



Australian Government

Department of Foreign Affairs and Trade

ENHANCING BUSINESS AND GOVERNMENT ENGAGEMENT THROUGH EPING: AUSTRALIA'S EXPERIENCE

Sam Munsie, Assistant Director
Office of Trade Negotiations
Department of Foreign Affairs and Trade



NON-TARIFF MEASURES ARE A PRIORITY FOR AUSTRALIAN BUSINESS

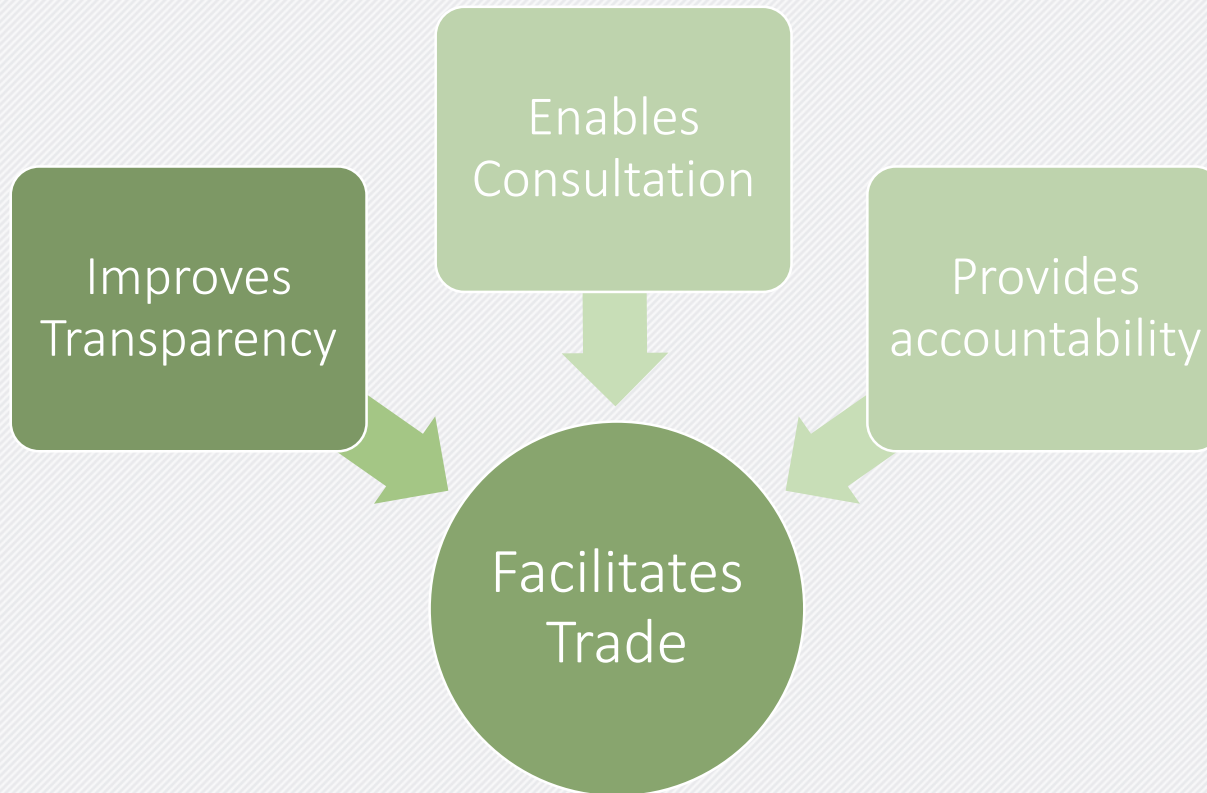
“Government should address non-tariff barriers with key trading partners as a priority, including during trade negotiations.” BCA

“Technical, or non-tariff, barriers are impeding billions of dollars in trade [...]To maximise the export benefits achieved through trade negotiations, a renewed focus should be given to addressing the non-tariff barriers that remain.” Australia Food and Grocery Council

“Our experience in some Free Trade Agreements has been that non-tariff barriers have increased, negating the benefits of tariff reductions.”
Australian Industry Group



ePing helps to address NTMs



EPING IS RELEVANT FOR BUSINESS & GOVERNMENT

Businesses

Export Council

Australian Industry Group

Sectoral industry associations

Policy agencies

- Agriculture

- Industry

- Health

- Environment

- Communications

WE ARE PROMOTING EPING THROUGH MULTIPLE CHANNELS AND MEDIUMS

- Departmental communications – website, tweets and newsletter.
- Business mailing lists
- Meetings
- Workshops
- User guide

EDUCATING THE PRIVATE SECTOR

- Newsletters
- Links on websites
- Twitter
- Seminars
- Face-to-face meetings

How do I keep informed of technical barriers to trade in other countries?

