

# Reducing Barriers to Entry and Increasing Demand for FM Approved Products Worldwide



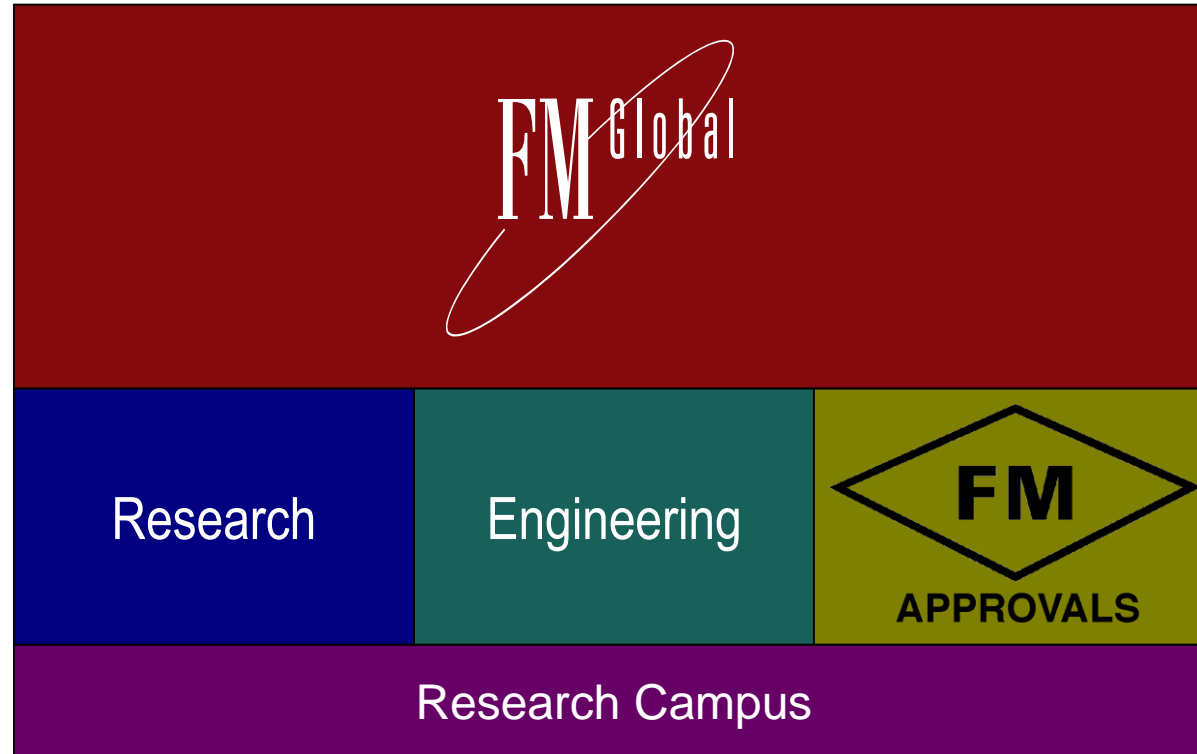
**Renata Fajgenbaum**

## Who is FM Global?

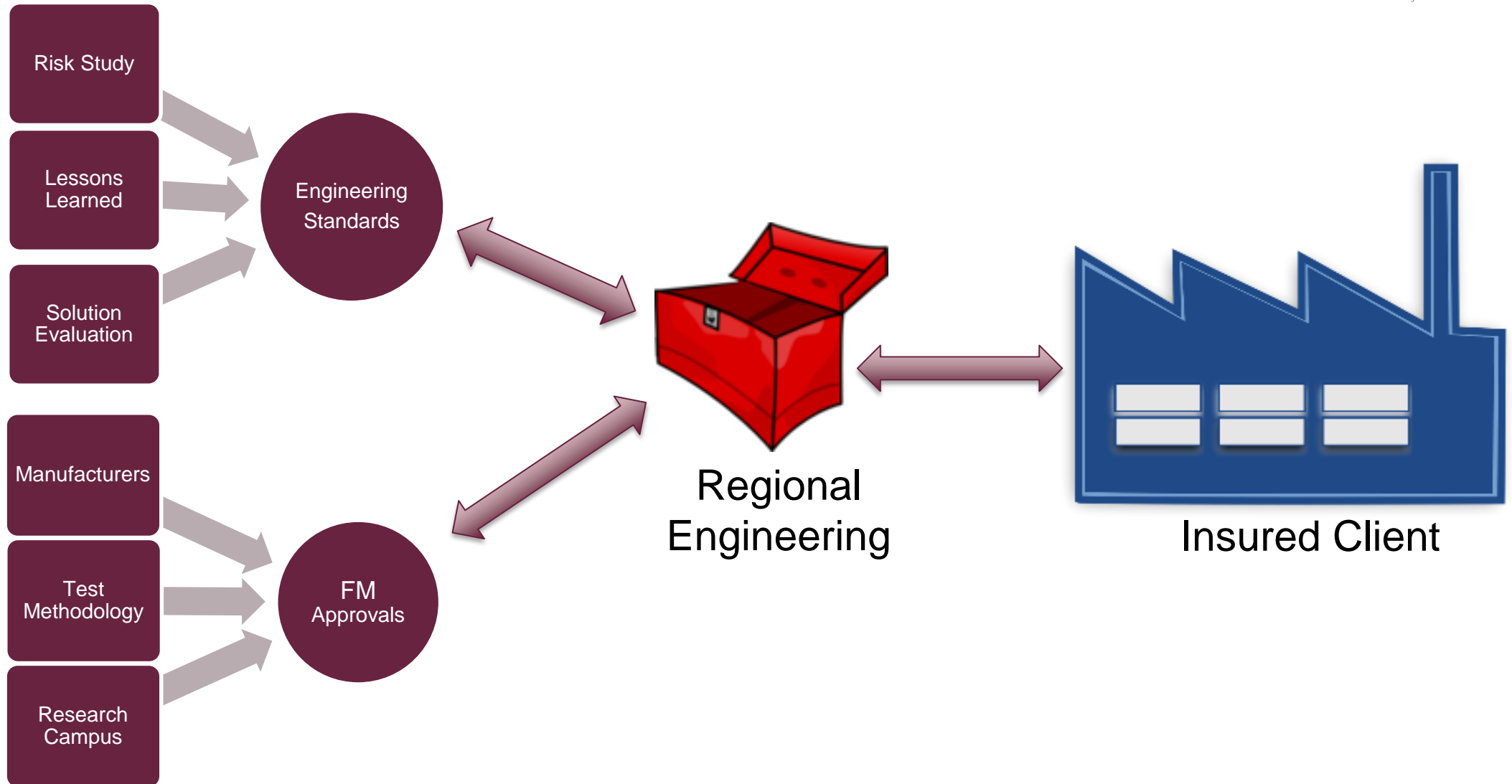
### Property Insurance Company – (largest in world)

- **Founded 1835 - 180 year old company**
- **Commercial & Industrial Properties**
- **Headquartered in USA**
- **Typical policy coverage**
  - Property damage
  - Business Interruption

