



It Started with an
Idea: Safety in the
Product Life Cycle

2017 ICPHSO International Symposium
November 14-15 | Tokyo, Japan





The International Consumer Product Health and Safety Organization

(ICPHSO – pronounced IC-FA-SO)

Founded in 1993 as an organization dedicated to addressing health and safety issues related to consumer products marketed globally, ICPHSO is the only organization which attracts a global membership of health and safety professionals who meet annually to exchange ideas, share information, and take leadership roles in addressing health and safety concerns affecting all consumers. ICPHSO members represent government agencies (local, state, federal, international), manufacturers, importers, retailers, certification/testing laboratories, law firms, consultants, trade associations, standards writing organizations, media, and consumer advocacy groups.

ICPHSO

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Mission: ICPHSO is an international, neutral forum for product safety stakeholders to learn, network and share information.

Vision: Our vision is a vibrant product safety community exchanging information, ideas, and emerging trend. Each sector of the community is valued and given opportunity for participation and finds the exchange valuable for their industry or sector. Regulators are an active part of this exchange of ideas and information and value ICPHSO as a place to reach regulated industries as well as other stakeholders. The work of ICPHSO takes place on a regional, national, and international level as befits a global marketplace with local stakeholders and participants.

Values:

- Neutrality
- Inclusiveness
- Regular exchange of information valued by participants, not selling services
- High value symposia for participants, the one conference you can't miss

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2017 ICPHSO

International Symposium

November 14-15 | Tokyo, Japan

It Started with an
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Product Life Cycle



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Welcome from the President

On behalf of the Board of Directors and ICPHSO, I want to welcome you to Tokyo and our 2017 ICPHSO International Symposium.

Recognizing that product defects can take years to manifest, our theme for this Symposium is "It Started with an Idea: Safety in the Product Life Cycle." We will explore the relationship between life cycle and product defects throughout our program.

If you are new to ICPHSO, I hope you will consider joining our organization and becoming an active member. We pride ourselves in that we are an international, neutral forum for product safety stakeholders to learn, network, and share information. We value neutrality, inclusiveness, and the regular exchange of information valued by participants. Our members include all stakeholders in the world of product safety: consumer advocates, manufacturers, retailers, government regulators, testing labs, product safety attorneys, forensics labs, and many more. If you have questions about membership, please inquire at the ICPHSO registration desk.

Finally, I want to recognize the exceptional work of Rod Freeman, our Symposium Chair and the hard work over many months of his Tokyo Symposium Planning Committee. All of these individuals are volunteers who take time every week over many months to ensure that this program is a valuable and exceptional experience for you.

Rick Brenner
ICPHSO President





Welcome from the Planning Committee Chair

Welcome to this year's *ICPHSO International Symposium*. The annual International Symposium is an important part of ICPHSO's activities, as it entrenches the "international" focus of this unique organization.

ICPHSO is the primary forum at which all stakeholders in the global product safety community, including government policy makers and regulators, consumer representatives, industry representatives and other professionals, can gather and share insights and experiences that help drive the development of good policies and practices. These discussions lead to decisions that support innovation and help support the development of markets in which consumers can be confident that the products they use will be beneficial and safe. It is at the heart of ICPHSO's mandate to take these activities into the international community, and it is an important step for ICPHSO to bring this event to Japan.

As markets become increasingly globalized, as regulatory policy becomes more complex, and as the pace of innovation increases, the international role of ICPHSO becomes even more important. Japan has long been a leader in the development of product safety policy, both in the region, and on the world stage. Japanese industry and creativity has been responsible for the introduction of countless technologies that are an integral part of the consumer products that we enjoy every day of our lives. Through this year's event, we all have a unique opportunity to gain some unique insights into aspects of product safety policy and practice as viewed from this part of the world, and to learn from the expertise and experiences of our hosts here in Japan.

