

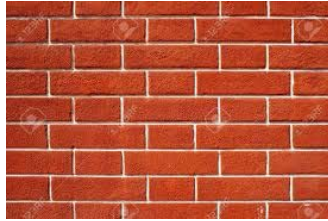


WORLD TRADE ORGANIZATION  
ORGANISATION MONDIALE DU COMMERCE  
ORGANIZACIÓN MUNDIAL DEL COMERCIO

## Standards, **regulations**

- intro to WTO TBT Agreement -

Are standards **good** or **bad** for  
international trade?



(different standards / not really)



technology / network effects / price / inter-connectivity

DEPUTY DIRECTORS-GENERAL

28 SEPTEMBER 2018

## DDG Wolff urges standards bodies to boost support for multilateral trading system

Deputy Director-General Alan Wolff urged international standards bodies to strengthen their support for the WTO and the multilateral trading system. "We need to spread the message that an integrated global economy, with a strong and dynamic multilateral trading system — which includes international standards — is a better world for everyone," he said in a keynote address 28 September to the International Organization for Standardization (ISO) General Assembly in Geneva. "Technology and innovation do not tend to thrive behind walls of any kind."



*only* poultry that has **not** been frozen can be labelled “**fresh**”



(regulation / perhaps)

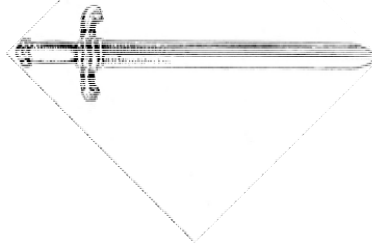


information / minimum safety





So, a good basis for government policy 



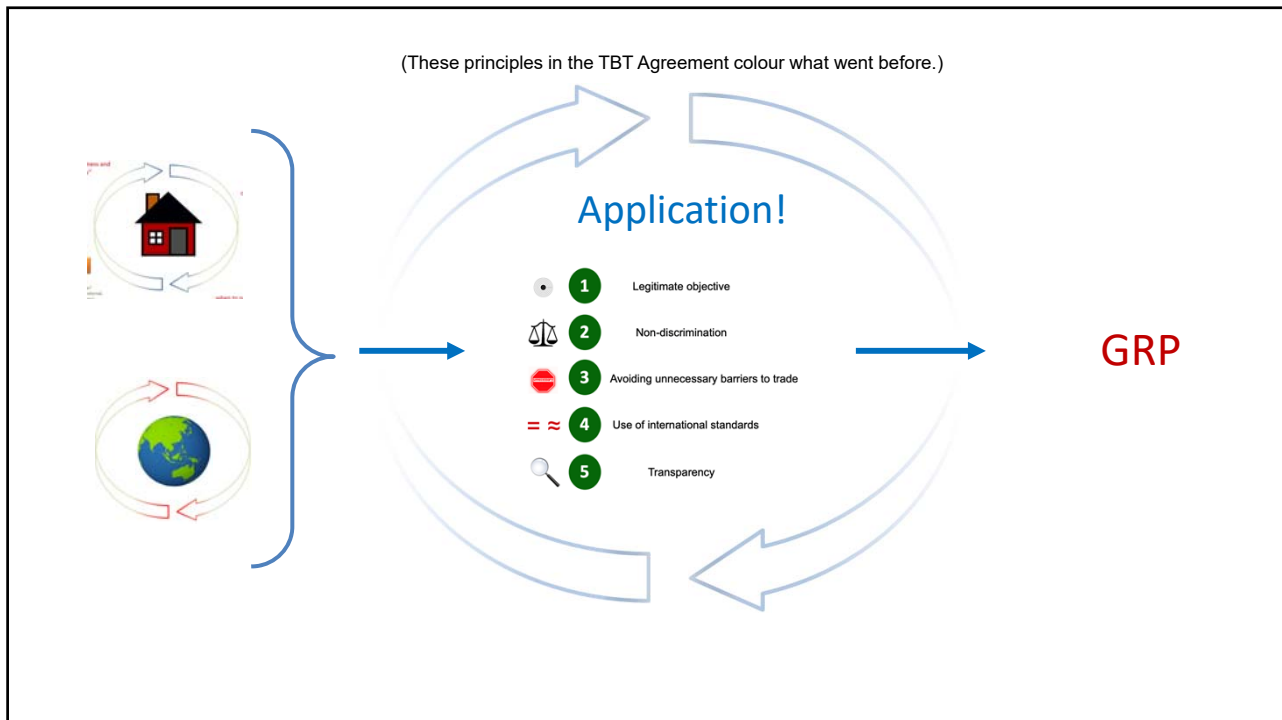
or a “formidable barrier”?



Standards are **one tool**.

WTO rules (here **SPS** and **TBT**) are essentially about promoting **good practices** in *regulation*.

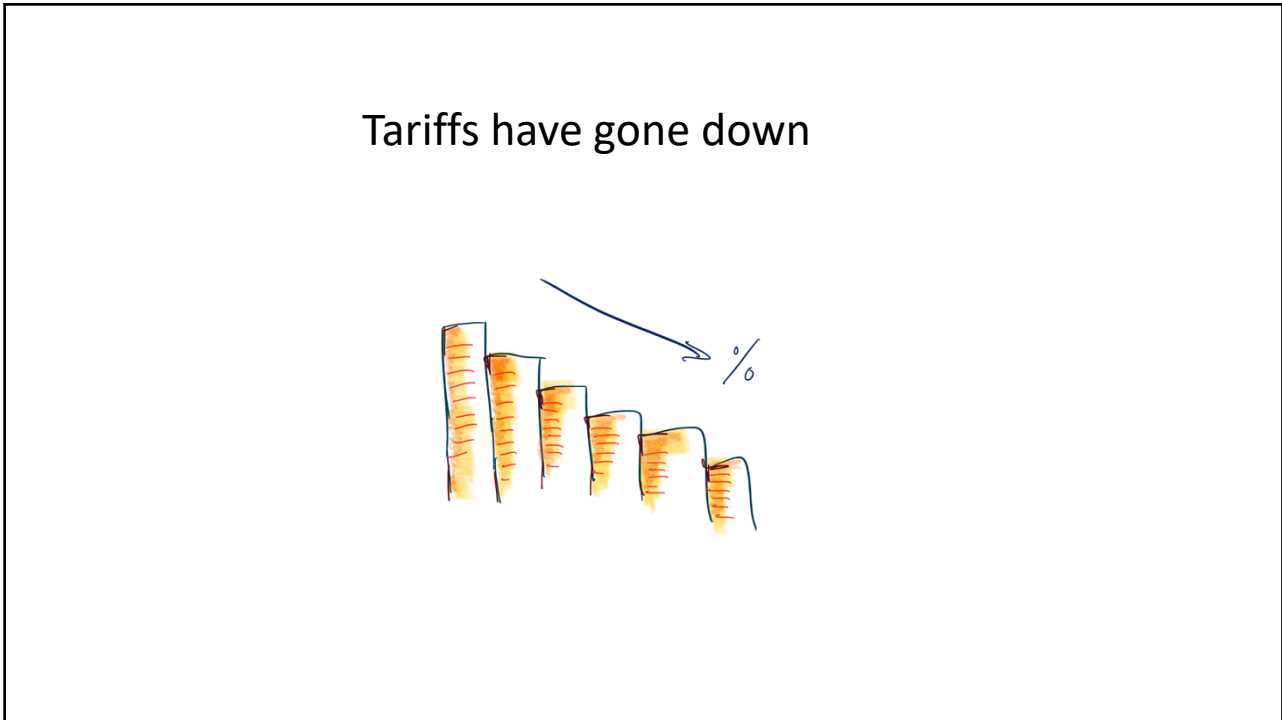
What are these “good practices”?



