

TERMS OF REFERENCE FOR THE RECRUITMENT OF A 3RD SECONDED EUROPEAN STANDARDIZATION EXPERT IN CHINA (SESEC III)

1. DISCLAIMER

This procedure for the recruitment of a Secoded European Standardization Expert in China (SESEC III) has been launched in parallel with the proposal for co-funding to the European Commission (EC) and EFTA for the same project.

This means that, in practice, the signature of the contract with the successful candidate is subject to the signature of the SESEC III contract between CEN and the EC/EFTA.

To note that only the short-listed candidates will be contacted, and if interviews are deemed necessary, they will be held in Brussels and the related travel costs shall be borne by the candidates themselves.

2. BACKGROUND INFORMATION

The standards making process is a voluntary consensus-driven activity within the operational framework of independent and recognised standards organisations, leading to the adoption of standards, compliance with which is voluntary. Standards should be fit for purpose, give a reply to identified market needs, have a high degree of acceptability as a result of the full involvement of all relevant parties in the standardization process, be coherent with each other and allow for technological innovation and competition.

Accordingly, the European standards making process applies the basic principles defined in the WTO Agreement on Technical Barriers to Trade, i.e.: transparency, openness, consensus building, effectiveness and balanced participation of stakeholders, including environmental and consumer interests.

Moreover, in recent years major economic, political and social changes in Asia, Europe and other regions of the world, have opened new markets and have created new opportunities for trade and investment relations between these regions and Europe.

Recognizing the importance of these developments for the European economy, the European Standards Organizations (the ESOs), CEN, CENELEC and ETSI, decided to look for opportunities to intensify their dialogue with key partners in the different regions.

This initiative is in alignment with the EU policy to promote the visibility of European Standardization in third countries and the stated desire of the EC to establish a post for a Secoded European Standardization Expert in strategically important regions/countries. Such a position was established in China (as from July 2006), with the support of EC and EFTA. The current (second) project is managed by CEN and will end in September 2012, but the Commission and the other stakeholders would like to continue with a third Secoded European Standardization Expert in China (SESEC III).

CEN will continue with the management of the SESEC III (2012 – 2015). A proposal has been sent to the European Commission, EFTA, CENELEC and ETSI at the end of July 2012, and, if accepted, the contract between CEN and the other stakeholders could be signed before the end of the year.

As the previous SESEC project, the SESEC III is co-funded by the EC, EFTA, CEN, CENELEC and ETSI.

3. OBJECTIVE AND EXPECTED RESULTS

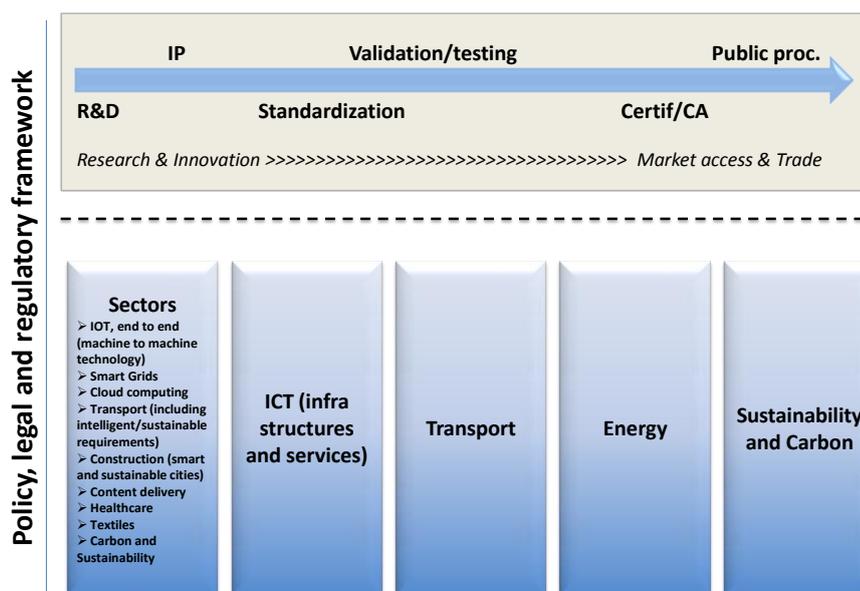
Objective

This project aims at strengthening the establishment of a European standardization expert to operate in China with the task to channel the interests of the European standardization community in China as a whole.

Scope and activities

The scope of SESEC III is the EU-China dialogue, and cooperation on standards and standards related activities in support of an increase in trade between China and Europe.

It must be highlighted that “standards”, in this context, should not be considered in isolation, but rather as an element of a process that ranges from R&D to market access. This would include, but is not limited to, IPRs, testing, certification and type approval, and public procurement, including the policy and legal frameworks that govern the entire process.



