

Navigating the Regulatory Landscape: 6 Tips and Tools for Faster Market Entry



1 Set timeline and cost expectations with sales and engineering

Understanding what it's going to cost to obtain certifications in your target markets is key and can help you to focus on the country list.

2 Focus and prioritize the target country list

Identify these based on expected sales, existing presence in the country, and orders received.

Common prioritization methods:

- Tier 1, Tier 2, Tier 3
- Initial, secondary, rest of world, etc.
- By region

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3 Understand your product

Ensure you have a product datasheet or technical specification as early as possible in the process



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4 Identify and engage appropriate teams early

The Regulatory Compliance Engineer or PM may be the person managing the overall process for obtaining international approvals, but input from many teams will be required, so it's helpful to identify these contacts early in the process.

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5 The devil's in the details

International Approvals is a documentation-heavy endeavor. The smallest details matter, so it's imperative that documents are clear, concise, and consistent.



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6 Expect the unexpected

While we may be used to doing certifications for the US, Canada, and the EU, other countries have unique requirements and expectations that can come as a surprise.

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