Bogner – From Germany to Russia

CHALLENGE
When exporting to the Eurasian Economic Union, almost all kinds of products need to be tested and certified. Current certification legislation is based on the Technical Regulations of the Eurasian Economic Union, which define the minimum standard requirements of products in terms of their production processes, quality, security, technical characteristics, etc. In addition to conformity declarations and conformity certificates, there are dozens of other types of product registrations and licenses, which are not easy to obtain. Following the registration of its subsidiary ‘Bogner Eastern Europe’ in autumn 2012, Bogner started to plan the export of its products to Russia. There were, however, two main challenges Bogner faced: the numerous different categories of products to export, causing extensive documentation requirements, and the need to conform to the Technical Regulations of the EEU.

SOLUTION
SCHNEIDER GROUP has been supporting Bogner since the very beginning of the export process in August 2014 in obtaining conformity declarations and certificates for many different products belonging to different product groups, from clothing to marketing material. Firstly, SCHNEIDER GROUP’s experts conducted a product analysis. On this basis, they found out what conformity documents were required for each product, and, after gathering all necessary documentation, they applied for them to the certification authorities. Besides the application process and the preparation of the full set of documents, SCHNEIDER GROUP also coordinated the deliveries of the samples for the product tests.

RESULT
This project had a profound impact on Bogner’s business in the Russian market: for almost two years, the German label has been exporting certified products to Russia in accordance with the Eurasian Economic Union regulations thanks to a reliable certification process. SCHNEIDER GROUP has also been providing Bogner with legal consultancy since July 2014, and carrying out their accounting since March 2013. SCHNEIDER GROUP can help its clients to obtain the necessary certificates or register their products within the Eurasian Economic Union, carry out product analysis for certification purposes, assess which certificates are required, and finally, prepare the documentation for the certification process.

About SCHNEIDER GROUP
Founded in 2003, SCHNEIDER GROUP has grown to employ over 500 experts and supports international companies entering and operating in Russia, Kazakhstan, Belarus, Ukraine, Poland and Germany. With offices in Moscow, St. Petersburg, Minsk, Almaty, Aktau, Astana, Warsaw, Frankfurt, Kyiv, Hamburg and Berlin, our expertise includes: accounting, reporting, tax consulting, IT/ERP-solutions, interim management, expert recruiting, outstaffing, office lease, providing a business address, company registration, import handling, organising business workshops, internal audit, finance & tax due diligence.

www.schneider-group.com
Successful export to Russia

By exporting its products to the Eurasian Economic Union, Bogner was faced with the requirements of the Technical Regulations of the EEU. SCHNEIDER GROUP supported Bogner in obtaining all necessary conformity documents, enabling them to implement a reliable certification process. If you also want to successfully export to the Eurasian Economic Union while fulfilling the requirements of the EEU Technical Regulations, get in touch with SCHNEIDER GROUP.

www.schneider-group.com/success-stories/bogner