# FM Approvals



# How FM Global Group Reduce Your Risk



# Worldwide FM Approvals' Network

Member of the FM Global Group



**>60,000**  
Approved  
Products

**130**  
Years of Service

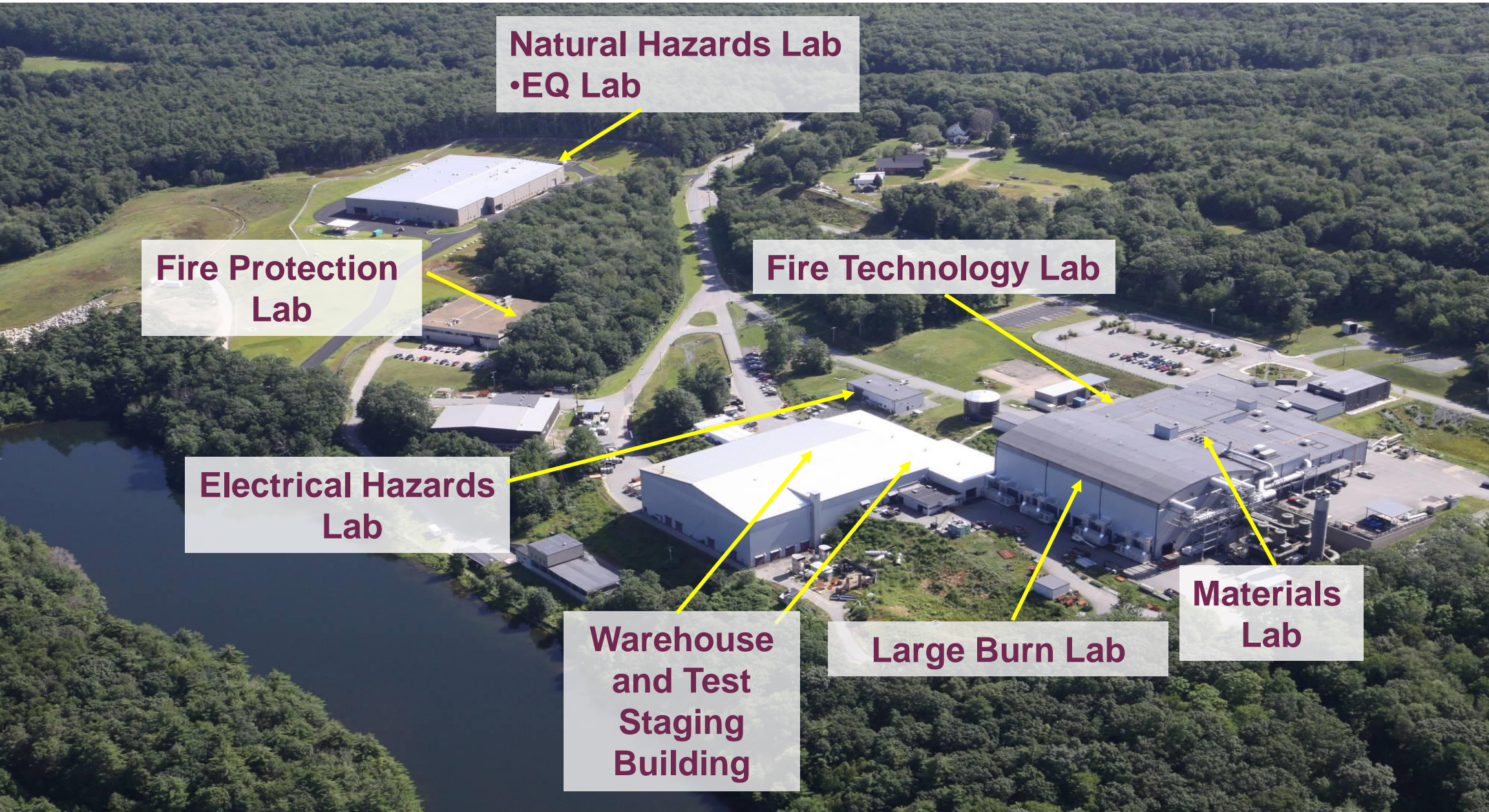
**61**  
Countries  
Manufacturing  
Products

