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Date: March 18, 2003

FOR IMMEDIATE RELEASE:

MISSISSIPPI DEVELOPMENT AUTHORITY PRESENTS CE MARK CERTIFICATION TRAINING SESSIONS

The CE Mark is now mandatory for a wide range of products sold in the European Union

JACKSON, Miss., - The Mississippi Development Authority will sponsor two training seminars to explain the Conformance Europeenne (CE) marking product compliance system. By 2004, an estimated one-half of all U.S. exports to the European Union will require the CE mark. The CE mark indicates that the company has met essential health and safety requirements for a wide range of products, including machinery, electronics, medical devices, computers, toys, construction products, telecommunications equipment and many other manufactured goods. All companies selling products within the EU must meet CE mark requirements in order to sell their products.

The first half-day seminar will be held Tuesday, May 6th, 2003, 9:00 a.m. – 12:00 p.m. The program will present an overview of European technical harmonization and CE marking product compliance. "CE Marking Basics," provides a clear understanding of the benefits, challenges and implications of CE marking.

The second seminar is scheduled for Wednesday, May 28, 2003, 9:00 a.m. – 5:00 p.m. This full-day course will cover the knowledge and materials needed to develop internal expertise to comply with CE marking regulations. The course presents an in-depth analysis of European technical harmonization, European technical trade regulation and the entire CE marking system. Also presented are intermediate level CE marking strategic considerations and European marketing and distribution issues. "Hands-on" exercises and the practical application of European documents will be utilized. The course materials, consisting of a step-by-step book and CD-ROM, will be provided.

The European Union (EU) has over 375 million consumers among its 15 member countries. That number will soon rise to over 500 million as the EU welcomes

new members. "Mississippi exported \$631 million worth of goods to the European Union in 2002. These seminars will give businesses the information they need in order to be in compliance with the CE marking system," said Robert J. Rohrlack, Jr., executive director, Mississippi Development Authority.

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Both seminars will be held at the Hinds Community College, Eagle Ridge Conference Center, located in Raymond, Mississippi. The cost to participate in the first seminar is \$40.00. The full-day seminar costs \$250.00. To attend both seminars, the cost is \$290.00. For additional participants from the same organization for the second seminar, the cost is \$150.00 per person.

Benefits for Mississippi companies to attend the seminar include:

Introduction to the European regulatory system as it relates to CE marking.

Learning the benefits and challenges of CE marking of products.

How CE marking affects products.

Enforcement of the CE marking system.

Minimizing costs associated with CE marking.

Penalties for being non-compliant in a European country.

To request a registration form, please contact Florence Smith, European Trade Specialists with the Mississippi Development Authority.

Telephone: 601.359.3047, E-mail: fsmith@mississippi.org Deadline to register is April 16, 2003.