This aim of the project is to understand the processes in China, in which standardization can play a major role in improving trade between the two communities. The vertical boxes in the illustration show the sectors that the ESO’s members have indicated as their priorities. Work carried out at an early stage will endeavor to narrow down these broad areas to specific topics in order to reap the maximum benefit for Europe and create the right relationship with both Chinese policy makers as well with technical experts. An example would be under energy to focus on for example energy management and renewables as hot topics for Europe.

SESEC III will focus notably on the following key areas/actors. These key areas can be further fine-tuned, or modified by the Steering Committee:

- For representing the European Standardization System and the promotion of its values SESEC III has to establish/maintain good relations with
 - Chinese public authorities that are involved in standardization (ministerial, ministerial agency, provincial level and in particular cases also enterprise-standardization level),

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- the Chinese standardization organizations,
- non-Chinese standardization organizations operating in China, and
- other relevant standardization stakeholders (e.g. societal stakeholders).
- New dialogues should be established with:
 - Ministry of Industry and Information Technology,
 - National Development Reform Commission,
 - MOHURD, etc.
- Cooperate with EU delegation, EUCCC, EUTCP and other EU/EFTA projects related to standardization, such as EC Regulatory Dialogues, or the EU SME Business Centre
- Continuous support to the European - China Standards Platform (CESIP): promotion and support in all issues of this Chinese SAC - ESO co-operation
- Facilitating exchange and cooperation in the following technical areas:
 - Cloud computing
 - Consumer protection issues (especially in the field of toys, textiles/clothing, cosmetics, and electrical and electronic household goods)
 - Content delivery
 - Education in standardization
 - Electrical and electronic products
 - Energy management and the management of Carbon detriment
 - Environmental protection, resources allocation, and resource saving, especially related to EPBD (Energy Performance of Building Directive), and Eco-design and labelling legislation
 - ICT infrastructure activities
 - Information and communication technology
 - IOT, end to end (machine to machine technology)
 - Medical devices / healthcare equipment
 - Service industry
 - Smart Grids
 - The Built Environment – notably smart sustainable construction
 - Transport in the context of Smart transport and e-mobility

According to the identified needs of the partners and their stakeholders, these key areas of cooperation, as well as the resulting Action Plan should be regularly adapted/modified by the Steering Committee.

4. DESCRIPTION OF THE POSITION

General

SESEC III will try to avoid overlapping and endeavour to create synergies with other initiatives stemming from different European businesses and federations and focus on raising awareness on this project both in China and in the EU/EFTA.

Furthermore, the SESEC III will be asked to play a role of liaison and coordination between other European experts currently seconded to China and originating from various European businesses and federations interested in standardization.

A monitoring will be made on the participation of the expert to the different events and the level of proactivity demonstrated by the expert in promoting the European standardization.

Job description

The European standardization expert will be located in Beijing, and in order to meet the overall objectives and scope above fulfil the following functions:

Promote: undertake promotional and visibility activities that are aimed at improving the visibility of the European standardization system in China:

- To keep on promoting European and international standardization in China, and the use of European or international standards.
- To raise awareness of the standardization activities and related policies in China for European stakeholders by means of newsletter.
- To provide quarterly reporting and to prepare a newsletter every 6 months during the stay of the expert in China.
- To support and increase the visibility of EU-China dialogues and the European and Chinese alliances and partnerships.

Facilitate: support activities that are aimed at facilitating European access to China, starting from gathering the right information for requests, through having the right contacts to the right agencies, to doing technical lobbying to Chinese technical bodies (such as mirror committees), etc.

- To constitute a focal point in China for actors involved in the above mentioned activities, such as EC, EFTA, the three ESOs and their members and partners (the list of which to be specified).
- To establish, maintain and improve contacts with the Chinese government and its agencies, standardization organizations and more widely to all market players.
- To use standardization related co-operation in order to help promoting trade and investments with China.
- To foster the cooperation between China and Europe in the field of standardization and related policies/legislation supported by standardization.
- To support the European Standards Organizations (ESO's), EC and EFTA, in their activities in China.
- To help European SMEs understand and overcome market access issues in China.

Network: ensure that cooperation between European and Chinese counterparts improve, through the development, maintenance and deepening of contacts to the right layers of governance (be it on the regulatory, standardization policy or technical levels):

- To cooperate closely with the representation of the EU (Delegation), and the EU and EFTA member states in the fields of standardization and conformity assessment.

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- To play a role of liaison between European experts currently seconded to China and originating from various European businesses and federations, including NSBs, ETSI members in order to create an information network to avoid duplication/overlapping of actions and streamline the activities.

