

GENERAL AGREEMENT ON TARIFFS AND TRADE

RESTRICTED

MTN/3E/DOC/12/Add.8/Rev.1
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Special Distribution

Multilateral Trade Negotiations

GROUP 3(e) - BASIC DOCUMENTATION

Inventory of Various Non-Tariff Barriers
Marketing Standards and Packaging and Labelling Regulations

JAPAN

Revision

Product: (BTN)	Country or group maintaining measures:	Countries indicating an interest:
Cheese (ex 04.04)	Japan	Canada Romania

(a) Description:

Packaging and labelling regulations. Packages must weigh at least 861 grs.

(b) Comments by other countries:

Romania - The packaging regulations for cheese require that every package shall weigh at least 860 grs.; this restricts the market just to the collective consumption segment (restaurants, canteens).

(c) Comments by countries maintaining the measures:

Imports of consumer cheese are also subject to quantitative restrictions (see MTN/3E/DOC/7/Add.4, page 10). Imports of processed cheese are only permitted for the use by big consumers (hotels, restaurants, catering services, etc.) and for this reason packages must be of a certain minimum size. The purpose of this measure is to distinguish this importation from other general importations.

Product: (BTN)	Country or group maintaining measures:	Countries indicating an interest:
Chocolate (ex 18.06)	Japan	Switzerland

(a) Description:

Marketing standards and packaging and labelling regulations

(b) Comments by other countries:

Switzerland - The regulations are complicated and strict. There is even a rule which lays down the maximum permitted percentage of empty space.

Indications have to be in Japanese (description of the product, ingredients, net weight, name and address of importer; this latter requirement is an obstacle to exporters). Indication of the weight in ounces is forbidden.

(c) Comments by countries maintaining the measures:

The FOOD SANITATION LAW requires, for all processed food, labelling of certain factors such as name of the product, importer's name and address.

In addition, for chocolate products, a fair competition rule on labelling has been established as an autonomous regulation by the industry itself with the approval of the Fair Trading Commission for the purpose of protecting consumers' interests in making their choice. This regulation requires labelling of the type of the product, the name and address of the manufacturer or importer, material etc. It also prohibits misleading representation such as superfluous packaging.

As to packaging, setting up a guideline for proper packaging including the question of tolerant empty space is now under careful examination.

The requirement that importers (not exporters) should indicate the type of the product, material (no requirement for ingredients), net weights, etc. in Japanese is a necessary measure to protect domestic consumers' interest and similar measures are also adopted in many countries.

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(c) Comments by countries maintaining the measures: (cont'd)

It is required that only the metric measurement should be used in any domestic trade. It might be noted that the Japanese traditional measurement system is also outlawed in order to achieve unification of measurement system.

The above mentioned regulations have their own purposes and have been set up taking into account the practices of trade, the opinions of importers concerned and the international general standard for the labelling recommended by FAO/WHO. They apply both to domestic and imported products. Therefore, these regulations should not be regarded as measures which unduly distort trade of chocolate products.

Product: (BTN)	Country or group maintaining measures:	Countries indicating an interest:
Fruit and vegetable juices (20.07)	Japan	Romania

(a) Description:

Packaging and labelling regulations

(b) Comments by other countries:

Romania - The packaging regulations require packaging either in cans or in bottles closed with corks or screw caps. As a consequence, although Japanese importers have asked Romanian exporters for quotations, the latter have been unable to export their products because they are packaged in bottles with metal seals.

(c) Comments by countries maintaining the measures:

Regardless of the type of top used, bottles must be sealed in order to keep up the sanitary conditions of its contents.