Good regulatory practice is about the practical implementation of the TBT Agreement. As the Agreement does not contain specific provisions on good regulatory practice, the emphasis of the Committee's discussions has been on how best to implement the provisions of the Agreement to achieve a particular policy objective. Effective implementation through best practices is seen as an important means of avoiding unnecessary obstacles to trade



*more!*  
Why is this important today?

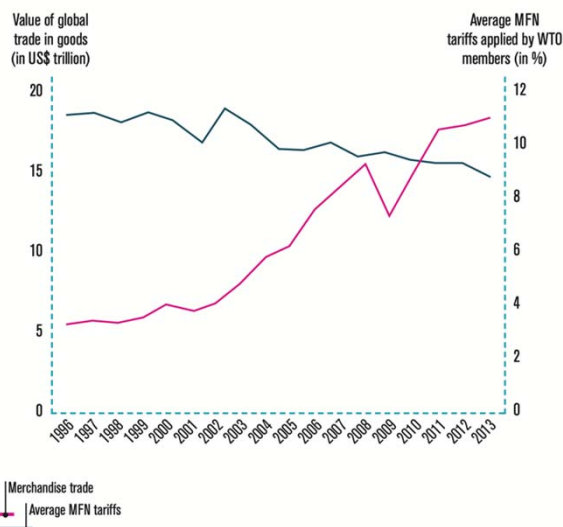


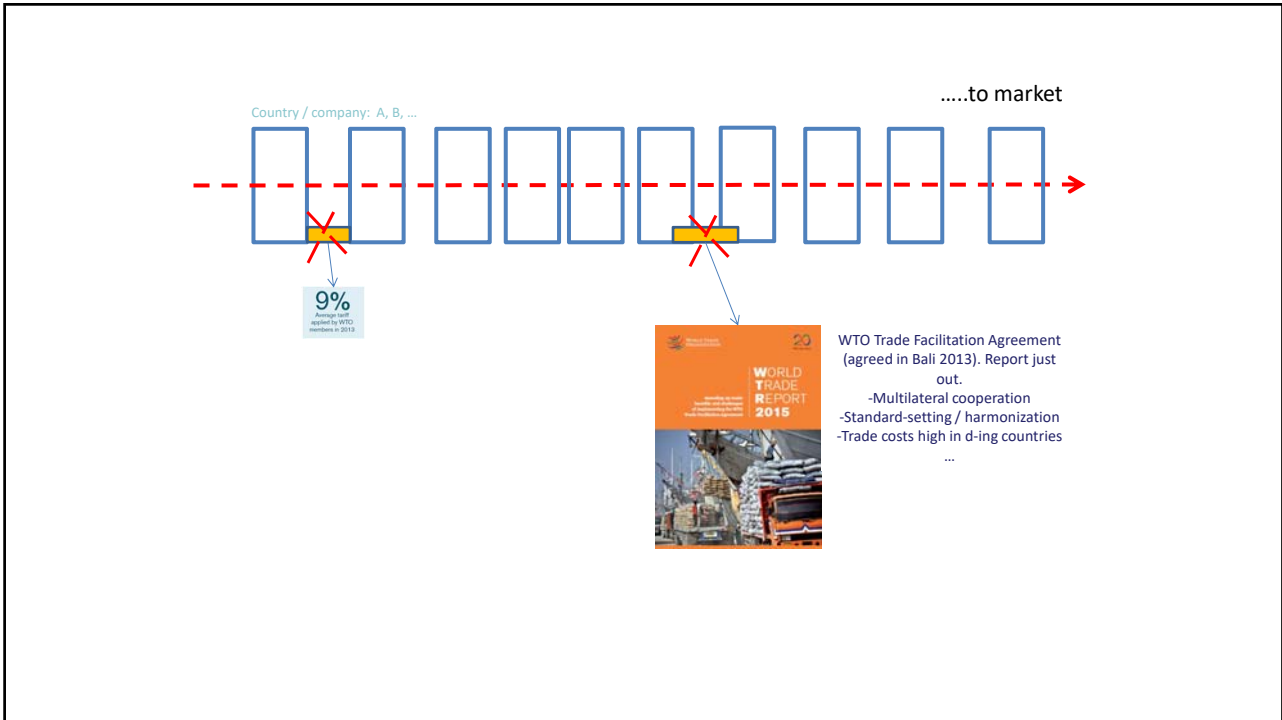
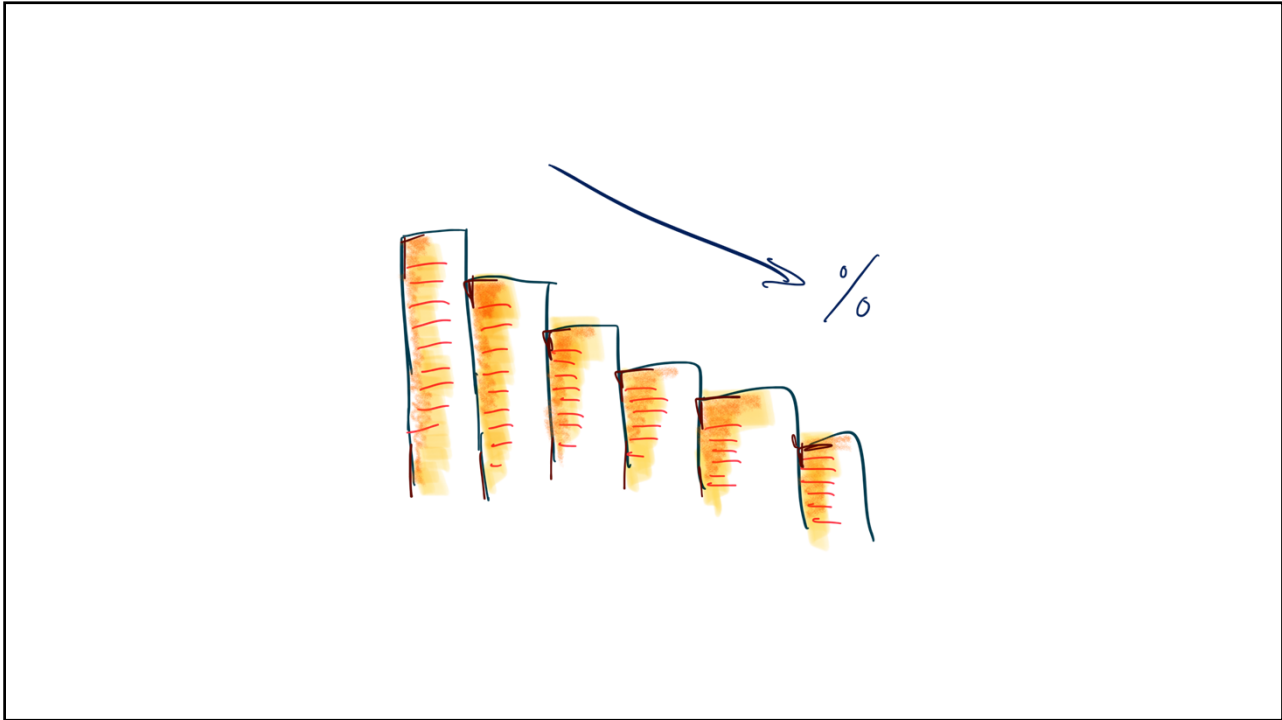
## Trade Rounds

