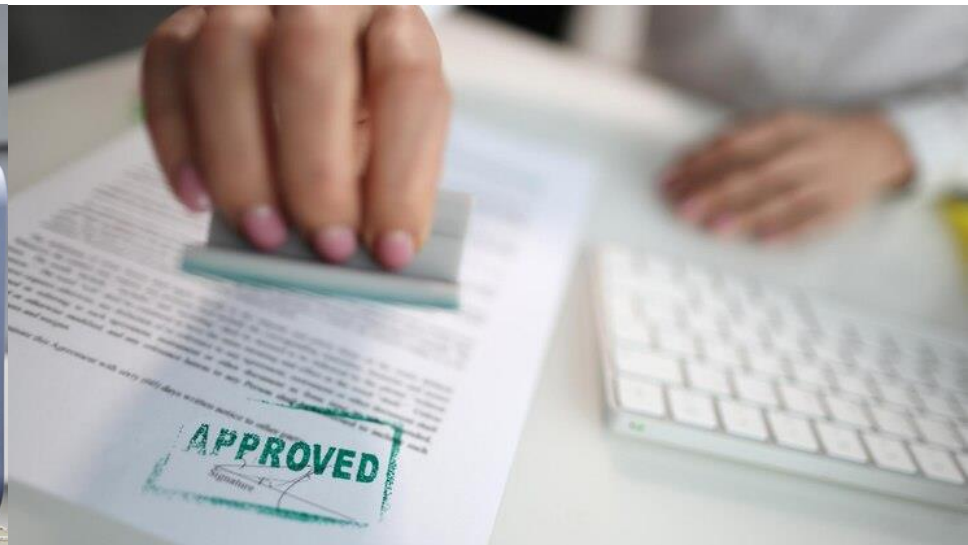
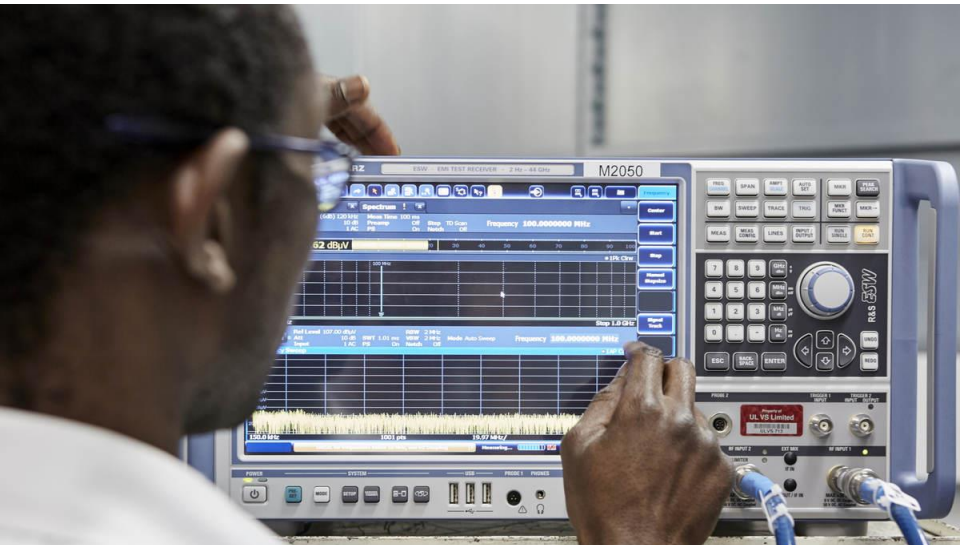


Certifications are seen as technical barriers until “non-conformities” show up.



