

## **Randy Kritkauskay**

Randy Kritkauskay is the founder and President of **ECOLOGIA** ([www.ecologia.org](http://www.ecologia.org)), an international non-profit organization promoting sustainable development. He has worked in transition countries (Eastern Europe, former Soviet Union, China) since 1988, assisting business, government, and community leaders in developing tools for environmentally and socially sustainable development. ECOLOGIA participates in the development of ISO standards such as 14000 and is currently involved in ISO's initiative to create a standard for corporate social responsibility. ECOLOGIA's unique perspective on standards derives from its on-the-ground work implementing and adapting them to local conditions. Mr. Kritkauskay is currently writing a series of articles on a new entrepreneurial model of social responsibility that is arising from indigenous Chinese culture and how this presents both opportunities and serious challenges for trade partners.

Mr. Kritkauskay is an historian by training and takes a long-term perspective on social change. His international career began when he was a grassroots environmental organization leader in rural northeastern Pennsylvania and he traveled on a summer sabbatical to the Soviet Union in 1988. He encountered emerging environmental organizations and spent the next decade of his life assisting start-up environmental NGOs, government leaders, and new entrepreneurs in finding common ground on sustainable development. In the last five years Mr. Kritkauskay has turned his attention to the role of voluntary international standards and other "soft law" initiatives in shaping globalization. In practical terms this translates into dozens of workshops on environmental management systems and public participation for small and medium sized business managers, community leaders, and government officials. He is a Research Scholar in Environmental Studies at Middlebury College in Middlebury Vermont and is active in Vermont Businesses for Social Responsibility, the largest such organization in the United States.

### **"The Role of International Standards In Trade"**

The supply chain linking foreign manufacturer and end consumer is being transformed by 'voluntary standards' such as those created by the International Organization for Standardization (ISO) and ethical standards created by non-profits. Standards play an unusually significant role in countries where local regulations and the rule of law are weak. Understanding how standards *actually* work is a critical factor in successful trade. ECOLOGIA's president Randy Kritkauskay will demonstrate the role that standards play in trade with China, and will outline opportunities to develop new markets with the creative use of standards.

## **Grace H. Chen (Gracie)**

Gracie Chen is a Field Engineer and is also the International Compliance Manager in the International Compliance Department and Marketing Department of ECMG (EMC Compliance Management Group). The International Compliance Department's primary focus is to assist customers determine their product's international requirements for their targeted market.

Miss Chen's primary role in the International Compliance Department is on China's Compulsory Product Certification System. She has assisted numerous customers in obtaining China Certifications. Her secondary role is to assist the company's marketing department in seeking solutions for expanding the company's market share.

Gracie Chen is a 2003 Warren College graduate of the University of California San Diego's Jacobs School of Engineering with a Bachelor of Science Degree in Mechanical Engineering Science. Miss Chen is fluent in both English and Chinese (Mandarin), and currently resides in Fremont, California.

## **CCC (China Compulsory Certificate) Certification**

As part of China's commitment for entry into the World Trade Organization, the new Compulsory Product Certification System (CPCS) CCC mark integrates the two previous Chinese compulsory inspection systems, the CCEE approval which certified product contents for import and export, and the CCIB product safety mark.

On August 1, 2003, the China Compulsory Certificate (CCC) became mandatory for all products listed in their category. There are 19 product categories, listing hundreds of products. The CCC certification covers both EMC and Safety requirements. Products listed in the CCC Catalog cannot be sold, advertised or used in China without a CCC mark.

EMC Compliance Management Group (ECMG) specializes in telecommunication equipment and information technology equipment (ITE) certification for the Chinese market. Four locations in China and Taiwan have been coordinated to meet market's demand, with quick turnaround for CCC certification through ECMG with recall and follow-up services provided. ECMG became the first testing laboratory in the world to test for the new China Compulsory Certification mark (CCC). EMC Compliance was awarded certification number 2002020805000001 on May 27.