It is the hope of the ICPHSO leadership that this event will be a springboard for even deeper involvement of ICPHSO in the region, so that members of ICPHSO around the world can continue to benefit from what can be learned from experiences in Japan and its neighboring countries, and so that together we can work to ensure safe and flourishing consumer product markets.

We have an exciting program ahead of us here in Japan, thanks to the efforts and contributions of a fantastic Steering Committee. And none of this would have come together as successfully as it has without the extraordinary work of our ICPHSO Executive Director, Marc Schoem, ably supported by the Drohan team.

If you are not a member of ICPHSO as you arrive at this Symposium, please commit to signing up before you leave. The benefits are obvious, and you can take pride in being a contributor to this unique organization.

Enjoy the company of your friends at ICPHSO here in Japan. Next stop for ICPHSO after Tokyo is our Annual Symposium in Orlando in February. Belinda May from Dentons is leading the organization of what will certainly be a memorable event in Florida.

Rod Freeman

ICPHSO International Symposium Committee Program Chair



Welcome from the Executive Director

Welcome to and thanks for attending the **2017 ICPHSO International Symposium** and our first conference in Tokyo! Rod Freeman and his planning committee have developed an informative two-day workshop based on the theme, **"It Started with an Idea: Safety in the Product Life Cycle."** It will be good to hear from product safety professionals about all phases of product safety, since each lifestyle stage is as important as the next. Congratulations to Rod and his committee (all volunteers) for all their hard work and planning to bring us the workshop.

We appreciate the participation by representatives from the Japan Ministry of Economy, Trade, and Industry, Product Safety Division; Japan Consumer Affairs Agency; Japan National Institute of Technology and Evaluation; European Commission; U.S. Consumer Product Safety Commission; Health Canada. Their presence at our International Symposium allows all participants to interact and hear directly from the regulatory authorities on many key issues involving the product safety life cycle. Our thanks also to the many speakers who have taken time out from their busy schedules to share their product safety expertise during the symposium. The diversity of the speakers representing consumers, industry, regulatory authorities, associations, testing laboratories, law firms, and others, contributes to ICPHSO's mission to provide a neutral forum for all points of view to be presented and discussed. We also acknowledge and appreciate our sponsors and exhibitors and encourage all attendees to visit them and consider the services they provide.

Don't forget our **2018 Annual Meeting and Training Symposium**, February 20-23, 2018, which kicks off the ICPHSO 25th Anniversary Silver Jubilee in Orlando, Florida. We are planning an exciting and content-filled Symposium to celebrate our anniversary and bring you the latest product safety information. We hope you will be able to join us in Orlando. Check our website at www.icphso.org for updated information on upcoming events. And, be sure to read and follow my blog at www.blog.icphso.org for the latest in ICPHSO-related information.

Marc J. Schoem
ICPHSO Executive Director
www.icphso.org

Symposium Agenda

MONDAY NOVEMBER 13

3:00 pm - 5:00 pm **Symposium Bag Stuffing**

Join your fellow attendees and ICPHSO Board Members in our pre conference bag stuffing. Pizza and drinks will be served to keep our energy level up as we prepare the conference bags for the Symposium. More information, contact mschoem@icphso.org.

5:00 pm - 6:30 pm **Registration**

6:00 pm **Evening Networking Reception**

Apollon Room

Open to all Symposium attendees—included in registration fee

TUESDAY NOVEMBER 14

8:30 am - 5:00 pm **Registration**

9:00 am **Welcome Breakfast**

9:30 am - 9:45 am **Welcome – Announcements & Opening Remarks**

Orion Room

Speakers: **Rick Brenner**, President, ICPHSO
Rod Freeman, Partner, Cooley (UK) LLP

9:45 am - 10:30 am **PLENARY SESSION 1**

Orion Room

Keynote Address

Speaker: **Takashi Wada**, Director, Product Safety Division
The Ministry of Economy, Trade and Industry (METI)

The Ministry of Economy, Trade and Industry (METI) is a ministry of the Japanese government. METI has jurisdiction over a broad policy area, including Japan's economic & industrial policy, trade policy, energy security policy, intellectual property policy, industrial technology and innovation policy, control of arms exports, etc. METI is known for its liberal atmosphere and officials of METI have been well known for their excellence. It is commonly called "human resource agency" for its leaders of politics, business and academia.