Technical Barriers to Trade: an overlooked reality in Latin America

Outline

Regulatory certifications in the Wireless Industry

The product compliance perspective for the 6 GHz band

+ Opportunities for the region



By: Sebastian Medranda | Entirety LLC
Dynamic Spectrum Alliance - Global Summit 2023

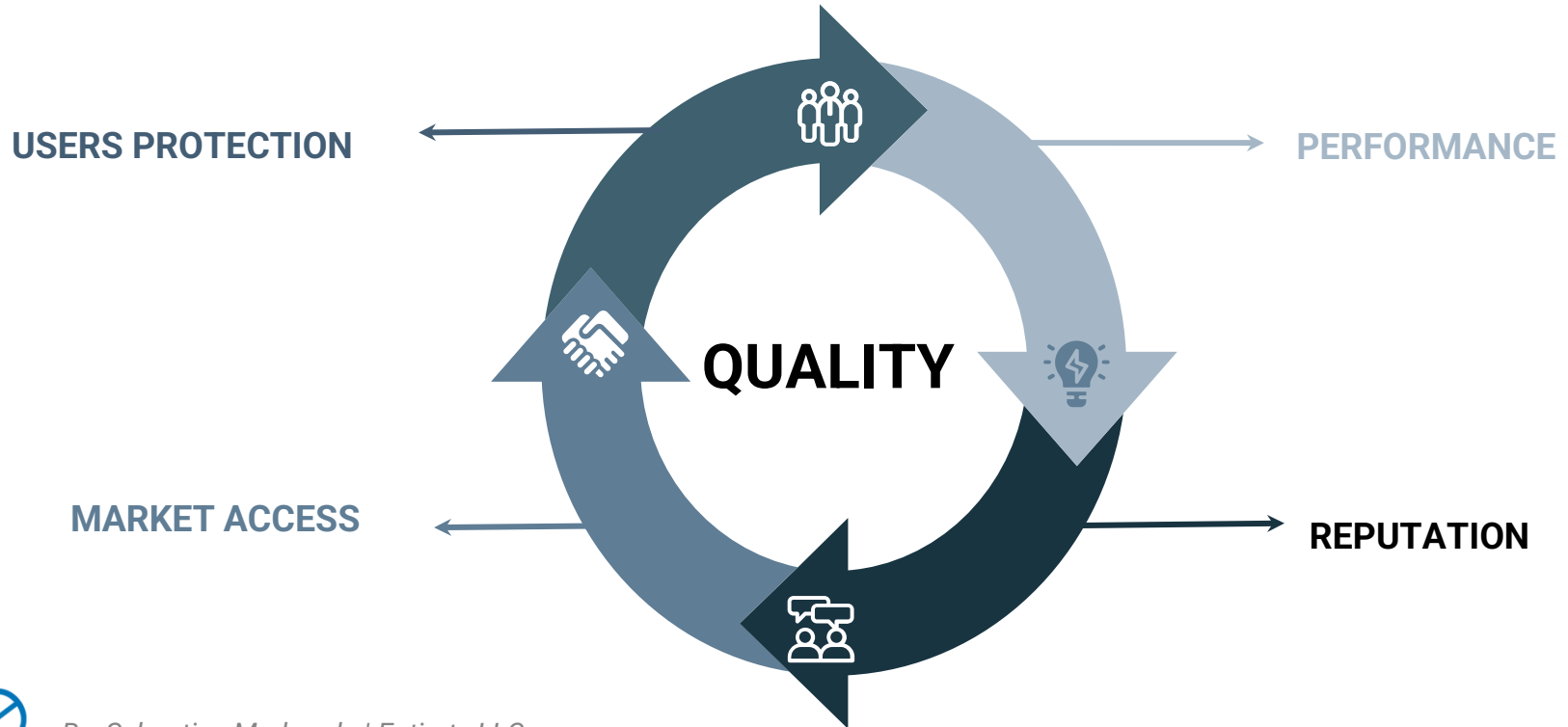


Product Certification in the Wireless Industry

It may be seen as an obstacle but it is really a competitive advantage



There is too much at stake



The product journey into certifications



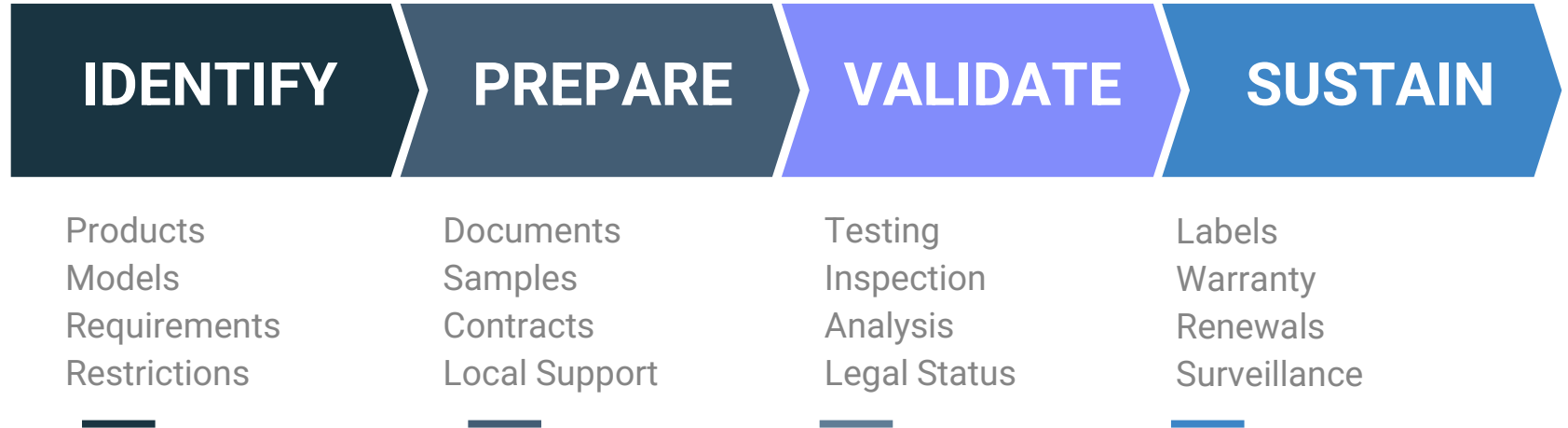
Products
Models
Requirements
Restrictions

Documents
Samples
Contracts
Local Support

Testing
Inspection
Analysis
Legal Status

Labels
Warranty
Renewals
Surveillance

The product journey into certifications



**Practical
example:**

ANATEL Homologation Process



Source: **ANATEL** By: Sebastian Medranda | Entirety LLC

Dynamic Spectrum Alliance - Global Summit 2023

Those are all legitimate concerns

EXPENSIVE?

Being first to market carries a high price to pay

Testing requires an infrastructure but it's an effective mechanism to ensure compliance

LONG?

There is some bureaucracy into it

It involves a learning curve for certifications applied to every technology

COMPLEX?

Disconnection between the manufacturer and their local counterpart

Requires understanding of the requirements.



Awareness from the product compliance perspective

How the regulatory approvals for 6 GHz band will look like



By: Sebastian Medranda | Entirety LLC
Dynamic Spectrum Alliance - Global Summit 2023