Year	Place / name	Subjects covered	#
1947	Geneva	Tariffs	23
1949	Annecy	Tariffs	13
1951	Torquay	Tariffs	38
1956	Geneva	Tariffs	26
1960-1961	Geneva (Dillon Round)	Tariffs	26
1964-1967	Geneva (Kennedy Round)	Tariffs and anti-dumping measures	62
1973-1979	Geneva (Tokyo Round)	Tariffs, NTBs, "framework agreements"	102
1986-1994	Geneva (Uruguay Round)	Tariffs, NTBs, rules, services, IP, DSU, textiles, agriculture, creation of WTO, etc.	123
2001 -	Geneva (DDA)	(the above) + environment, + ?	<b>164</b>

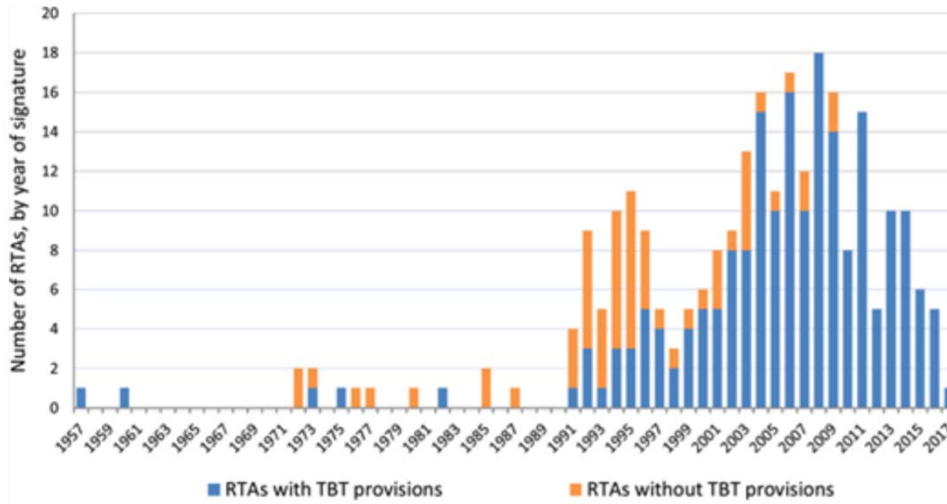
Source: WTO

**Chart 1: Tariffs applied by WTO members and global trade in goods: 1996-2013**





This trend is evident in regional trade agreements (RTAs):



Source: WTO

... an UNCTAD report from December 2017 reinforces this message:



UNITED NATIONS CONFERENCE ON  
**TRADE AND DEVELOPMENT**  
PROSPERITY FOR ALL

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At MC11, new report reveals that trade regulations are more costly for developing countries than tariffs

11 December 2017

Joint UNCTAD-World Bank Group findings confirm that non-tariff measures (NTMs) affect 77% of world trade and are more important than tariffs in trade policy.