Represent: act as a face, contact point and representative on all standardization and relating issues both for European stakeholders approaching China and for Chinese counterparts as a first entry point to the European system:

- To coordinate between European national initiatives in China and ensure that the interests of European NSBs that are not present in China are also represented.

Research: conduct detailed analytical and research activities that are aimed at facilitating strategic decisions and providing market intelligence, the resulting reports are focused, contain recommendations and propose follow-up activities:

- To survey the market in China in order to identify new standardization needs and to find new possible sources of interest in standardization as well as new possible partners and to foster cooperation with their European counterparts.
- To give advice on trade related issues and to facilitate market access to China (especially for European SMEs), in particular by analysing and reporting on standardization aspects and related policies/legislation of the implementation by China of its WTO obligations and to support global harmonisation through international standards.
- To provide background information to Chinese TBT notifications (in cooperation with the EU Delegation in Beijing).
- To provide on-time quarterly reports to the ESO's Joint Presidents Group (JPG), the Steering Committee and the EC/EFTA and to prepare the Newsletter every 6 months during the stay of the expert in China

Plan: plan strategic steps and proposes directions to be taken based on the above four activities, by undertaking the necessary actions with proper time-, people- and knowledge management.

- Early in the project, identify the focus for Sector and theme activities using the Steering committee to agree priorities. This will involve frequent reporting steps in the first 6 months of the project to ensure the clarity of the detailed scope, the deliverables and measures of success.
- To provide one inception report after the selection/training period (month 6), then two progress reports (months 18 and 30) and a final report (month 42)

Milestones

The project will be divided in four steps:

- 1) Recruitment phase (month 1-3):

During the first 3 months of the project, the selection process of the expert will take place following the Commission's procedures on subcontracting, as well as the

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negotiation/signature of all agreements between the stakeholders. The SESEC III will be proposed by the SESEC Steering Committee members after a public call for tender, published on the ESO websites (from 2012-08 to 2012-09), and distributed to stakeholders. The decision on the appointment will be made by the ESO JPG.

2) Training phase (month 4-6):

- a. Training period (months 4-5). The selected expert will be trained by the EC, EFTA and the three ESOs before leaving for Beijing or if a Chinese National, they will spend this time in Brussels and Sophia Antipolis. This period of two months could be shortened or even skipped depending on the level of expertise of the selected Standardization expert.
- b. After the training period, during the 6th month, the Seconded European Standardization Expert will settle in his/her office and establish the appropriate contacts with the Chinese counterparts.

During this period the Standardization Expert will start gathering all the information related to different actions and projects related to standardization and conformity assessment and related policies ongoing in China and future actions already designed and committed, both by the EC, EU and EFTA Members States and European industry.

The expert will develop a draft Action Plan for the first year of the execution phase, building on the work completed to date under SESEC 2 in order to increase the presence of the European standardization community in China. This action plan will include the proposals for actions, the involvement of the European Standardization community in ongoing of future designed actions and the coordination amongst the existing actions.

After consultation with EC/EFTA the Action Plan will be agreed by JPG, including any adjustments and up-dates.

He/she, with the assistance of the ESOs and EC/EFTA, should also define the main interest areas of his/her assignments, in order to efficiently focus the efforts and not disperse it. These areas should be reviewed once a year.

- 3) Execution Phase (months 7-42): The first Action Plan is implemented during the first year of the project (months 7-18). The following Action Plans are decided annually 6 months in advance of the start of the next project year and implemented accordingly.
- 4) Evaluation Phase: The project will be evaluated for 2 months after the end of the execution phase (months 43-44).

Candidate's Profile

- EU/EFTA national preferred
- A relevant university degree or equivalent
- Substantial knowledge of the standardization system at European and International level
- Profound knowledge of China's trade and economic environment
- Experience with working in a European and/or international environment

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- Industrial working experience with/in China constitutes an advantage, in particular if standards related
- Knowledge of /experience in regulation in particular with regards to the use of standards in support of regulation
- Strong interpersonal and diplomatic skills, ability to communicate effectively with a wide range of contacts and public speaking skills
- Analytical skills
- Management skills (tasks, resources, people, timely deliverables)
- Strategic thinking
- Good team player
- Capability to absorb, analyse and report clearly on complex issues
- Ability to draw up and execute plans according to agreed milestones
- Ability to satisfy several stakeholders with a balanced and objective view of the partners
- Adaptability to different viewpoints, stakeholders, situations and needs
- Fluent in English both spoken and in writing
- Knowledge of Chinese will be a strong asset

Additional preferential requirements

- Legal setup in China with office in Beijing
- Legal power to hire Chinese assistant(s)