**215**  
Product Testing  
Standards



# Research Campus Facilities

FM Approvals®



**Natural Hazards Lab  
•EQ Lab**

**Fire Protection  
Lab**

**Fire Technology Lab**

**Electrical Hazards  
Lab**

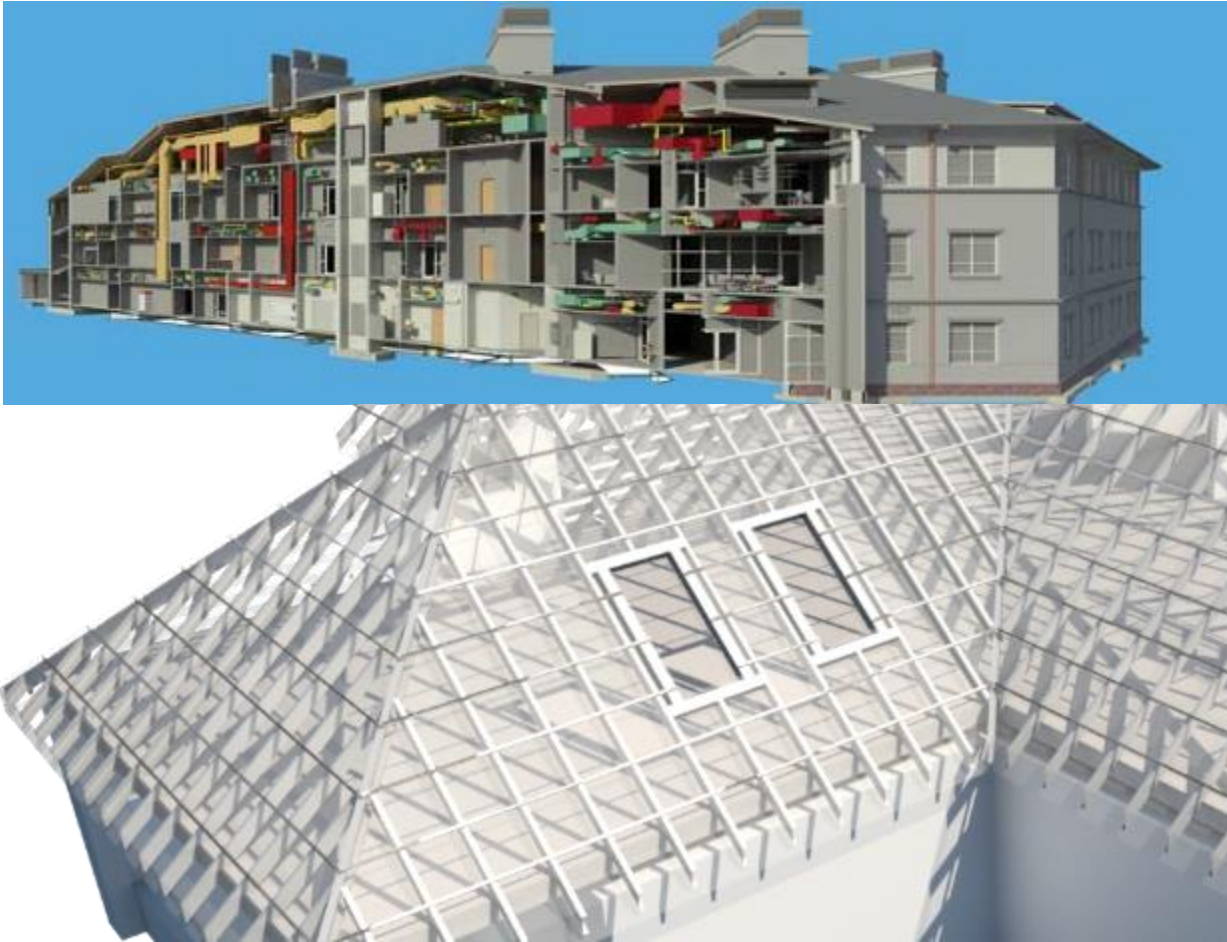
**Warehouse  
and Test  
Staging  
Building**