MC11

THE UNSEEN IMPACT OF NON-TARIFF MEASURES:  
Insights from a new database

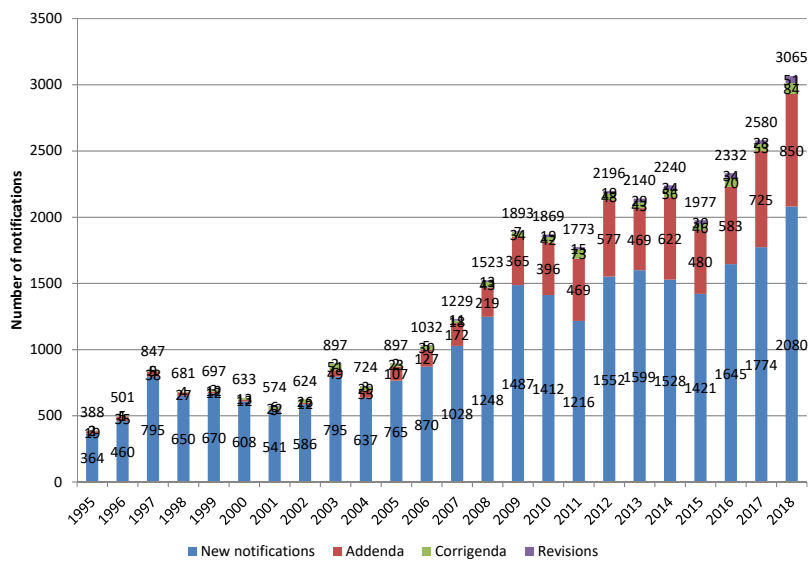
THE WORLD BANK UNCTAD

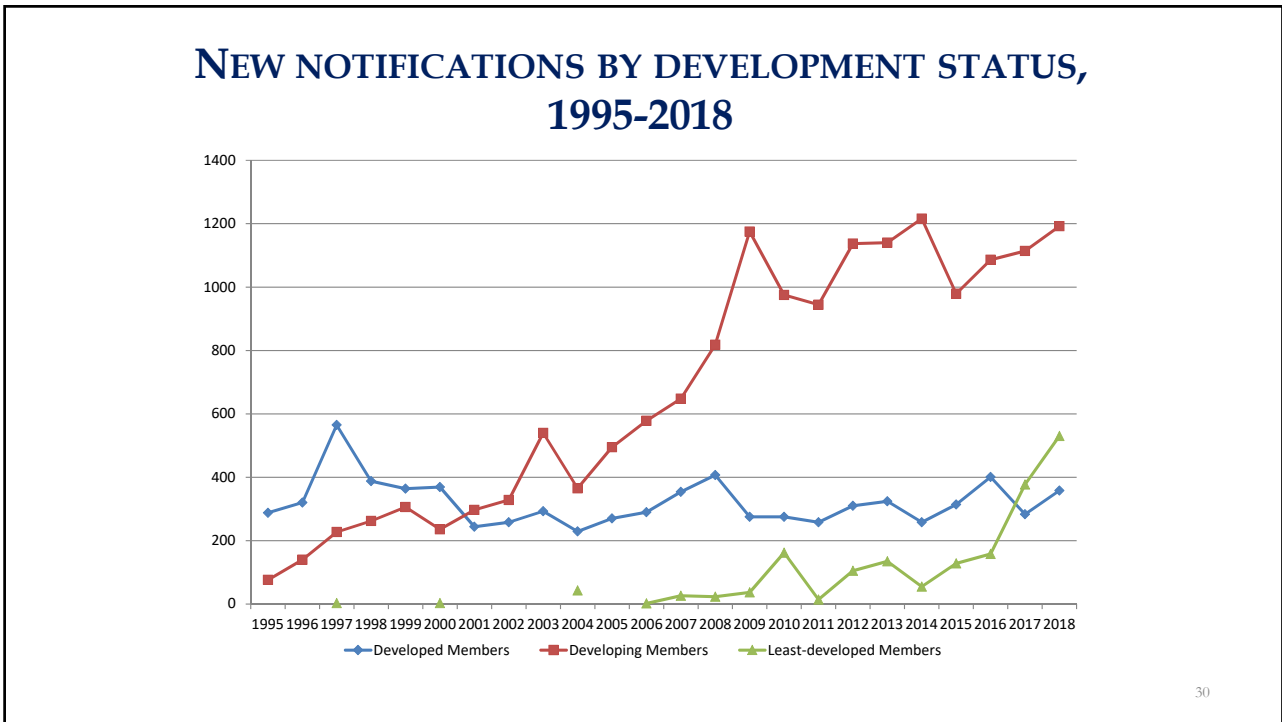
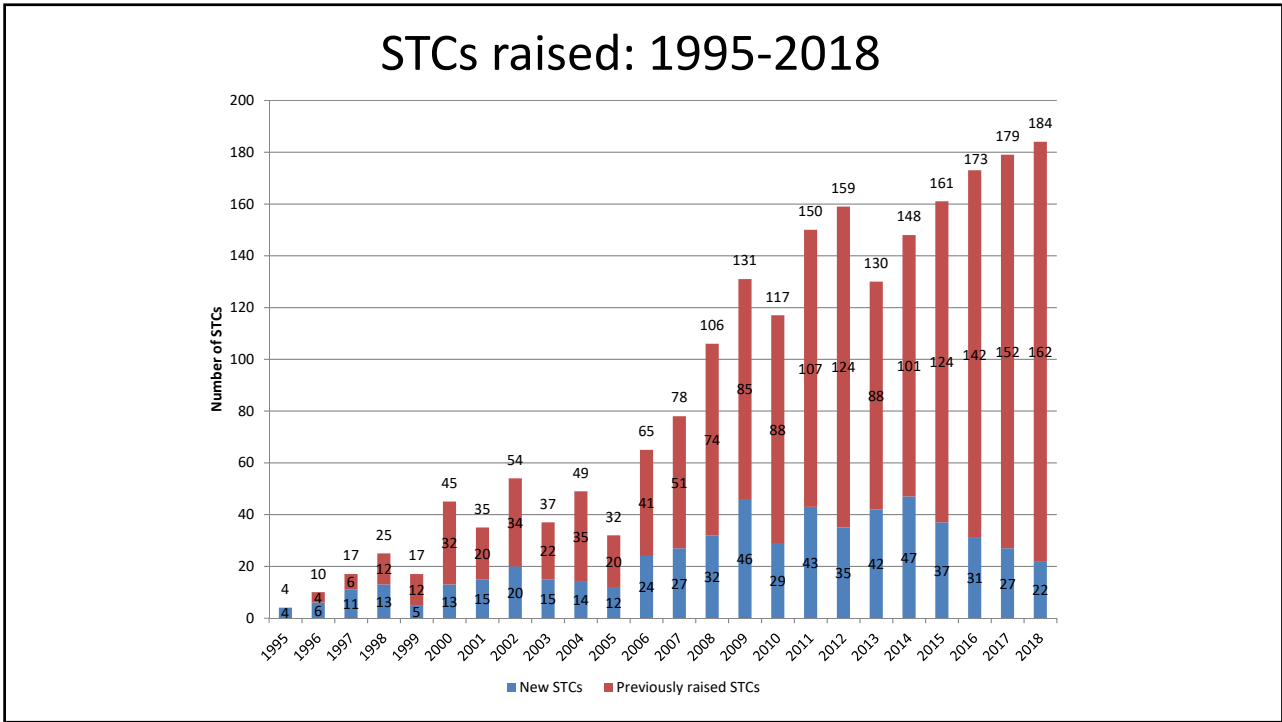


“Technical Barriers to Trade are the most frequent form of NTMs, affecting 35 per cent of product lines and about 65 per cent of world trade, followed by export measures and sanitary and phytosanitary measures.”

Activity in the **TBT Committee** may also be indicative:

### TBT NOTIFICATIONS (1995 – 2018)

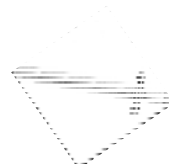




Trade policy is increasingly looking  
“behind the border”:



So, how **how** can WTO rules  
address the “**bad**” part?





What do the **rules** say?








WTO rules in this area are intended to be trade facilitating, reduce trade costs.

(But it is difficult to **quantify** effect of benefit!)

