**INTERNATIONAL ELECTROTECHNICAL COMMISSION SYSTEM FOR**

**CERTIFICATION TO STANDARDS RELATING TO EQUIPENT FOR USE**

**IN EXPLOSIVE ATMOSPHERES (IECEx SYSTEM)**

**Circulated to: IECEx Management Committee (ExMC)**

**Title: Report from IECEx ExMC Working Group WG 17 Marketing**

Introduction

This document contains a report from the WG17 Convener, Dr Thorsten Arnhold on the activities of the Working Group since the 2021 IECEx Management Committee meeting.

Thios report is to be presented during the September 2022 meeting of the IECEx Management Committee.

It is noted that no recommendations are included in this report.

## Kind regards

Chris Agius

**IECEx Executive Secretary**

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

**Report of ExMC WG 17 – IECEx ‘Marketing and Promotion’**

The 2020 Remote MC Meeting decided to establish a new Working Group 17 with a strong focus on the support of the IECEx secretariat regarding the development and continuous improvement of the marketing and promotion activities of the system. The convenor of new WG is Prof. Thorsten Arnhold.

There have been no WG meeting since the 2021 IECExMC but there have been many marketing activities either initiated by WG 17 members, the IECEx secretariat or by the CAB WG 14

Initiated by CAG WG 14 Elevator Pitches (EP) have been developed to explain the different activities of IECEx to certain stakeholders and potential customers.

The current status is as follows:

***IECEX general***

*IECEx provides a means for manufacturers, regulators and users of equipment used in hazardous areas to address the risk of fires or explosions from flammable gases or dusts. Testing and certification of equipment, services and competence of persons to international standards facilitates the sale of safer products internationally at a lower cost.*

***IECEx PCC Scheme***

*The safety of commercial facilities with hazardous locations depends strongly on the competence of all people dealing with safety management, planning, installation, operation; inspection, maintenance, repair and many other activities.*

*The IEC Ex PCC-Scheme offers the evaluation and certification of  competences of individuals working in or for hazardous location.*

*Based on a modular competence structure Taylor-made competence profiles can be certified which perfectly fit to the actual obligation and tasks of the candidates in their jobs.*

*Certificates of competence provide independent evidence of individual knowledge and skills and supports both the employers and employees in selecting the right people and getting the right jobs.*

***IECEx SFC Scheme***

*The safety of commercial facilities with hazardous locations strongly depends on the correct execution of all safety relevant activities during the whole life cycle of the facility.*

*Due to the trend in the industry to outsource tasks which don't belong to the core competence more and more external service providers become responsible for the safety of the facilities.*

*The IE C CSF Scheme offers the evaluation and certification of Service Providers for equipment repair, inspection and maintenance and other safety related activities. In the focus of the evaluation are the technical equipment, the competence of the stuff and the quality management system of the service provider.*

*It helps the industry to select the right partners and is an excellent tool for Service provides to present their competence*

These EPs are now displayed on the IECEx homepage providing a first orientation for new visitors.

In the focus of our marketing activities during the last 12 months was the production of a series of animated videos explaining the structure, procedures and benefits of the different schemes.

The first video was about the IECEx Certified equipment scheme. I found a big acceptance among the customers and membership. Systematically new features have been added like

* Subtitles in different languages
* The option to add logos of certain ExCBs/TLs

In spring the next video was published which explains the IECEx Service facility scheme and shortly after this, a third video was published dealing with the IECEx PPC scheme.

Another focus was on the production and publication of articles. We continued the successful cooperation with the HAZARDEX – magazine (every month IECEx advertising and an article written by Ron Sinclair and Dr. Thorsten Arnhold.

The cooperation with the IEC comms department was very intensive resulting in a number of articles in the e-tech Magazine.

The series of Promotion Conferences will be continued with the 2022 IECEx/QPS International Conference from 12-13. September 2022 in Niagara/Canada.

Waldenburg, 08. July 2022 Prof. Dr. Thorsten Arnhold

Convenor of IECEx WG17