10:30 am - 11:45 am **PLENARY SESSION 2**

Orion Room

Sending Products to School—New Technologies & Product Safety

Moderator: **Mark Deem**, Cooley LLP

Speaker: **Brigitte Acoca**, Working Party on Product Safety, OECD

This session will help start a meaningful discussion within the international product safety community about the practical implications of a world in which products can "learn" and change their behaviour, perhaps without direct active input from the original manufacturer. The session is intended to provide an introduction to the technologies, and to provide practical insight into the possibilities for the technology, the way it is already in place around us now, and the opportunities, risk, and policy challenges raised by these rapid developments for the management of consumer product safety.

11:45 am - 1:00 pm **Lunch**

Seaside Banquets (Rainbow & Sunset)

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1:00 pm - 1:30 pm **PLENARY SESSION 3**

Orion Room

Keynote Presentation

Speaker: **Honorable Ann Marie Buerkle**, Chairman, US Consumer Product Safety Commission

1:30 pm - 3:00 pm **PLENARY SESSION 4**

Orion Room

Time is Not on Your Side: Compression Within the Product Life Cycle

Moderator: **Belinda May**, ICPHSO President-Elect, Board Member & 2018 Symposium Program Chair; Partner, Dentons US LLP

Speakers: **Katsumi Arai**, Director-General, Product Safety Technology Center, NITE
Dochul Choi, Senior Vice President, Global Business & Technology Strategy, Samsung Electronics
Gene Rider, Principal, Exponet Inc.

Technological advances are speeding up; to be competitive, innovative products require compressed product development timelines that challenge current safety processes and tools. A panel of manufacturing and product safety experts will identify the challenges of compressing product development timelines and discuss the need for innovative solutions ensure products are designed and manufactured to be safe.

3:00 pm - 3:30 pm **Afternoon Networking/Exhibitor Break**

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Hogan Lovells Global Products Law Team



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We understand that a company's brand and product reputation are its most valuable asset. As a firm, we have all the tools necessary to support you and your product, anywhere in the world. Through our international network, we cover all safety and compliance issues that may arise in the product lifecycle, including those relating to manufacturing, the supply chain, distribution, marketing, and the end-user.

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3:30 pm - 4:15 pm **BREAKOUT SESSIONS**

BREAKOUT 1: Chemical Management: A Strategic Approach to Chemical Safety in Product Life Cycle

Sirus A

Moderator: **Elisa Gavazza**, Global Lead for Chemical Management, UL LLC

Speakers: **Anne Bonhoff**, Global Head Chemistry, UL LLC

Raymond K.M. Lui, Global Service Line Manager of Non-Food Chemical Laboratories in Product Service Division/Vice President of Global Business Line Manager, Toys and Childrens Products, Product Service Division, TUV SUD

Jay Kim, Kim & Chang

BREAKOUT 2: Product Safety Standards in Asia

Sirus B

Moderator: **Tsuneo Matsumoto**, President, National Consumer Affairs Center of Japan

Speaker: **Brian C. Oh**, Kim & Chang

Keith Yung, Director of Toys, Electrical and Children's Products Group, STC

BREAKOUT 3: Standards Development: What Do We Do in the Meantime?

Apollon A

Moderator: **Martyn Allen**, Head of Electrotechnical Division, Electrical Safety First

This panel discussion will look at the consequential impact of standards development for ever-changing technological products being placed on the market. The panel will discuss the alternative methodologies that economic operators can apply to help ensure that products are compliant with the safety objectives of legislation for demonstrating to the authorities how they have mitigated safety risks. The challenges on regulatory authorities by having no standard as a benchmark reference for market surveillance or investigating incident reports will also be explored.

