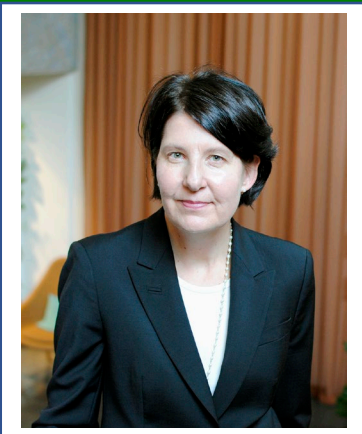




HEIDI LUND

NATIONAL BOARD OF TRADE OF SWEDEN

CHAIR OF UNECE WP.6



How to target continuous compliance

**Conformity assessment,
legal metrology and market
surveillance tools for the
changing dynamic of digital
goods**

Conference, Geneva
Palais des Nations Salle V

23 November 16:00 to
24 November 13:00

SPEAKER BIOGRAPHY

Heidi Lund is an experienced manager, adviser, trainer and lecturer. The focus during her career has been on Technical Barriers to Trade (EU/WTO), Standardization Policy and International Regulatory Co-operation. More recently she has been engaged in analysing digital regulation and trade.

Heidi has a long track record providing advice on the regulatory domain for executive level in industry, trade, government, EU Commission but also for national administrations in emergent economies on implementation and enforcement of the technical regulations for industrial products. Heidi has e.g., provided expertise and coaching in the field of capacity building and technical assistance related to enhancement of National Quality Infrastructure in nearly 30 countries.

Heidi holds the position of Senior Adviser at the National Board of Trade Sweden and is since 2022 Chair of the UNECE WP.6.