You can remain up to date on TBT notifications from WTO Members by subscribing to the [ePing](#) email alert system. ePing also includes information on SPS measures.

ePing is a free online web service that provides businesses and governments with up to date information on regulations in other export markets, including product requirements and standards. You can sign up to receive notifications via email on a daily or weekly basis for your specific export markets and/or products. Register online at www.epingalert.org.

ePing has been developed by the United Nations (UN) Department of Economic and Social Affairs. Please note, ePing uses information that WTO Members have notified to the WTO and therefore may not contain all SPS and TBT measures.

• [ePing user guide \[PDF 311 KB\]](#)

• [ePing user guide \[DOCX 758 KB\]](#)

ePing - the new 'must have' for Australian exporters

ePing is an online web service that provides businesses and governments with up to date information on regulations in export markets around the world, including product requirements and standards. [Read more...](#)



Trade tools

MICOR - Manual of Importing Country Requirements

MICOR

MICOR allows you to find out about, and keep up to date on, the importing requirement of your key export markets.

FTA Portal

The Australian Government's FTA portal provides a comprehensive tariff finder, with information on rules of origin and market snapshots for your searched products.



ePing - Electronic Export Alert

ePing provides notifications on changes of your export markets' sanitary and phytosanity (e.g. biosecurity and food safety) or technical barriers to trade (e.g. labelling) measures. Let Australia's [contact point](#) know if you have concerns on another country's measure.



BICON - Biosecurity Import Conditions database

BICON

BICON helps to determine if conditions exist for your imports and if a permit is required. The database houses information for more than 20,000 plants, animals, minerals and biological products.

Australian Biosecurity Import Conditions

TARGET PRIVATE SECTOR ASSOCIATIONS



NOTIFICATIONS



- Consumers demand more
- Countries develop and regulate
- MSMEs in international trade

NOTIFICATIONS

Enquiry Point

NOTIFICATIONS



NOTIFICATIONS



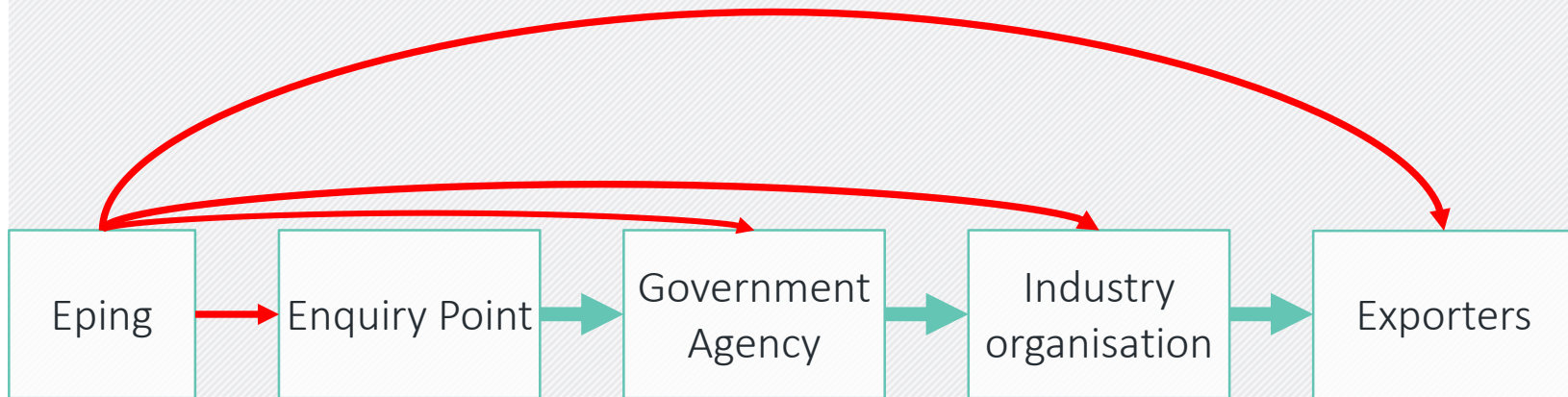
NOTIFICATIONS





60 Days

NOTIFICATIONS



EPING CAN PROVIDE MANY BENEFITS

- Information about product requirements
- Contribute to regulatory development process
- Offer a service for Members
- Be responsive to stakeholders
- Understand global markets
- International regulatory trends

ADDRESSING NTMS IS A MULTI-STAGE PROCESS

Identification

Collection

Prioritisation

Action



THE NEXT FRONTIER

- Group discussion pages
- Translation sharing
- Comment sharing
- Open API
- Summary material on relevant WTO rules
- Expanding to other WTO notifications



Australian Government

**Department of
Foreign Affairs and Trade**