All activities of the expert need to be undertaken with an international view, keeping in mind a European audience, while focusing on national developments in China. Therefore, the expert will have to be at ease and confident with various different types of activities, responsibilities and roles, in particular the following ones:

1. **Promoter:** necessitates a confident and charismatic expert, who can convey complicated messages to any audiences, plan and execute the publication of promotional material, keep the SESEC website updated and deliver the right message at the right time to the right people.
2. **Facilitator:** necessitates an open expert who is a natural problem-solver, who can understand the needs coming from the EU, EFTA and ESOs and ensure that these are thoroughly addressed.
3. **Networker:** necessitates a captivating character, who can approach people of all levels, gender and background with the view of expanding the contact-base of the European parties for possible future cooperation.
4. **Representer:** necessitates an expert with an overarching, yet detailed understanding of the interests of the parties he/she represents and the willingness to continuously learn and stay up-to-date with the changing issues, rules, and interests of the partners.
5. **Researcher:** necessitates strong analytical and deductive skills, together with the ability to focus and to distil complex information to its basic building blocks and therefore understand the consequences of the different courses of actions.
6. **Planner:** necessitates the ability to see the “whole picture” in the short-, medium- and long-run, and to correctly estimate the resources that are needed for each action.

5. PROJECT MANAGEMENT

The project will be under the authority and guidance of the CEN-CENELEC-ETSI Joint Presidents Group (JPG), which will appoint a Steering Committee to provide guidance and strategic direction with political, regulatory, industrial and technical insight, in order to maximize the returns for the stakeholders of the project. It will contribute to the setting of priorities, the establishment of quarterly plans, investigation of technical details when required and timely input when requested. The Steering Committee will be composed of one representative from CEN, CENELEC, ETSI, the Commission and EFTA.

The daily management of SESEC III activities will be monitored by CEN.

6. LOGISTICS AND TIMING

Location

The European standardisation expert will be located in Beijing, in the EUCCC, which is in the vicinity of the EU Delegation and the EU/EFTA related European Organizations (Chaoyang District).

Commencement date & Period of execution

The contract between CEN and the successful candidate will not be signed before the main SESEC III grant contract is signed between CEN and the EC.

The commencement date will be at the signature of the contract between CEN and SESEC III, preferably in October-November 2012, and after a three-month training period in the three European Standards Organizations (Brussels and Nice), the SESEC III will be based in Beijing for a period of 36 months.

This three-month training period will be organised if all stakeholders believe that the successful candidate needs it.

7. FINANCIAL INFORMATION

The contract between CEN and the successful candidate will include fees, an expatriation allowance (if recruited from outside Beijing), a budget for travel and removal expenses, and a provision for incidental expenditures (translation, hospitality,...). The expert will also be supported to achieve the objectives of the project by a local assistant, whose fees will be covered by the project.

The level of the remuneration package will be discussed with the successful candidate and be commensurate with his/her level of expertise.

8. TENDER DOSSIER

The interested candidates should provide:

- their detailed CV (European Format),
- a letter of motivation, explaining how the candidate intends to meet the objectives and showing that the candidate understands the overall aim of the project,
- a declaration of availability and exclusivity: the candidate must declare his/her availability for the period of the SESEC III contract, October 2012 to December 2015 at

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least, and that, if selected, the only remunerated activity in that period will be SESEC III. Moreover, he/she will declare that any other private or public non-remunerated activity performed will not generate conflict of interest with the SESEC III position.

- if already available (but to be provided before the contract's signature), copy of proof of legal setup in China and of legal power to hire local staff.

Reference letters will be taken into consideration only if relevant to the SESEC III activities.

The deadline for the submission of the candidatures is Sunday 9 September 2012, 23h59 Brussels time (CET). The above documents have to be sent by registered mail to:

CEN-CENELEC Management Centre
to the attention of Ms Diana Dus
Avenue Marnix, 17
B - 1000 Brussels
Belgium

An electronic copy of these documents must also be sent to: ddus@cencenelec.eu with the same deadline.

9. DURATION OF THE TENDER AND SELECTION CRITERIA

This call for tender is published on the respective websites of CEN, CENELEC and ETSI on 2012-07-20 and remains available for over seven calendar weeks, until 2012-09-09.

This call for tender is also distributed within the CEN, CENELEC and ETSI networks in order to ensure maximal transparency and exposure.

The candidatures for SESEC III will be examined by a selection panel formed by the Steering Committee members (composed of one representative each of CEN, CENELEC, ETSI, the EC and EFTA), and by the CEN-CENELEC Management Centre's Human Resources and Quality Director in order to have an unbiased Human Resource perspective, and after possible interviews appointment will be made by the JPG.

A selection panel report will be drafted and be available on request in CEN.