing	RTPs (recognized Training Providers)
0	16	14	6
1	11	0	3
2	8	0	7
3	4	0	5
4	17	1	4
5	3	0	5
TOTAL	59	15	30

The meeting reviewed these results in detail with the Secretary advising that given the time taken to review all websites and that as the survey showed immediate concerns with those ExCBs participating in the IECEEx 02 Equipment Scheme, they felt that a better use of Secretariat’s time would be spent by limiting to the Equipment and Mark Scheme but also to include IECEEx Recognized Training providers.

In conclusion the meeting agreed that as an overall remark, the results are not in keeping with the Membership’s expectations that Member ExCBs and RTPs would be expected to be promoting IECEEx at some level themselves rather than sole reliance on the Secretariat and Central office.

The Secretary reminded the meeting of various individual efforts by members of the IECEEx Community and organizations (other than ExCBs and RTPs) that are most proactive in promoting IECEEx and indicated the gratitude of the membership for their on-going efforts.

The meeting then resolved to agree with the following ACTIONS:

1. Support the Secretariat issuing a formal notice to the ExCBs and RTPs with minimum content (eg that they are a member of the IECEEx and what IECEEx services they provide + a link to the IECEEx website) that is expected to be seen on their respective websites. Include the provision for the bodies to come back to the Secretariat.
2. Raise the matter during the ExTAG + ExSFC and ExPCC meetings, in a summary format not to identify bodies
3. Include reviews of promotion by Bodies of IECEEx as part of the Secretariat desk top review and provide information to IECEEx Assessment Teams ahead of re-assessments.
4. Review the application form for ExCBs and RTPs to include an obligation to promote IECEEx and update IECEEx 01B
5. Include in the WG13 report to ExMC a summary of the results of the survey, without identifying bodies concerned and explanation of methodology and score

Recommendation 2. That ExMC takes note of the results of the website survey and supports the agreed action of WG13 concerning IECEEx promotion by ExCBs and RTPs

5 Review Update IECEEx Business Plan

Members to consider the need to review and update the current IECEEx Business Plan as published as <http://www.iecex.com/assets/Uploads/IECEEx-Business-Plan-2017.pdf>

The meeting noted the current edition of the IECEEx Business Plan and felt at this point in time there is no need to undertake a review of the contents.

6 Report from ExMC WG13 Taskforce on Promotion and Marketing Business development

Members are reminded that the 2018 meeting agreed to re-constitute the previous Task Group with determining KPIs to achieve a number of the promotional actions with the following membership

- Paul Meanwell - Convener
- Ralph Wigg
- Ron Sinclair
- Jim Munro
- Tim Duffy
- Prof XU
- Secretariat

and assigned the following action for which a progress report is to be provided to this meeting

The Convener recalled the actions from the last WG13 meeting and called upon Mr Paul Meanwell, as Convener of the Task Group to present his report, with Mr Meanwell explaining the rationale behind his Task Groups work. The meeting discussed this and in light of the Business Plan agreed on the need for a Mission statement to be a link between the current Vision statement and the Business Plan. The IECEx Chair, Dr Arnhold agreed to prepare a draft Mission statement.

The meeting then took a detailed discussion on possible new areas for IECEx with the meeting highlighting the areas covered IEC TC 18 *Electrical installations of ships and of mobile and fixed offshore units*, and the need for marketing and agreed to the following actions:

Actions:

1. Take the report from Mr Meanwell's Task Group as input to the discussions with the IEC Comms Department in June 2019
2. Capture the "holistic approach of IECEx in our message"
3. Jim Munro to explore IEC TC 18 standards as possible new areas
4. For future direction – consider separation of Business Plan and Marketing Plans.
5. Paul Meanwell to provide a final version of his report for retaining as a WG13 document.

