



Greater China

Choose certainty.
Add value.

Regulatory compliance of new products “助燃” 新产品

Partnering you in launching
new products
协助企业新产品成功上市



Your challenges

New products are of vital importance for companies to expand market share and extend life cycle. As the supply chain and the market are globalizing, many complex products are composed of a larger variety of raw materials and components.

To enter a new market, each raw material or component needs to comply with local laws and regulations. However, these laws and regulations vary from country to country, extremely complicated and constantly changing. There is a growing trend of product compliance risks in recent years.

Launching a new product can put a lot of pressure on any company. Some questions which business managers or the R&D team face are whether the new product is safe, is it compliance with laws and regulations or if it meets consumer expectations.

您面临的挑战

新产品是每个企业不断扩大市场、延续企业生命力的重要手段。当前供应链和市场都在朝全球化发展，很多复杂的产品包含成大量的原料或零部件。

要想顺利进入一个新的市场，每个原料或零部件都需要符合当地相应的法律法规，而各国的法律法规往往各成体系、错综复杂并且不断更新提高。近年来产品合规性的风险呈爆发式增长之势。

对于每一个企业的新产品上市都带来非常大的压力。是否安全？是否合规？是否满足目标市场消费者的期望？是每一个企业的管理者以及研发团队都要面临的严峻挑战。



Why is regulatory compliance of new product important?

Regulatory compliance is not only the cornerstone of corporate strategy and the precondition of operation in most companies, but also one of the key factors of success. Moreover, regulatory compliance brings opportunities for sustainable development of enterprises.

Managing the research and development of the product and ensuring the new products' regulatory compliance can save time and money and mitigate risks brought by the newly developed product, guarantee the success rate of new product launch, and minimize the non-compliance penalties and the risk of product recall. Identifying and resolving compliance issues of new products as early as possible can also help avoid heavy losses and maintain brand reputation.

How can we help you?

TÜV SÜD has a team of world-leading experts from different industries, with more than 150 years' expertise and the competence to assist you in managing and monitoring the development of the new product. TÜV SÜD offers a one-stop solution for testing, inspection, auditing, certification, training, and knowledge services, from explanation of target market's regulations and standards, selection of raw materials, to product formula design, product modeling, selection of product packaging, labels design, and launching of final products, along with the compliance program forming, program implementation, and sustainable compliance program. With these programmes, the company can ensure the compliance of the products in the target market throughout the whole process, from product design to end-user consumption, thus laying a solid foundation for sustainable development.

为什么新产品合规性对于您的企业非常重要？

很多企业将合规视为公司战略的基石和经营的前提及底线，合规也是作为企业成功的关键要素之一，而产品合规也给企业带来了可持续发展的机会。

从研发的源头管控新产品保证新产品的合规性，从而降低企业新产品在研发上的时间成本和经济成本，规避新产品上市后带来的风险，确保新产品上市的成功率，最大程度地减少违规处罚和产品召回的风险，尽早发现和解决新产品中存在的合规问题，可以帮助您，避免重大损失，维护品牌声誉。

我们如何为您提供帮助？

TÜV南德意志集团拥有跨国跨行业的专家团队，150多年的专业的知识和技术，可以帮助您针对新产品研发的源头环节进行充分的管控，目标市场的法规及标准解读，原料的选择到产品的配方设计、产品定型、包装选择、标签设计以及最终的产品上市销售，为您提供包括检测、检验、审核、认证、培训及知识服务的全方位服务，形成一站式覆盖全球目标市场的合规方案，以及方案实施，持续合规方案等。从而确保从产品的设计到最终的消费使用的全过程全目标市场的合规。从而奠定可持续发展的关键基础。



Our services
我们提供的服务

	Before launch 上市前						After launch 上市后
	Market Research 市场调研	Product Design 产品设计	R&D 研发	Product Verification 产品确认	Supplier Selection 选择供应商	Manufacture 小试、中试、 批量生产	Product Launching 上市
Testing 测试							
Training 培训							
Auditing 审核							
Consultancy 咨询							
Certification 认证							
Inspection 检验							

Why choose TÜV SÜD?

TÜV SÜD is the world's leading third-party testing safety expert specializing in product safety testing in the product chain. We provide comprehensive testing, certification and inspection services for the whole supply chain from raw materials to end products. TÜV SÜD has state-of-the-art laboratories located in various countries and regions. Together with our experienced technical experts, your report will be recognised anywhere in the world.

Choose certainty. Add value.

TÜV SÜD is a premium quality, safety and sustainability solutions provider that specialises in testing, inspection, auditing, certification, training and knowledge services. Represented in over 1,000 locations worldwide, we hold accreditations in Europe, the Americas, the Middle East and Asia. By delivering objective solutions to our customers, we add tangible value to businesses, consumers and the environment.

为什么选择TÜV南德意志集团?

TÜV南德意志集团作为全球知名的第三方测试安全专家，专注于产品链中产品安全的检测、认证、审核及知识服务。从最初的原料开始，经过生产、加工到最终成品，整个环节，均能提供权威的安全检测和咨询服务。TÜV南德意志集团在全球多个国家和地区拥有技术完备的实验室，并配备尖端的仪器设备和经验丰富的产品安全技术专家，其报告在国际范围内均获得认可。

权威认证，创享价值

TÜV南德意志集团是一家优质、安全和可持续发展的专业测试、检验、审核、认证、培训和知识服务解决方案提供商。我们在世界各地超过1,000多个代表处，因此在欧洲、美洲、中东、亚洲和非洲备受盛誉。通过为客户提供客观的解决方案，公司为企业、消费者和环境增添有形价值。

* Some of the services listed are provided due to local regulations only and may not be available in other regions. Please contact us for further details.

* 上述部分服务可能由于当地法规的原因而无法在您的地区提供，欢迎您与我们联系咨询。

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