



Like all socio-economic actors, companies must today take into account and seize the prospects offered by technological developments, the diversity of economic, environmental and social challenges, the increasing interdependence of businesses as well as the structure of the economic fabric in countries with high potential and their market access requirements.

While leading to increasingly complex challenges that must be anticipated, these factors also present a multitude of opportunities.

In this context, the ability of companies and organizations to establish, influence and master the **specifications** relating to access to national and international markets constitutes a major asset in highlighting their **specific characteristics** and consolidating their performance.

SMARTSPECIF's mission is  
to assist companies as well as public or private organizations  
in defining and integrating the key component **Specifications - Specific characteristics**  
into their strategy and processes, to help achieve their objectives  
for competitiveness, sustainable development, safety and security.

Our core services relate to:

- identifying and implementing the best levers and tools for accessing national and international markets;
- integrating the key component **Specifications - Specific characteristics** into the strategy and processes of the company or organization;
- contributing to the development of new **specifications** and promoting **specific characteristics** through collaboration and synergy between players.

Two services in particular concern purchasers, public authorities, influencers as follows:

- drawing up **specifications** using the most suitable methods;
- defining regulatory **specification** instruments for implementing public policy.

A special service concerns the conditions for access to the Russian Federation and the Eurasian Economic Area.

The approach proposed ensures and promotes links between various activities that are often handled separately by different entities, such as business intelligence, innovation, intellectual property, standardization, lobbying, public affairs, conformity assessment and international development. This also includes implementation of public policies as well as international cooperation.



**Isabelle Heller**  
**President of SMARTSPECIF, consultant**

Holding an engineering degree from the Ecole Centrale de Paris, Isabelle Heller began her career in 1977 in the protection and control of electrical transmission and distribution networks at Schlumberger, an activity now carried out by **GE Grid Solutions**. She held posts in **Research & Development**, then in **Marketing**. She designed the first generation of digital protection in very high voltage networks, which are still operational in France and abroad.

In 1989, she entered LCIE (Central Laboratory for the Electrical Industries), which became a subsidiary of **Bureau Veritas** in 2001.

She occupied the position of **Director of the Energy & Industry Division** (testing and technical assistance) at the time that the “New European Approach” was being implemented. She then worked as **Director of Marketing & Strategy** before becoming **Director for Certification**.

She worked, in the electrical field, as Director of Certification for **GMED**, a notified body for medical appliances. She was elected **President of the ASEFA and of LOVAG**, both testing and certification organizations in the industrial equipment sector, in France and Europe.

She developed bilateral recognition agreements with foreign organizations and represented the French community on management bodies of international and European organizations, participating in multi-lateral agreements.

In 2005, Isabelle Heller created **M.A.M. Consulting** (Market Access Management) in Moscow, a consultancy for French (and, respectively, Russian) companies looking for access to the Russian (and, respectively, European) market for their products, using optimum certification solutions.

She was **President of the Committee** for Technical Regulation and Standardization, which she created within the **AEB** (Association of European Businesses in Russia).

She advised Russian organizations responsible for implementing the new law on technical regulation, as well as representatives of the European Union in the framework of the **Regulatory Dialogue between the European Union and Russia**.

She was accepted as a member of the Committee for Technical Regulation, Standardization and Conformity Assessment of the **Union of Russian Industrialists and Entrepreneurs** (RSPP).

In 2008, Isabelle Heller was appointed **Director General of UTE** (Technical Union for Electricity), the French organization for standardization in the Electrotechnology sector, member of the international and European organizations in this sector (**IEC**, the International Electrotechnical Commission, and **CENELEC**). As Secretary of the French Electrotechnical Committee, she represented the French community on management bodies of these organizations.

In 2013, in liaison with the Public Authorities and AFNOR (French Association for Standardization), she steered a project for integrating the operational activities of the UTE within AFNOR.

In 2014, she supervised the activities of the Electrotechnology sector within **AFNOR**, ensuring their successful integration. She was commissioned with consultancy assignments for AFNOR General Management.