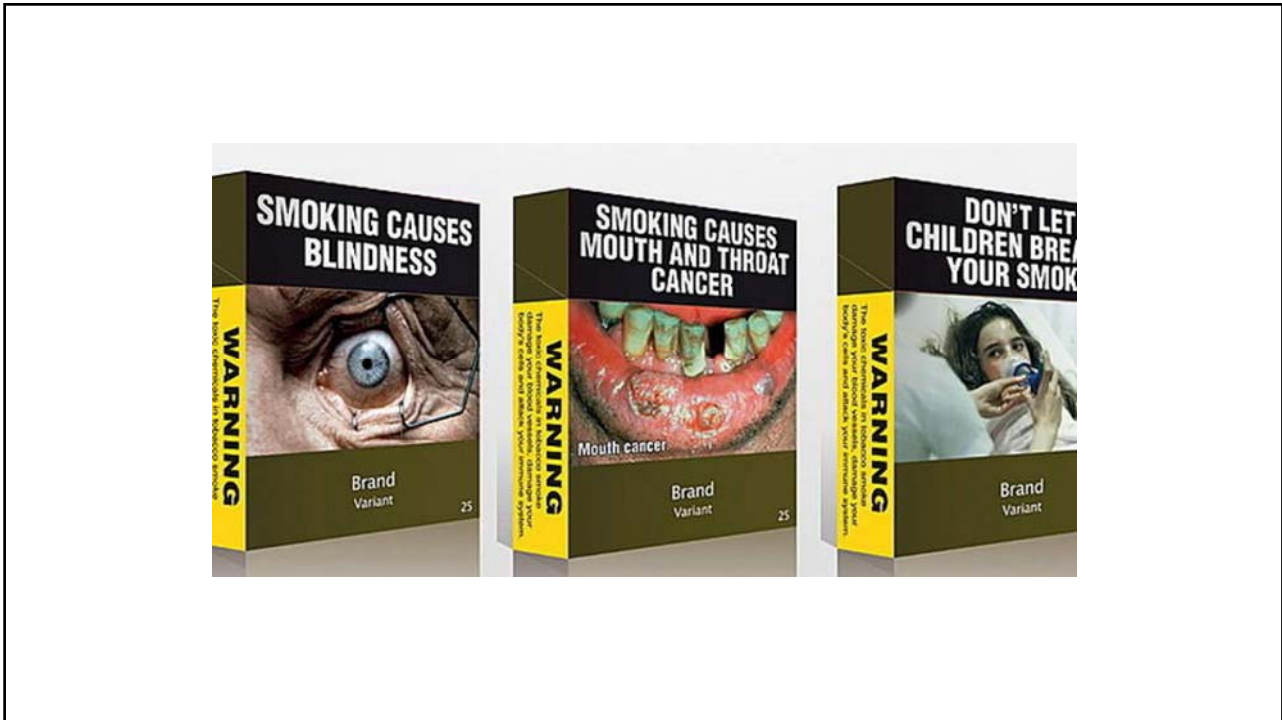
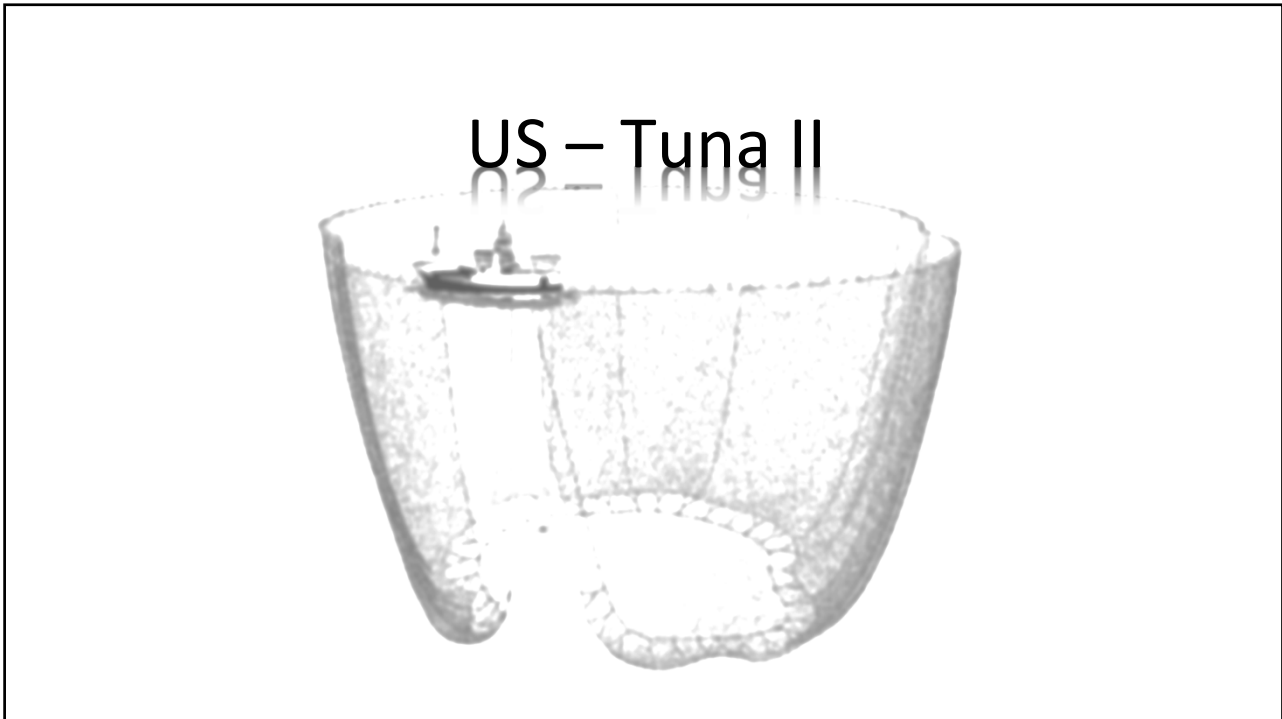


few principles!

	<b>1</b>	Legitimate objective
	<b>2</b>	Non-discrimination
	<b>3</b>	Avoiding unnecessary barriers to trade
	<b>4</b>	Use of international standards
	<b>5</b>	Transparency

