



IECEX WG17 – Marketing 2024

Terms of reference:

High level coordination function for all IECEx promotional and marketing activities in conjunction with the IECEx WG13 Business Plan. Functions include:

- Develop a proposal for an annual marketing plan to be endorsed by the IECEx MC
- Provide support to the IECEx secretary in budgeting, planning and execution of the IECEx promotional and marketing activities
- Monitor the promotional and marketing activities of all IECEx Schemes and report to the IECEx MC

Membership

Dr. Thorsten Arnhold

Mr. Chris Agius

Mr. Martin Cole

Mr. Tim Duffy

Mr. Paul Meanwell

Mr. Karel Neleman

Key Partners include:

- TC 31 standard organization
- Central office: Academy and communication department
- (Central office:) IT department
- CAB (WG14, Promotion)
- UNECE
- NC



Events since last meeting



2024 Annual Meetings of the IECEX System

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Ministry of Economy and Sustainable Development

Presentations

Agenda Item	Document Number	Title
	Croatia-Conference-Presentations	Croatia-Conference-Presentations
	Area-Classification	Area-Classification
	Cemex-IECEX-2024	Cemex-IECEX-2024
	Equipment-Installation	Equipment-Installation
	Equipment-Repair-Standard	Equipment-Repair-Standard
	HAA-Accreditation	HAA-Accreditation
	H2-BIPRORAF	H2-BIPRORAF
	Hydrogen-Concept-Standards	Hydrogen-Concept-Standards
	MUP-Presentation	MUP-Presentation
	IECEX-SystemSchemes	IECEX-SystemSchemes
	IEC-TC31	IEC-TC31
	IECEX-OVERVIEW-2024	IECEX-OVERVIEW-2024

Split Croatia, March 2024

Singapore May 2024

2024 IECEX International Hydrogen Conference - Singapore

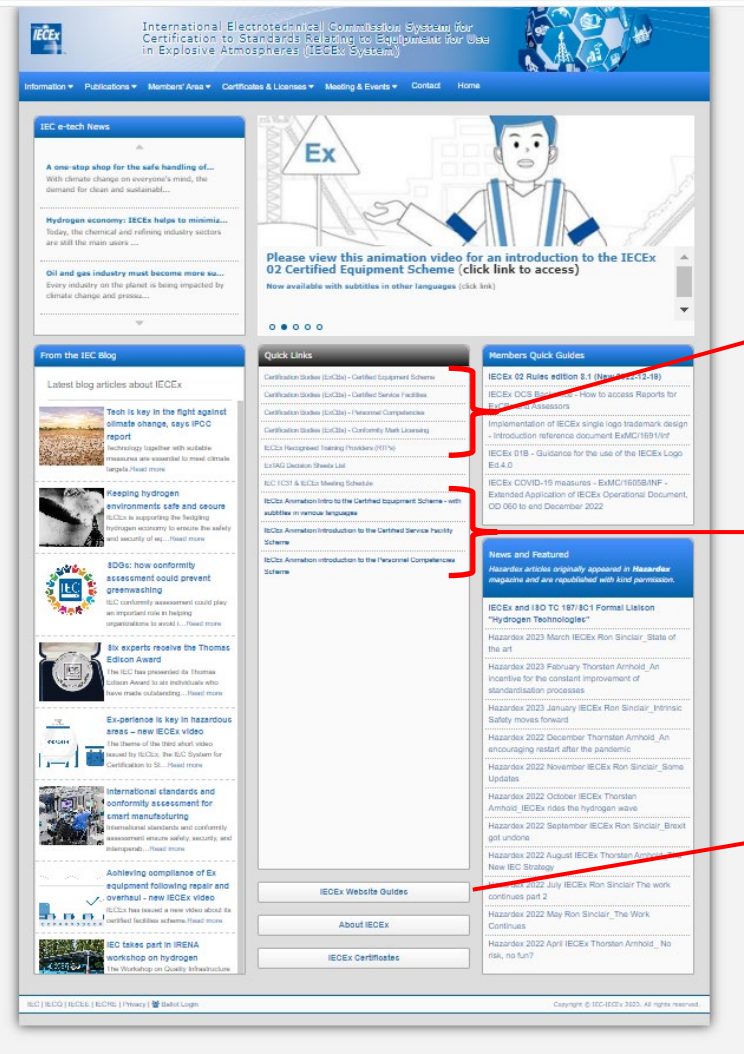
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Presentations

Agenda Item	Document Number	Title
0840-0900	Jo Cops - IEC President	Keynote Address
0900-0945	Daria Nochevnik - Hydrogen Council	Overview of the global hydrogen market and initiatives
0900-0945	Dr Andrei Tchouvelev - Hydrogen Council	Safety and Sustainability - global perspective
0945-1015	Thorsten Arnold - IECEX WG19 Convener	Industry - Challenges and opportunities
1045-1115	Mr Tetsufumi Ikeda - Dr Andrei Tchouvelev	ISO on-going work on hydrogen
1115-1145	Prof Jinyang Zheng - Dir Zhejiang University Hydrogen Energy Institute	Hydrogen activities in the Asian region
1145-1215	Dr Frank Lienesch - PTB	Work of the United Nations UNECE in support of hydrogen
1145-1215	Dr Andrei Tchouvelev - UNECE	Work of the UNECE
1335-1415	Mr Peter Thurnherr - Thuba_Ltd	Installation and Plant requirements according to Ex Safety Requirements
1415-1445	Mr Jaidev Dhavle - IRENA	Role and work of IRENA in supporting the hydrogen economy
1445-1515	Ms Katy Holdredge - IECEX Vice Chair - UL Solutions	IECEX System updates in support of hydrogen at scale
1545-1600	Mr Chris Agius - IECEX IECQ Executive Secretary	IEC Quality Assessment System, IECQ Environmental services supporting a circular economy
1600-1630	Dr Marlin Thedens - Chair IEC TC31	IEC TC31 Equipment for explosive atmospheres - Standards Update