4:20 pm - 5:05 pm **PLENARY SESSION 5**

Orion Room

A Perspective From Innovative Product Manufacturers: The Safety Journey in a Product's Lifecycle

Moderator: **Michiko Jo**, Senior Associate, DLA Piper

Speakers: **Anthea Davies**, Senior Associate, Hogan Lovells International LLP

Jeremy Opperer, Senior Manager, Exponent Inc.

Pelagio Payumo, Oculus

This session looks at how product safety issues are addressed when dealing with 'innovative' products which set themselves apart from current products on the market. The panel will lead a discussion on the safety considerations that could be made from the product design/development stage to the product launch including how safety risks could be assessed by looking at different types of 'innovative' products. The session will also discuss the challenges and lessons that can be learned from the manufacturer's experience as well as those products which were launched but subsequently recalled.

5:10 pm **Day One Summary**

Orion Room

Speaker: **Rod Freeman**, Partner, Cooley (UK) LLP

6:00 pm **Evening Reception**

Apollon Room

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WEDNESDAY NOVEMBER 15

8:30 am - 2:00 pm **Registration**

8:30 am **Breakfast**

9:00 am - 9:10 am	Welcome & Introduction to Day 2	<i>Orion Room</i>
Speakers:	Rick Brenner , President, ICPHSO Rod Freeman , Partner, Cooley (UK) LLP	
9:10 am - 9:40 am	OPENING PLENARY SESSION 6	<i>Orion Room</i>
	Keynote Address	
Speaker:	Yukihiro Noda , Director of Consumer Safety Division, Japan Consumer Affairs Agency	
9:40 am - 10:00 am	OPENING PLENARY SESSION 7	<i>Orion Room</i>
	Keynote Address	
Speaker:	Pinnucia Contino , Head of Unit, Product Safety and Rapid Alert System, Directorate-General for Justice and Consumers, European Commission	
10:00 am - 10:30 am	Morning Networking/Exhibitor Break	
10:30 am - 11:15 am	PLENARY SESSION 8	<i>Orion Room</i>
	Advanced Planning with New Technologies: Protection (Cyber Security and Product Safety) When Conceiving Your IoT Device	
Speakers:	Stephen Brown , Director, Innovation, CSA Group David Kosnoff , Vice President, Quality Assurance, Hasbro Far East Limited	
11:45 am - 12:30 pm	BREAKOUT SESSIONS	
	BREAKOUT 4: Techniques for Improving Safety in the Product Lifecycle	<i>Sirus A</i>
Moderator:	Rakesh Vazirani , Director Product Traceability & Environmental Information Management, TUV Rheinland	
Speakers:	David Wroth , Director, Data Science, UL	
	BREAKOUT 5: Beyond Written Warnings: New and Engaging Methods for Effective User Warnings and Instructions in Virtual Reality & Beyond	<i>Sirus B</i>
Moderator:	Matt Howsare , Member and Co-Chair Consumer Products Practice Washington, DC, Mintz Levin	
Speakers:	Nancy Cowles , Executive Director, Kids In Danger Matthew Dickman , Product Health & Safety Manager, Oculus, VR	
	Some consider written warnings as one of least effective methods of ensuring consumer product safety. New and emerging technologies are providing new ways to increase user awareness and understanding of how to use products safely. This panel will highlight innovative efforts being taken to effectively warn and inform end-users in consumer electronics and other industries and explore with attendees potential future innovations.	