# US-Cloves





**Type 1** "Drinking alcohol causes the hypertension liver cirrhosis"

**Type 2** "Drunk driving causes disability or death"

**Type 3** "Drinking alcohol leads to unconsciousness and even death"

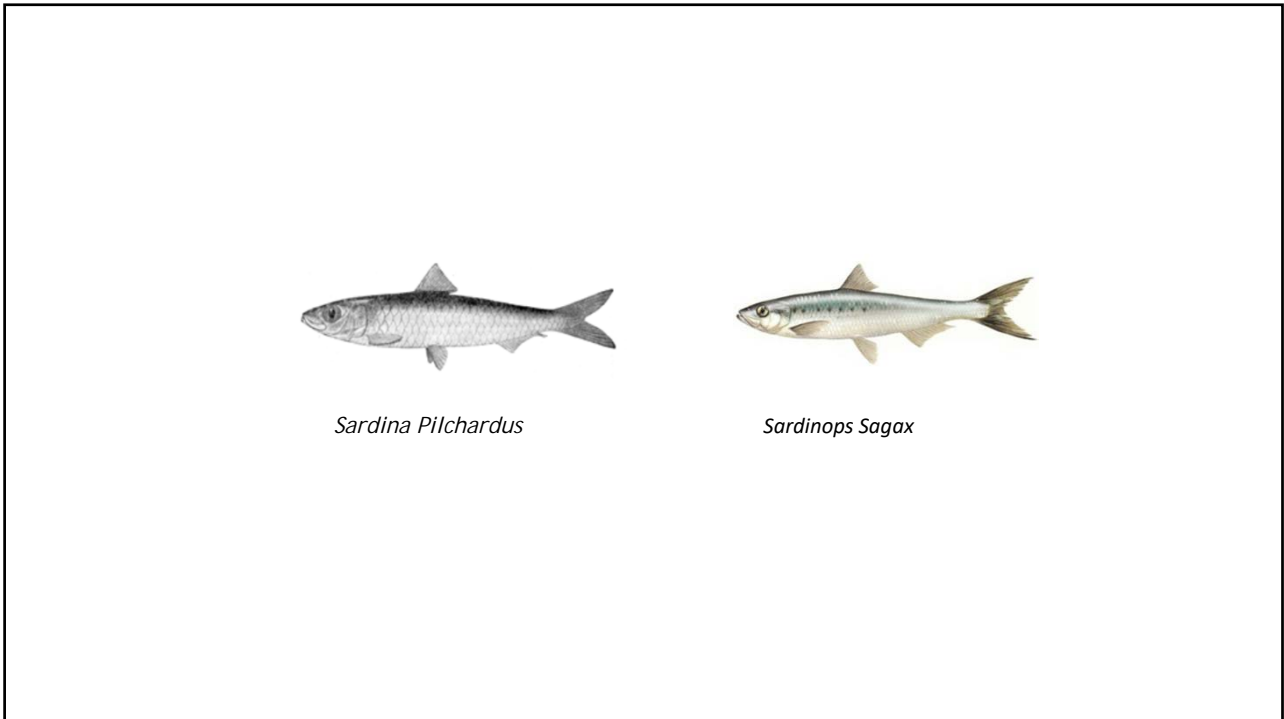
**Type 4** "Drinking alcohol leads to sexual impotency"

**Type 5** "Drinking alcohol leads to adverse health effect and family problems"

**Type 6** "Drinking alcohol is a bad role model for children and young people"

<b>MED</b> Calories <b>353</b> 18%	<b>LOW</b> Sugar <b>0.9g</b> 1%	<b>MED</b> Fat <b>20.3g</b> 29%	<b>HIGH</b> Sat Fat <b>10.8g</b> 54%	<b>MED</b> Salt <b>1.1g</b> 18%
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of your guideline daily amount



**EC:** Sardina pilchardus

... only *Sardina pilchardus* may be marketed as preserved sardines in EC (Article 2)

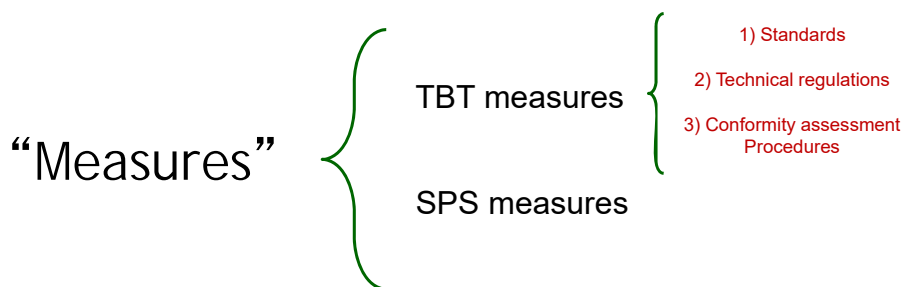
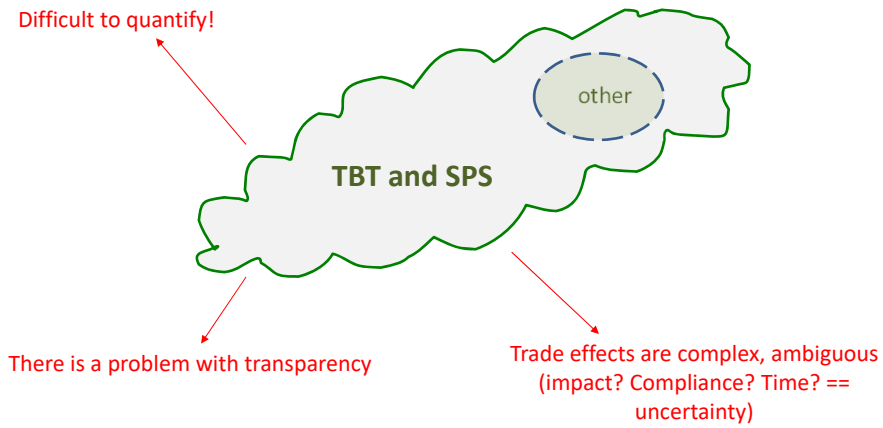
**Peru:** Sardinops sagax