IECEX Website www.iecex.com Home page Info + Videos



The screenshot shows the IECEX website home page. A large central banner features an animation video titled "Please view this animation video for an introduction to the IECEX 02 Certified Equipment Scheme (click link to access)". Below this, there are several columns of content:

- From the IEC Blog:** A list of recent blog articles, including "Tech is key in the fight against climate change, says IPCC report", "Keeping hydrogen environments safe and secure", "IECs: how conformity assessment could prevent greenwashing", "Six experts receive the Thomas Edison Award", "Ex-perience is key in hazardous areas - new IECEX video", "International standards and conformity assessment for smart manufacturing", "Achieving compliance of Ex equipment following repair and overhaul - new IECEX video", and "IEC takes part in IRENA workshop on hydrogen".
- Quick Links:** A list of links to various certification and training resources, such as "Certification Bodies (CoCBs) - Certified Equipment Scheme", "IECEX 02 Rules edition 8.1 (New 2022-2-18)", "IECEX OCS Business - How to access Reports for Equipment Assessors", "Implementation of IECEX single logo trademark design - Introduction reference document EWM/188/16f", "IECEX 018 - Guidance for the use of the IECEX Logo 8.1.4.0", "IECEX COVID-19 measures - EXMCI/ISS/BNF - Extended Application of IECEX Operational Document, OO 060 to end December 2022", "IECEX Animation Introduction to the Certified Service Facility Scheme", and "IECEX Animation Introduction to the Personnel Competence Scheme".
- Members Quick Guides:** A section with links to "IECEX 02 Rules edition 8.1 (New 2022-2-18)", "IECEX OCS Business - How to access Reports for Equipment Assessors", "Implementation of IECEX single logo trademark design - Introduction reference document EWM/188/16f", "IECEX 018 - Guidance for the use of the IECEX Logo 8.1.4.0", "IECEX COVID-19 measures - EXMCI/ISS/BNF - Extended Application of IECEX Operational Document, OO 060 to end December 2022", "IECEX Animation Introduction to the Certified Service Facility Scheme", and "IECEX Animation Introduction to the Personnel Competence Scheme".
- News and Featured:** A section with links to "IECEX and IBO TC 187 IEC 1 Formal Liaison 'Hydrogen Technologies'", "Hazardex 2023 March IECEX Ron Sinclair: State of the art", "Hazardex 2023 February Thorsten Arnold: An incentive for the constant improvement of standardisation processes", "Hazardex 2023 January IECEX Ron Sinclair: Intrinsic Safety moves forward", "Hazardex 2022 December Thorsten Arnold: An encouraging restart after the pandemic", "Hazardex 2022 November IECEX Ron Sinclair: Some Updates", "Hazardex 2022 October IECEX Thorsten Arnold: IECEX rides the hydrogen wave", "Hazardex 2022 September IECEX Ron Sinclair: Brexit got undone", "Hazardex 2022 August IECEX Thorsten Arnold: New IEC Strategy", and "Hazardex 2022 July IECEX Ron Sinclair: The work continues part 2".

At the bottom of the page, there are links for "IECEX Website Guides", "About IECEX", and "IECEX Certificates".

List of the IECEX approved Certification Bodies that can issue IECEX Certification and Recognised Training Providers (RTPs) :-

1. Certified Equipment Scheme
2. Certified Services Scheme
3. Certified Persons Scheme

Direct access to 3 separate IECEX Animated Videos (also accessible from YouTube):-

1. Certified Equipment Scheme
2. Certified Services Scheme
3. Certified Persons Scheme

IECEX Website Video Guides on how to use/navigate:

1. The IECEX Website (intended for everyone)
2. The On-Line Certificate System (aimed at those seeking to look up certificates)
3. The On-Line Certificate System – Back Office (mainly for ExCB Staff – how to create/issue CoCs)

Other activities

- Paid Advertising in HazardEx Publication
- Regular articles to HazardEx publications
- Participation in various web events, eg SESKO Clean Energy Summit
- Participation in IRENA activities.
- Monthly attendance at AFID (Alliance for Industrial Decarbonisation)



IECEX

For all your **global certification** needs

- ◆ You manufacture or sell equipment for use in hazardous (Ex) areas
- ◆ You work in the oil and gas, mining, chemical, petrochemical or pharmaceutical industry
- ◆ You supply, specify, buy or use Ex equipment in the engineering, procurement and construction sector
- ◆ You install, inspect or repair Ex equipment
- ◆ You are involved in the emerging hydrogen economy

Your safety and security is of the utmost importance.

Think IECEX certification

- for electrical and non-electrical equipment in Ex areas
- for services associated with Ex equipment, e.g., repair and overhaul workshops
- to ensure your staff has the skills and knowledge to operate Ex equipment in Ex areas

IECEX is an activity of the IEC (International Electrotechnical Commission) with offices worldwide.

General info:
info@iecex.com

All master certificates available on secure IECEX website, allowing for instant online checking.
100+ IECEX approved certification bodies (ExCBs) worldwide! Contact any of the ExCBs for your IECEX certification needs.
www.iecex.com