**Large Burn Lab**

**Materials  
Lab**

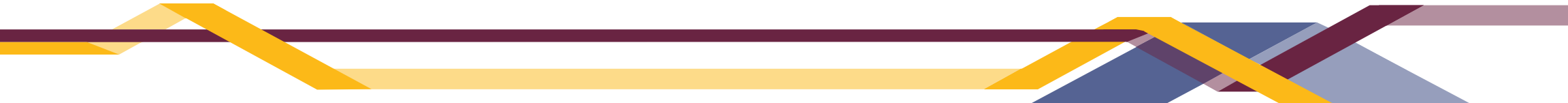


# Loss Prevention Areas of Expertise



- **Building Materials**
  - Focus on Roofing Systems
  - Natural Hazards including Wind
- **Fire Protection**
  - Focus on Sprinklers
  - Natural Hazards including Earthquake and Flood
- **Electrical Equipment**

- **AS FM Global became global, FM Approvals became global...**
- **And found some differences**
  - Lack of knowledge
  - Lack of Standards
  - Lack of codes
  - Lack of data/statistics





# FM Approvals' Strategy



- Expand the availability of FM Approved products locally available and serviced, and accepted by local jurisdictions.
- Protect the integrity of FM Approved products, and our customer's investment.
- **Enhance the awareness and acceptance of FM Approved products in targeted markets.**
- **Encourage the sharing of technical knowledge to develop global product testing standards.**
- Continue to enhance the delivery of efficient and comprehensive services to our customers.

# Philosophy Behind Our Strategy

## The Majority of Loss



**is Preventable**

# The Universe of End Users



**Enhance the Awareness and Acceptance of  
FM Approved Products Worldwide**

# Agenda



Member of the FM Global Group

## Reducing Barriers to Entry and Increasing Demand for FM Approved Products Worldwide

- Education
- Sharing Knowledge
- Market Presence





# How FM Global Group Helps Clients

- **Education**
- Sharing Knowledge
- Market Presence



# Educating the Rest of the World

- **Education**
- Sharing Knowledge
- Market Presence

- Collaborate with large local end-users to build resilient businesses
- Working with Regulators and local Architects and Building Designers



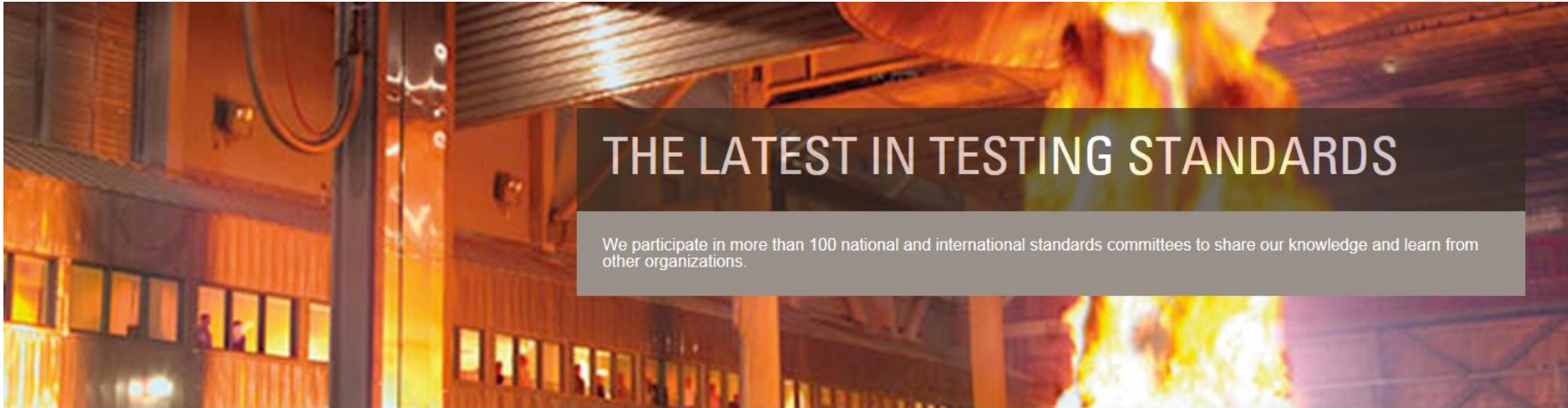
# Sharing Knowledge and Expertise to Drive Demand

