

**OPTIMIZING
SPECIFICATIONS
INSURING AND
PROMOTING
CONFORMITY OF PRODUCTS**



M.A.M. CONSULTING
OFFERS YOU A SPECIFIC APPROACH OF
MARKET ACCESS MANAGEMENT
FITTING YOUR OBJECTIVES

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Working languages   



You are a key-player
in the design, the manufacturing,
the marketing of products

You want to master
their access to your target markets:
Russia, Europe, Worldwide



You are a key-player
in the specification, the purchase,
the use of products

You want to master
the adequacy of these products
to your needs



M.A.M. Консалтинг
Market Access Management

M.A.M. CONSULTING
as an independent company

provides solutions
to your selective needs



advises

on your approach



proposes

specific methodologies



assists you

in implementing
appropriate organization
and action plans



М.А.М. Консалтинг
Market Access Management

You will take advantage of
M.A.M. CONSULTING
European and
International experience of

technical regulations
standardization
conformity assessment
certification
market surveillance
international recognition
agreements
relationship with authorities
and industry associations

This experience is
completed with a large
practice of Industry
and Marketing

OPTIMIZING SPECIFICATIONS



Definition of the appropriate
criteria related to the needs and
to the desired level of safety,
quality and environment
protection



Identification of the necessary
and sufficient requirements of
the concerned markets such as:
Regulations, Standards,
« de facto » Obligations,
client Needs



Adaptation of
the specifications
according to the requirements



INSURING AND PROMOTING CONFORMITY OF PRODUCTS



Elaboration of
conformity assessment criteria,
all along the life cycle of products



Implementation of
cost and time effective
conformity assessment procedures



Communication on the conformity



Promotion of the added value
of characteristics for the benefits
of the concerned players



Management of the relationship with
assessment, approval, certification
and surveillance bodies



Analysis of on sale products
on the marketplace