

FROM REGULATION TO MARKET ACCESS

Lessons from Brazil's conformity assessment ecosystem.

For telecommunications and ICT equipment.

> *"Not just a stamp. A bridge from requirements to trusted evidence and market access."*

Péricles Teles | Moderna Tecnologia

ITU-D Study Group 2 — Question 4/2

Why conformity assessment matters

A simple logic: requirements → evidence → access

01



Regulatory requirements

Define what must be demonstrated.

02



Trusted evidence

Testing • Assessment • Traceability

03



Market access

Certification • Homologation

Conformity assessment is the bridge between the three.

Trust cannot be abstract. It must be supported by evidence.

The Brazilian ecosystem

A diverse system — and a story about interfaces

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Requirements • Oversight

Laboratories

Testing • Technical evidence

Certification Bodies (OCDs)

Assessment • Certification

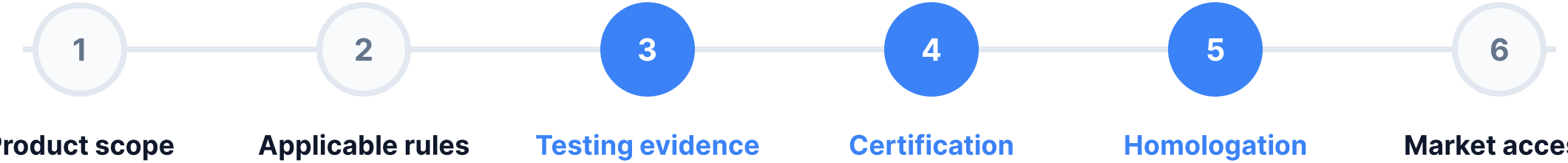
Manufacturers / Importers

Products • Documentation

Quality is created at the interfaces.

From requirements to market access

A typical certification pathway



Not a single approval — a lifecycle of evidence and decisions.

Where complexity appears in practice

Interface challenges — not failures of a single actor.

Scope & applicability

Multiple technologies and conformity scopes.

Cross-interface coordination

Scope and timing must align early.

Documentation & traceability

Versions and evidence must stay connected.

Product evolution

Hardware and software keep changing.

Operational lessons

Reducing uncertainty, rework and loss.

01 **Clear interfaces**
Roles, inputs, decisions.

02 **Traceability**
Product, evidence, decisions.

03 **Structured communication**
Different levels of technical maturity.

04 **Predictable pathways**
Plan early, protect time-to-market.

05 **Technical competence**
Strong capability, clear translation



QUALITY AT THE INTERFACES

Digital transformation raises the stakes at the interfaces.

Faster product cycles

Clear assessment pathways.

Software-driven changes

Lifecycle traceability.

Global supply chains

Coordinated evidence.

Adaptability ≠ less rigor.

It means preserving trust as technology changes.

Three takeaways

The core messages to leave with the audience

01

Trusted evidence

Requirements must become demonstrable.

02

Quality at the interfaces

Alignment reduces uncertainty and rework.

03

Adaptability

Trust must survive technological change.

"Good conformity assessment does not stand between innovation and the market.

It creates the trust that allows innovation to reach the market."

Thank you

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