Reality for Latin America

COST

Some certifications are free of charge or have a small associated fee

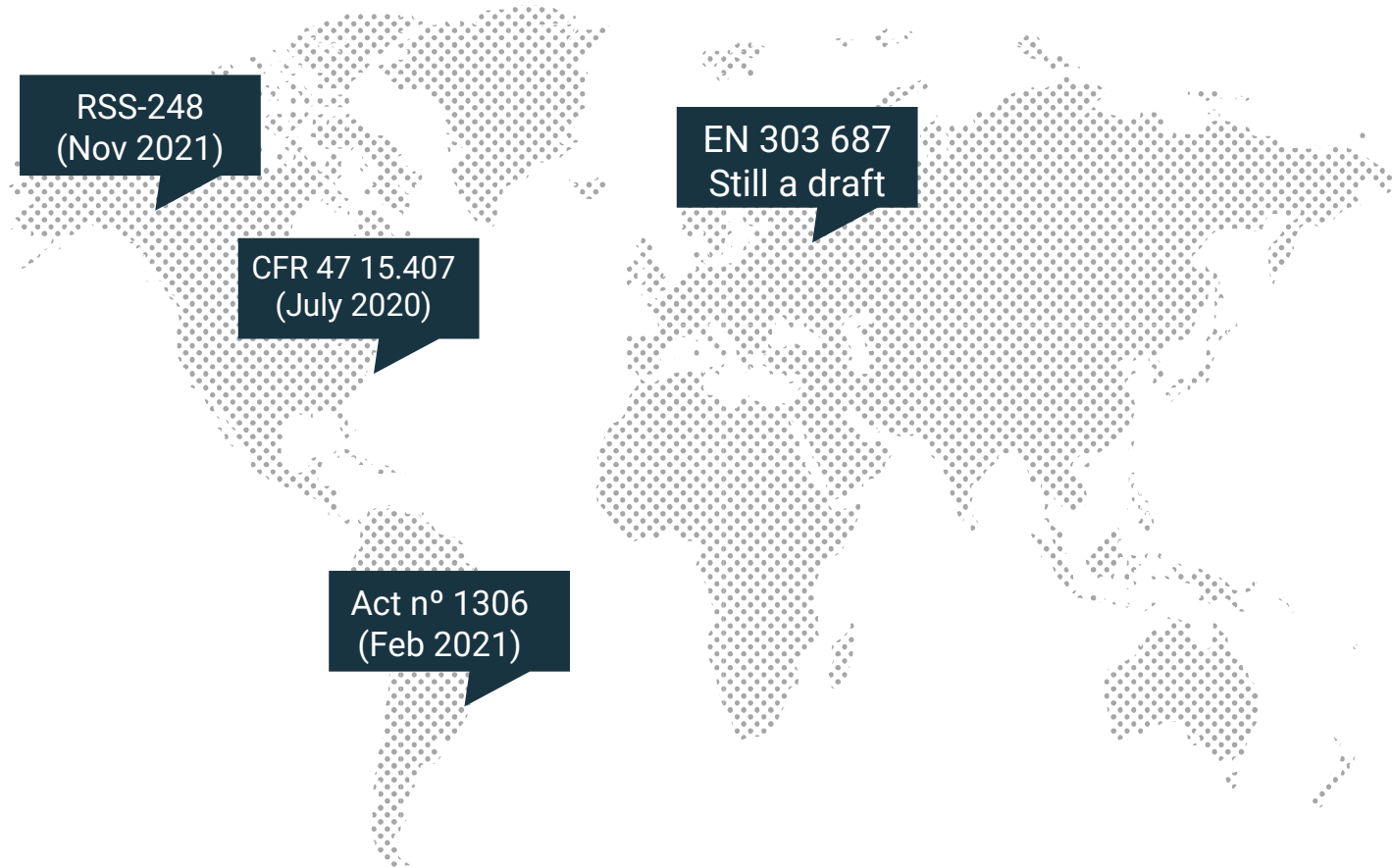
TIMING

It's possible to plan market access in advance with a regional approach

COMPLEXITY

Tends to decrease overtime with a strategic approach, specially with clear and harmonized frameworks

Standards Availability





Product Compatibility

Product versioning is a supply chain issue

Reconfiguration of devices is not as intuitive as it seems.

Market dynamics for LATAM rely a lot on regional distribution.

Current regulatory frameworks are tied to acceptance of FCC reports.



**Lack of harmonization can be a risk for
both the market and for the spectrum**

A photograph of an anechoic chamber. The walls, floor, and ceiling are covered in white, pyramid-shaped electromagnetic wave absorbers. A person in a white lab coat is standing in the center, operating a piece of equipment on a tripod. The room is dimly lit, with a few bright spots from overhead lights. The overall atmosphere is technical and professional.

**Existing
Infrastructure**

**Qualified
Professionals**

**Tech Neutral
standards**

No need to reinvent the wheel!



Design for compliance ensures successful market access and it's more effective when is managed at a regional level.



Trust

**Not only between country
authorities**



Collaboration

**The industry has an
educational role**

**If addressed properly,
regulatory compliance can
help to promote innovation
and competitiveness.**



*By: Sebastian Medranda | Entirety LLC
Dynamic Spectrum Alliance - Global Summit 2023*

A smiling man in a dark suit and white shirt is pointing his right hand towards a whiteboard. On the whiteboard, there is a line graph with four yellow circular data points connected by a yellow line, and a yellow arrow pointing upwards and to the right. The background is a bright, slightly blurred office setting.

Thanks!

Questions / Perguntas

info@entirety.biz

www.entirety.biz



Credits

Presentation template by **Slidesgo**

Icons by **Flaticon**

Images & infographics by **Freepik**