- Education
- **Sharing Knowledge**
- Market Presence

- **Experts on Technical Committees**
- **Influencing and Developing Standards**
- **End User Education through Seminars**
- **Participation in Associations**



# National/International Standards Committees



## THE LATEST IN TESTING STANDARDS

We participate in more than 100 national and international standards committees to share our knowledge and learn from other organizations.

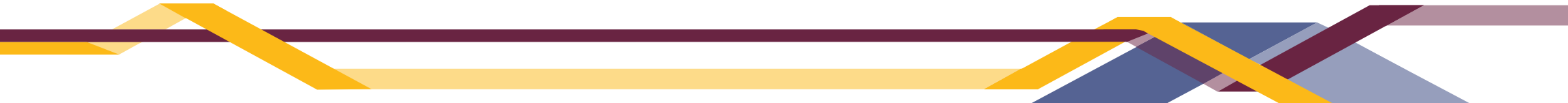
- Active participation in over **100 National and International Standards Committees**
- ABNT, ANSI, ASTM, DASMA, ASSE, NEMA, NFPA, ISO, BSI, CSA, DIN, AFNOR, CEN, GNB, IEEE, BIS, MCC, NFPA, AWWA, IEC, CWA, CSAA, EOTA, FSSA, FCIA, IWMA, EGOLF, GB .....

**Influencing standards development and testing protocols**



# Success cases in So. America

- **Active participation in standardizations – ABNT**
- **MoU with ABNT Certificadora in order to meet brazilian requirements – INMETRO**
- **Participation in the technical committee and board of directors in Sprinkler Brazilian Association – ABSpk**
- **Brazil Sprinkler Institute ISB presidency – FM Global**
- **Parliamentary front - FM Global**



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# Standards Influencing in Latin America



- Worked with ABNT to develop a new sprinkler standard based on FM Approvals sprinkler testing methodology
- New Brazilian Sprinkler standard published December 2015

**Improving Adoption of Fire Protection in Brazil**



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# Memorandum of Understanding



- MOU with ABNT of Brazil in the area of Electrical systems and Sprinklers.
- Training of ABNT technical staff
- FM Approvals certification MARK accepted by Inmetro for electrical systems for HazLoc and for Sprinklers in Brazil
- **Eliminated barrier to entry for FM Approved products to receive ABNT certification mark**



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# Brazilian Sprinkler Association



- ABSpk was founded in 2011 with basic objective of promoting the use of sprinklers in the national market
- ABSpk promotes regular courses, seminars, congresses in order to educate and raise awareness
- ABSpk has 64 member currently
  - Certification bodies
  - Insurance companies
  - Manufacturer of all products involved with sprinkler systems
  - Designers
  - Architects

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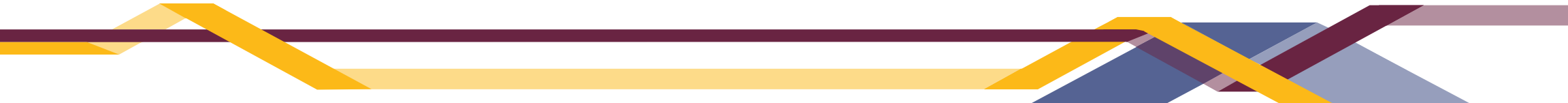


# FM Global actuation

- **FM Global is a founding partner of ISB – Brazilian Sprinkler Institute**
- **ISB is a non profit organization**
- **With a main goal of disseminating information related to fire fighting, specially through the use of sprinklers**
- **Gathering information = making statistics**
- **Parliamentary front – founded in 2015 in the Brazil National Congress**
- **It is a miscellaneous parliamentary front of Fire Safety**
- **Our political voice to talk about our interests in Fire Safety**