7 Promotional Opportunities for IECEx

Members to note a report by the IECEx Secretary on recent promotional events for IECEx and consider future opportunities to both promote and educate on the value proposition of the IECEx

The meeting noted a report from the Secretariat regarding Promotional events undertaking among the Secretariat and members of the Executive including:

- Attendance at HazardEx 2019 by Chair and Ron Sinclair + their articles
- Attendance at PCIC Abu Dhabi by Mark Amos
- Split Croatia
- Jakarta conference Aug 2018
- Petronas Malaysia -
- On-going articles for e-Tech

The meeting also noted advice from the Secretariat of exploring a seminar to be run in Vietnam in conjunction with the IEC Asia Pacific Regional Office.

8 Consideration of any suggestions for new Service Offerings from the IECEx

Members to note the current and diverse range of service offerings by the IECEx and consider if there are any other services that would assist the International Ex Market and Industry.

The meeting noted the following items of possible new or expanded services for IECEx:

- Vacuum Cleaner standard and
- other product related standards such as refrigeration using flammable gases
- Some discussion this week in WG1 on Performance standards, re ExTAG/500/CD
- Cooperation with other organizations, eg OIML

The meeting then took a discussion on collaboration between IECEx and IECEE to provide a one stop shop noting current arrangements provide for Non-IECEX certificates to be attached as an informative annex to IECEx CoCs. Also noted that the concept of “one-stop” shop is normally addressed via the Certification Body itself which maybe operating in both IECEx and IECEE CB Scheme etc.

In noting this the meeting did agree that promotion of the feature that a non-IECEX certificate could be attached to an IECEx CoC as an Annex should be undertaken as this may not be widely known.

In discussing other possible opportunities relating to IEC TC31 Standards, the meeting agreed on the value for an exploratory meeting between the Chairs and Secretaries of:

- TC 18
- IECEx
- IECEE
- TC 31

Recommendation 3. That ExMC agrees to initiate an exploratory meeting between the Chairs and Secretaries of IECEx, IECEE, TC 18 and TC 31 to consider improved cooperation that may better serve the market needs,

9 Raising the profile of IECEx

Members to consider whether there is a need and if so possible options and opportunities for raising the profile of the IECEx System and its Schemes. Members to also note the *Google Analytics* capabilities are available for use with the new IECEx website and this tool may assist in collecting data and measuring the effects of future promotional activities. In this respect, ExMC WG13 members are invited to specify data needs.

Members are reminded that Mr Paul van der Sneppen provided the 2018 meeting with a “whitepaper / infographic” and agreed the following actions for which progress reports are to be provided to this meeting:

The meeting took a discussion on ways of raising the profile of IECEx and agreed to the following action

ACTION:

1. Paul van der Sneppen to provide a translated version of their marketing material
2. Secretariat to contact IEC CO Comms Department to produce something similar
3. Secretariat to consider changes to the IECEx Website to facilitate a more user friendly approach

10 Action Plan

Based on the outcomes of this meeting, members are requested to continue to formulate an action plan with proposed priorities for submission to the ExMC for consideration. These discussions need to include reports on progress on the following Actions assigned at the 2017 ExMC WG13 meeting (noting that these were considered and approved by the 2017 ExMC Meeting):

The development of the Action Plan must also consider the following Recommendation from the 2017 ExMarkCo meeting (that was subsequently endorsed by the 2017 ExMC Meeting):

While noting the current level of industry and stakeholder participation in IECEx, ExMarkCo recommends that ExMC consider ways to assist in increasing this current level especially in line with the requirement in the IEC CA 01 (Ed 2.) IEC Harmonised Basic Rules, Clause 5.1 regarding membership of IEC Conformity Assessment Systems

The meeting noted the actions as agreed during the meeting and the timelines towards the September 2019 IECEx Dubai meetings.

11 Other Matters

No other matters were raised

12 Next Meeting

Agreed to meet as part of the 2020 Ops meeting but favoured longer days eg 0730 start with 1730 finish

13 Close of Meeting (expected close 12:30)

The Chair closed the meeting at 1230pm