

# Mentor

MEANS BUSINESS

2022 Seminar Series

## International Market Expansion for Exporters

Should your Company Invest Resources in Product Certifications?

Thursday, March 31, 2022 8:30 AM to 11:00 AM

### EVENT SUMMARY

You want to grow your international sales. As part of your analysis of potential new markets for your products, you need to factor the cost and resources needed to have those products certified to comply with different countries' quality and safety regulations. Are those costs worthwhile? Do you understand what your organization needs to do to meet their requirements? – and most importantly - **What is your Return on Investment?** This seminar will focus on the **business case** for obtaining product regulatory certifications in the Americas, the EU, Russia, China and other Asian countries. Participants will learn the synergies between different regulatory certifications, what questions to ask before investing company resources to have their products certified for sales in international markets and how to **minimize the costs** needed to qualify those products for the largest number of international quality and safety requirements.

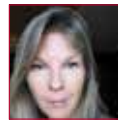
### WHO SHOULD ATTEND?

- Business Managers and Executives responsible for international market development
- Manufacturers, distributors and service companies interested in entering specific markets around the world
- Companies contracting to manufacture products in other countries for worldwide distribution

### ON THE AGENDA

- Overview of product safety and quality certification requirements in the Americas, the European Union, Russia, China and major Asian countries
- How to evaluate the ROI to obtain certification approvals for your products in specific markets around the world
- Synergies of technical work performed to comply with different countries' product certifications and how to leverage them to minimize international expansion costs.

### OUR SPEAKERS



**Kimberly Kirkendall**

President  
International Resource Development Inc.



**Ken DeVore**

President & Owner  
DeVore Technologies International

### REGISTRATION FEE \$20.00

Breakfast included. Contact Kelly Conrad, Economic Development Administrator at [conrad@cityofmentor.com](mailto:conrad@cityofmentor.com) or (440) 974-5740 with any questions regarding this seminar or other needs.



### PARADIGM CENTER

Mentor High School  
6477 Center Street  
Mentor, OH 44060

Register today at

[www.mentormeansbusiness.com](http://www.mentormeansbusiness.com)



CITY OF  
**MENTOR**



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MEANS BUSINESS

2022 Seminar Series

## International Standards for Exporters *A Business Perspective*

Thursday, February 24th, 2022 8:30AM to 11:00AM

### ABOUT OUR SPEAKERS



**Kimberly Kirkendall**  
**President, International Resource Development Inc.**

Kimberly Kirkendall's career has spanned over 30 years with her experience focused on international development, manufacturing, and operations. During that time, she managed factories for an American company in China and was General Manager of an export firm in Hong Kong. She is currently an advisor to many government, non-profit, and privately held companies and a regarded speaker for various organizations.



**Ken DeVore**  
**President & Owner, DeVore Technologies International**

Mr. DeVore's Career has been vast and over 40 years in Business Development, Regulatory Affairs, International Product Compliance, Military Contracts and Setting up and Certification auditing of ISO 9001 and IEC 80079-34 for Quality Manufacturing Systems. His home is NE Ohio – Hubbard and Chesterland but has settled in Charlotte NC for the past 12 years for business reasons. Companies seek him out from all over the world for certification solutions. His company recently started a new Business Unit for Environmental Systems Management Solutions due to the demand for ECO control and conservation in manufacturing all over the world. Senior advisor to Notified Bodies, Nationally Recognized Test labs, and the Department of Commerce's and has provided training for various colleges and business organizations across the USA.

Register today at [www.mentormeansbusiness.com](http://www.mentormeansbusiness.com)