# Lessons Learned

- 1) Define people of interest to the cause you want to implement**
- 2) Call their attention to the problem**
- 3) Educate inside**
- 4) Define common objectives for all people of interest**
- 5) Join all together to send the message to the society**
- 6) 'Attack' in all fronts**

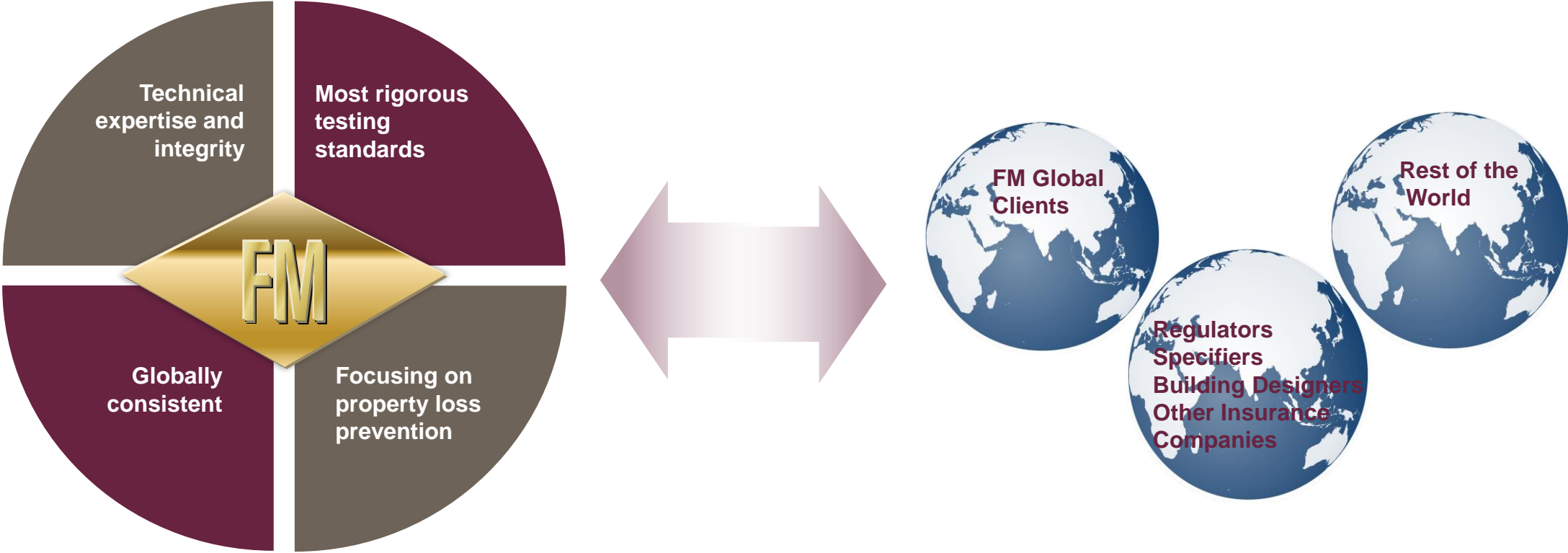


# Market Presence

- Education
  - Sharing Knowledge
  - **Market Presence**
- 
- Raising awareness with FM Diamond MARK of excellence
  - Raising brand recognition with Tradeshows



# FM Approvals Growing the Competitive Difference



**Grow Our Influence, Grow the Market!**

# Grow Our Influence



**Continue to support FM Global and educate key stakeholders**

**Continue to influence product testing standards**

**Increase brand recognition of the FM Diamond:**

**Continue to expand the our influence in targeted countries / regions**

**Improve our recognition and creditability within all major associations.**

**Continue to expand the our influence in Brazil, Argentina and Colombia in the fire protection area**

