



## Global Digital Labeling Initiatives

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### ***Presenter Biography***

Robert Kiefer is the General Manager of REACH24H USA Inc., located near Washington, DC in Reston, VA. REACH24H USA is a subsidiary of REACH24H Consulting Group, a global regulatory consulting company headquartered in Hangzhou, China with offices in South Korea, Taiwan, Ireland, UK and USA. REACH24H provides chemical regulatory compliance services for companies trying to navigate the regulatory maze in China and Asia-Pacific countries, EU/UK and North America. In addition, REACH24H offers expanded services for the pesticide, cosmetic, food & food contact, and pharmaceutical industry sectors.

Robert's career spans thirty years in Washington, DC working for two major trade associations in the chemical and formulated products industries.

Prior to joining REACH24H, Robert served as Director of Regulatory and Technical Affairs for the American Chemistry Council (ACC), and before that with the Consumer Specialty Products Association (now HCPA) where he served as Director of Scientific and International Affairs. He has extensive regulatory advocacy experience in domestic and global chemical control regulations, trade policy, hazard communication, consumer products and pesticides.

Robert earned a BS in Biology from James Madison University.



### ***Abstract***

This session will provide an introduction and highlight examples of different global digital labeling (or e-labeling) initiatives. These initiatives include: the European Commission (EC) proposal for Simplification and Digitalization of Labeling on Chemicals (CLP, Detergents, Fertilizers); China New HazChem Registration Online System ("One Enterprise, One Chemical Product, One QR Code"); South Korea QR Code on Household Chemical Products Subject to Safety Confirmation; PHSMA RFI on Alternative/Electronic Hazard Communication; EPA Pesticide Electronic Label Pilot Program; and other examples.