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12:30pm - 1:30 pm **Lunch** *Seaside Banquets (Sunrise & Rainbow)*

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1:30 pm - 2:00 pm **Afternoon Keynote Address** *Orion Room*

Speaker: **Takashi Tatsumi, PhD**, President, Japan National Institute of Technology and Evaluation (NITE)

2:00 pm - 3:15 pm **PLENARY SESSION 9** *Orion Room*

International Regulators Panel: Our Decisions as Products of Process

Moderator: **Rod Freeman**, Partner, Cooley (UK) LLP

Panelists: **Pinuccia Contino**, Head of Unit, Product Safety and Rapid Alert System, Directorate-General for Justice and Consumers, European Commission

Simon Young, Policy Analyst, Healthy Environments and Consumer Safety Branch, Health Canada
Global Regulators TBA

3:15 pm - 3:45 pm **Afternoon Networking/Exhibitor Break**

3:45 pm - 5:00 pm **PLENARY SESSION 10** *Orion Room*

Risk Tolerance in Perspective: Measuring and Assessing Risk in Societies

Moderator: **Junichi Ikeda**, Partner, Nagashima Ohno & Tsunematsu

Speakers: **Nancy Cowles**, Executive Director, Kids In Danger

David Ropeik, International consultant, Author, Teacher, Speaker on Risk Perception, Ropeik & Associates

Michael Wiklund, General Manager, R&D, Human Factors, UL LLC

5:00 pm **Closing Remarks & Looking Ahead** *Orion Room*

Speakers: **Belinda May**, ICPHSO President-Elect, Board Member and 2018 Symposium Program Chair; Partner, Dentons US LLP

Marc Schoem, Executive Director, International Consumer Product Health and Safety Organization (ICPHSO)

5:30 pm **Evening Reception**

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OECD, Working Party on Product Safety

Martyn Allen

Electrical Safety First, Head of Electrotechnical Division

Katsumi Arai

Director-General, Product Safety Technology Center, NITE

Anne Bonhoff

UL LLC, Global Head Chemistry

Rick Brenner

ICPHSO, President

Stephen Brown

CSA Group, Director, Innovation

Honorable Ann Marie Buerkle

US Consumer Product Safety Commission, Chairman

Dochul Choi

Samsung Electronics, Senior Vice President, Global Business & Technology Strategy

Pinuccia Contino

European Commission, Head of Unit, Product Safety | Rapid Alert System, Directorate-General for Justice and Consumers

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Rod Freeman

Cooley (UK) LLP, Partner

Elisa Gavazza

UL LLC, Global Lead for Chemical Management

Matt Howsare

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Junichi Ikeda

Nagashima Ohno & Tsunematsu, Partner

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Symposium Speakers

Raymond K.M. Lui

TUV SUD, Global Service Line Manager of Non-Food Chemical Laboratories in Product Service Division/Vice President of Global Business Line Manager, Toys and Childrens Products, Product Service Division

Tsuneo Matsumoto

National Consumer Affairs Center of Japan, President

Belinda May

Dentons US LLP, Partner ICPHSO President-Elect, Board Member and 2018 Symposium Program Chair

Yukihiro Noda

Japan Consumer Affairs Agency (CAA), Director of Consumer Safety Division

Brian C. Oh

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Jeremy Opperer

Exponent Inc., Senior Manager

Pelagio Payumo

Oculus VR, Product Safety and Compliance Manager

Gene Rider

Exponent Inc., Principal

David Ropeik

Ropeik & Associates, International Consultant, Author, Teacher, Speaker on Risk Perception

Marc Schoem

ICPHSO, Executive Director

Takashi Tatsumi, PhD

Japan National Institute of Technology and Evaluation, President

Rakesh Vazirani

TUV Rheinland, Director Product Traceability & Environmental Information Management

Takashi Wada

Ministry of Economy, Trade and Industry, Japan Director, Product Safety Division

Michael Wiklund

UL LLC, General Manager, R&D, Human Factors

David Wroth

UL LLC, Director, Data Science

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Keith Yung

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We understand that a company's brand and product reputation are its most valuable assets. As a firm, we have all the tools necessary to support you and your product, anywhere in the world. Through our international network, we cover all safety and compliance issues that may arise in the product lifecycle, including those relating to manufacturing, the supply chain, distribution, marketing, and the end-user.