WTO                      Slide 44

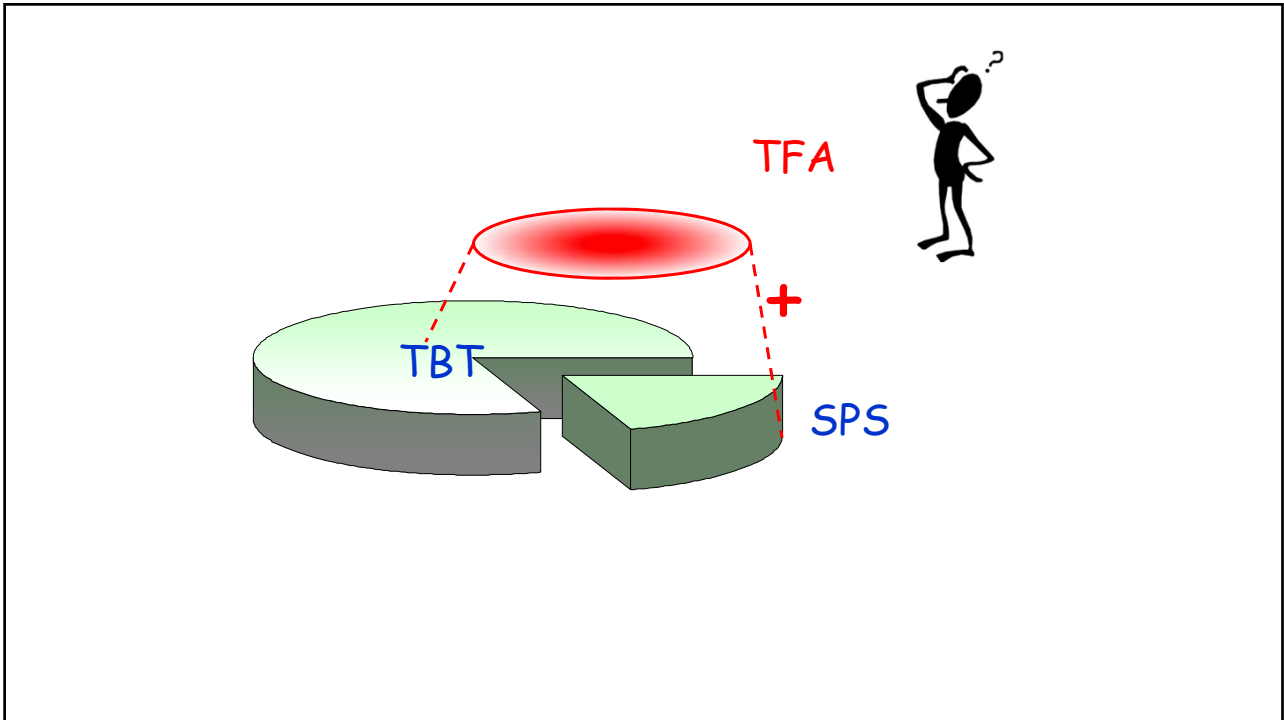
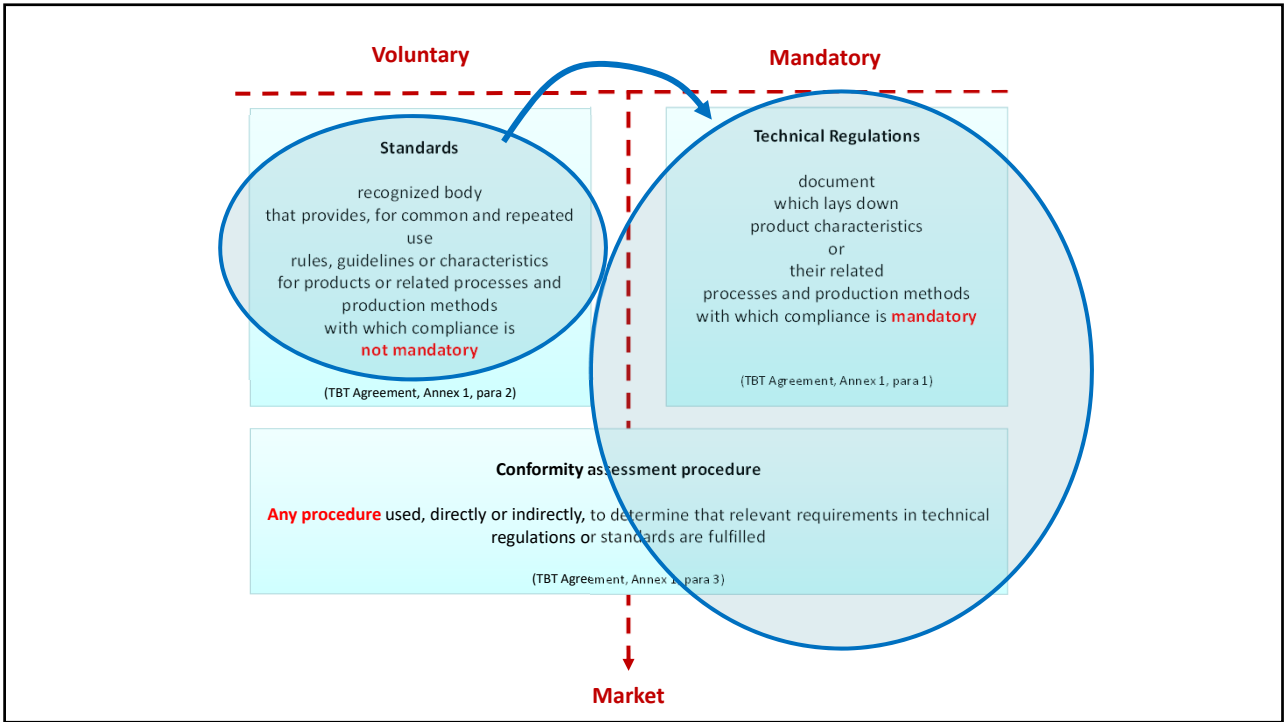
-  **1** Legitimate objective
-  **2** Non-discrimination
-  **3** Avoiding unnecessary barriers to trade
-  **4** Use of international standards
-  **5** Transparency

<sup>5</sup>  
To be more specific, what kind  
of **measures** are we  
talking about?