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For Information on any of our upcoming programs or on becoming an ICPHSO member visit: www.icphso.org or contact Marc Schoem, Executive Director at mschoem@icphso.org.

UPCOMING MEETINGS:

FEBRUARY 20-23, 2018

2018 Annual Meeting and Training Symposium
Hyatt Regency Grand Cypress Hotel
Orlando, Florida

JUNE/JULY 2018

2018 Northwest Regional Training Workshop
Seattle, Washington

NOVEMBER 2018 (Week of November 12, 2018)

2018 International Symposium
Brussels, Belgium

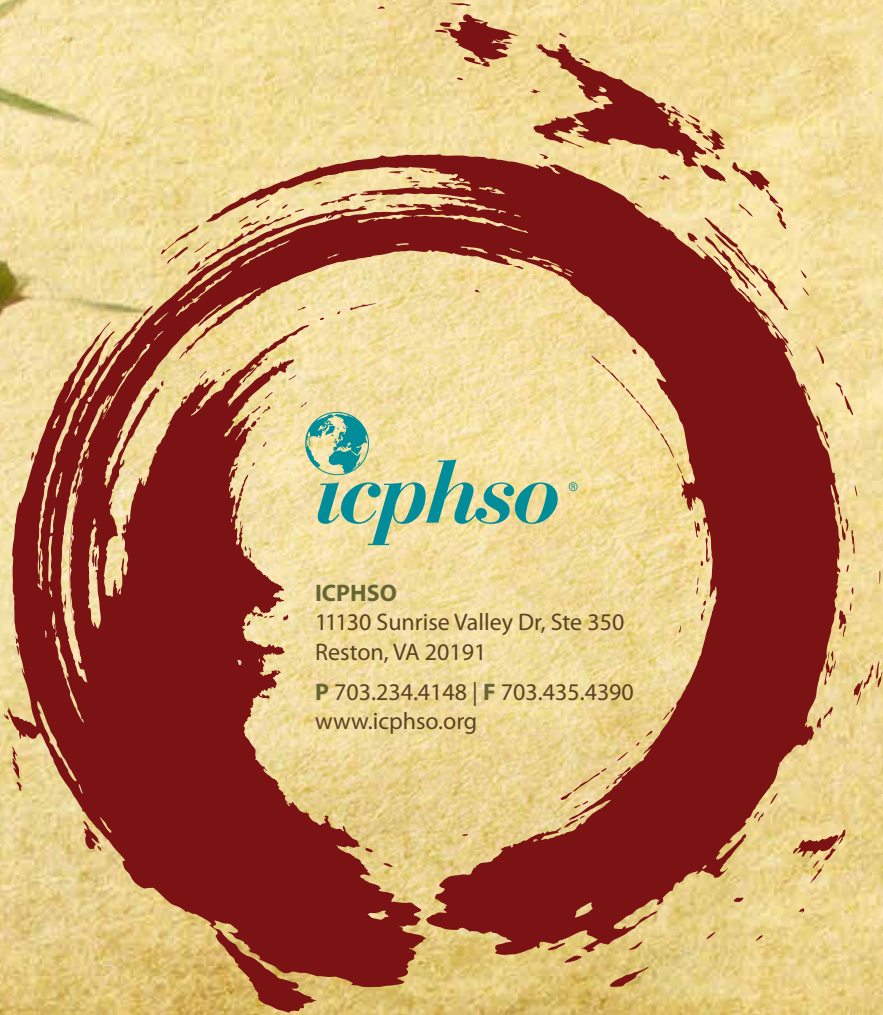
FEBRUARY 25-28, 2019

2019 Annual Meeting and Training Symposium
Renaissance Downtown, Washington, D.C.

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