## “Non-tariff measures” (NTMs)



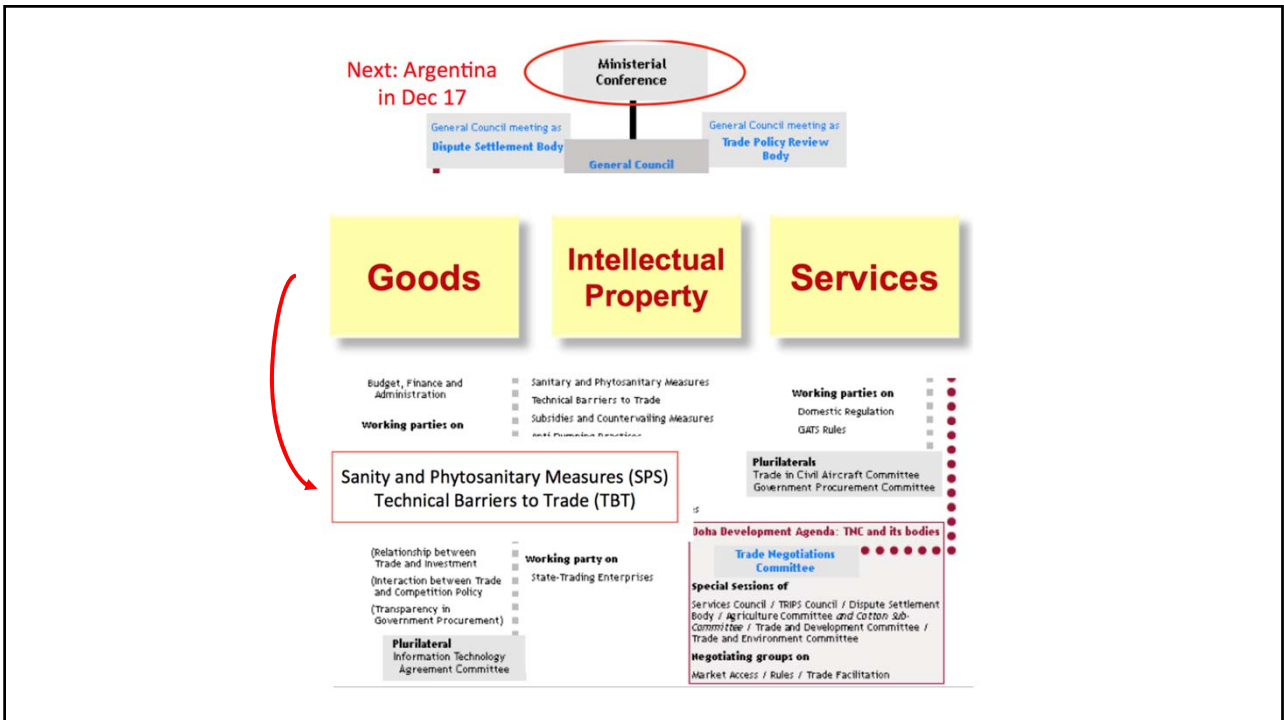
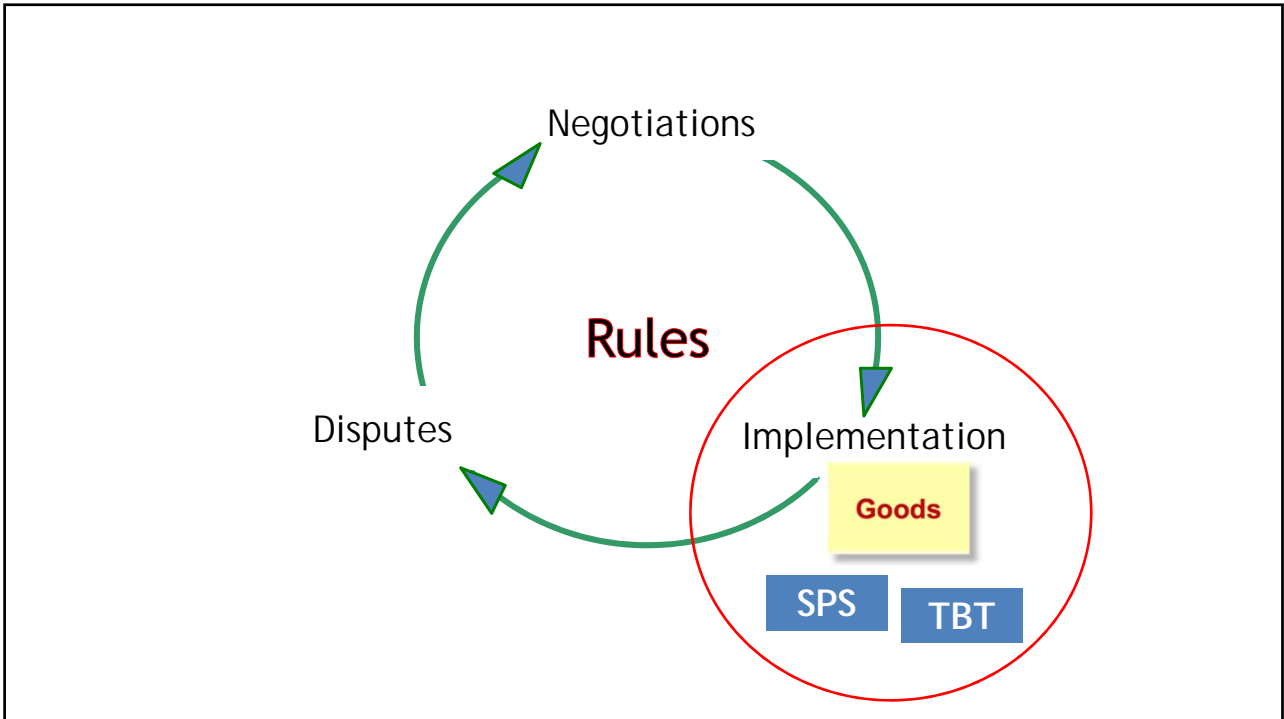


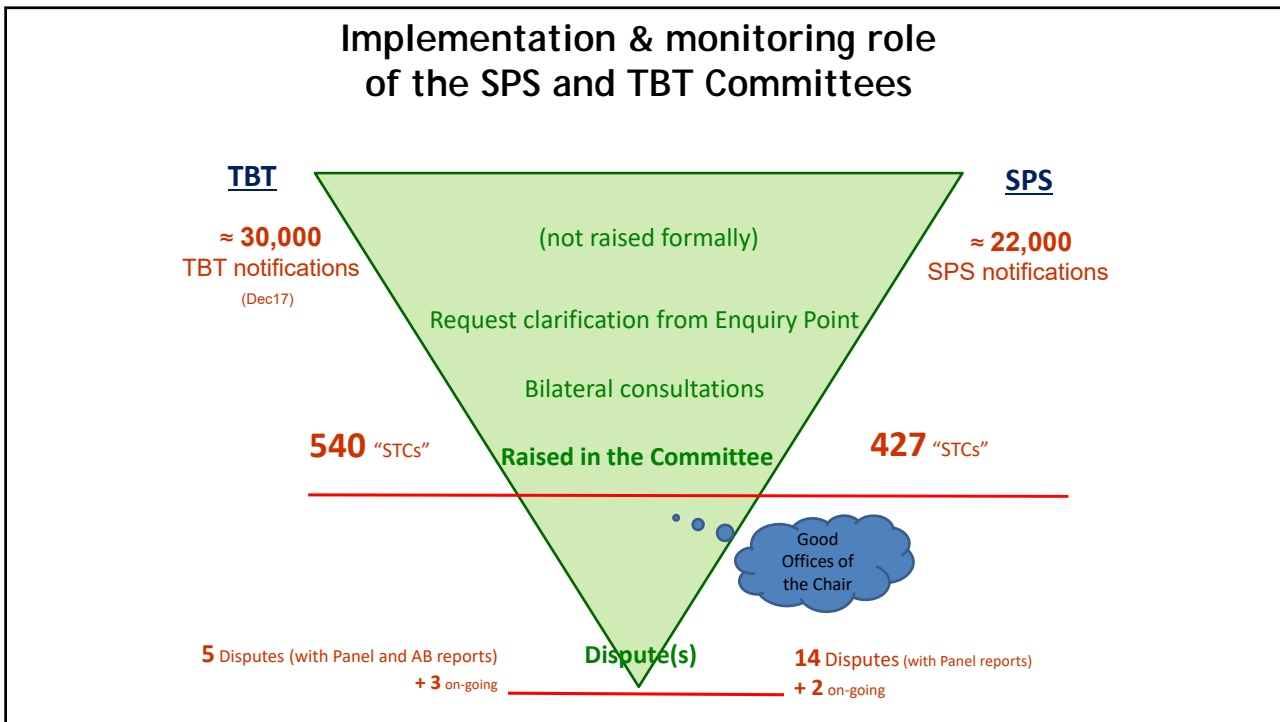


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How does it **work**?

At **WTO**?





TECHNICAL BARRIERS TO TRADE 16 NOVEMBER 2018

## WTO members adopt roadmap for reducing technical barriers to trade

WTO members achieved a breakthrough at a 14-15 November meeting of the Committee on Technical Barriers to Trade (TBT) by agreeing on a list of recommendations that aim at reducing obstacles to trade and improving implementation of the WTO's TBT Agreement. Members also discussed 62 specific trade concerns at the committee meeting, including eight new concerns. In addition, the committee welcomed a new "best practices" guide for national TBT Enquiry Points.