



International  
Trade  
Centre

# Managing NTMs: Classification, Statistical Challenges and Policy Implications



ADBI-ESCAP JOINT  
WORKSHOP

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5-6 November 2015, Bangkok, Thailand

# What are Non-Tariff Measures (NTM)?



# Definitions



## Non-tariff measures (NTMs)

**Official policy measures on export and import, other than ordinary customs tariffs**, that can potentially have an effect on international trade in goods, changing quantities traded, or prices or both.

**Mandatory requirements, rules or regulations** legally set by the exporting, importing or transit country (in contrast to private standards which are not legally set)

**Can affect both export and import**

# Example: EU labeling requirement on a wine bottle



## Labels on wines exported to the EU must include:

- Net contents of the bottle, in milliliters, centiliters or liters;
- Name and address of the importer preferably printed on the main label;
- The wine's alcohol content;
- Indication of manufacturing lot;
- Indication of country of origin.

# Example of a Mayonnaise for a Swiss supermarket – labeling requirements



ENGAGEMENT  
migros.ch

MIGROS

BIO. Private standard  
by Swiss retailer MIGROS

## Nutrition Facts

Serving Size 1 cup (228g)  
Servings Per Container 2

### Amount Per Serving

Calories 260      Calories from Fat 120

% Daily Value\*

**Total Fat** 13g      **20%**

Saturated Fat 5g      **25%**

**Cholesterol** 30mg      **10%**

**Sodium** 660mg      **28%**

**Total Carbohydrate** 31g      **10%**

Dietary Fiber 0g      **0%**

Sugars 5g

**Protein** 5g

Vitamin A 4%      \*      Vitamin C 2%

Calcium 15%      \*      Iron 4%

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

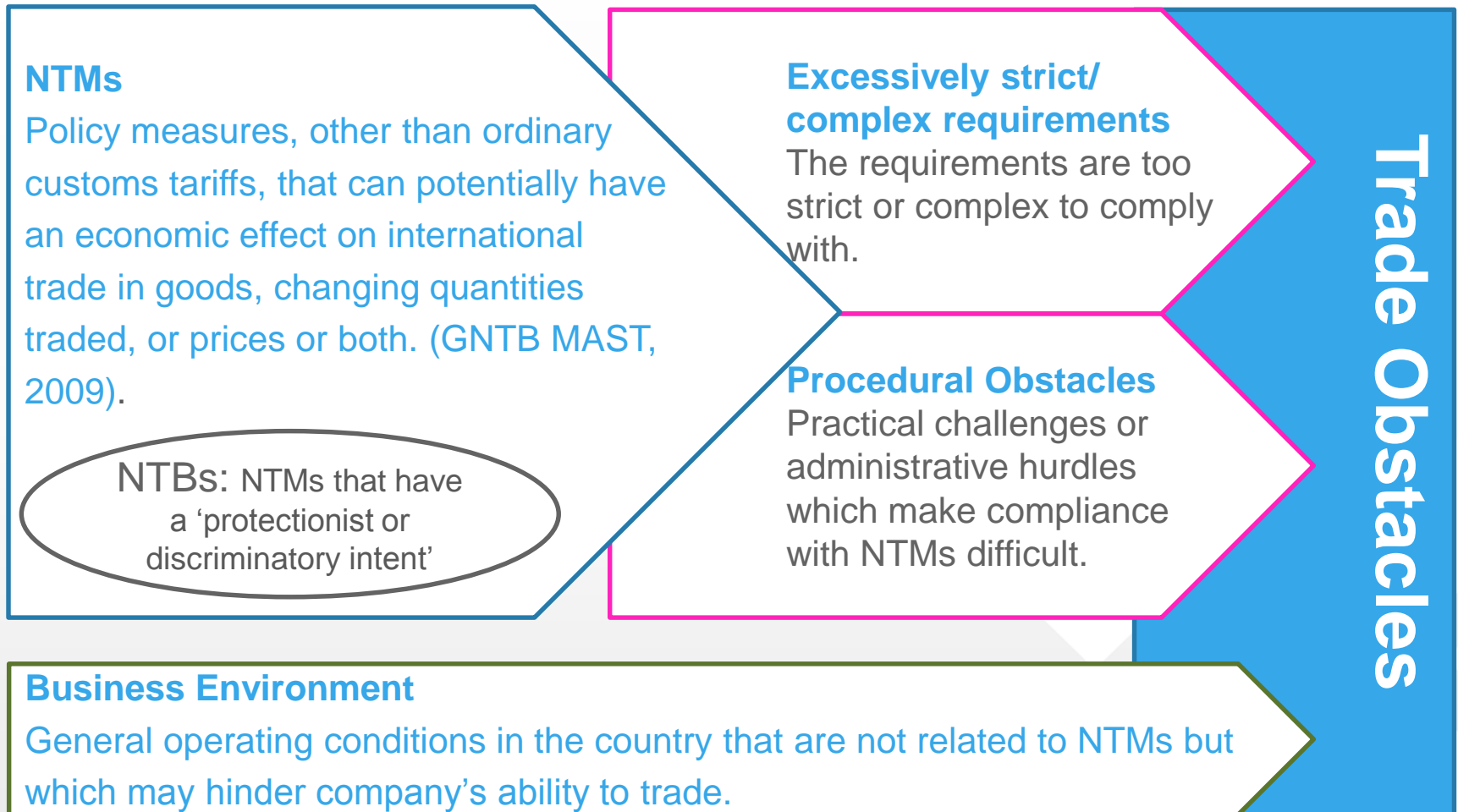
Fat 9      \*      Carbohydrates 4      \*      Protein 4

Mandatory  
requirements  
by Switzerland

Information is  
provided in 3  
languages



# NTMs and other trade obstacles



# Why do governments impose NTMs?

- NTMs are introduced for **legitimate reasons**, for example protection of human, animal and plant health
- But can also be misused as an **instrument of protection**

Why do countries use NTMs?

## Importing Country

- Health and safety of consumers
- Environmental factors
- Infant industry protection
- Achieve political goals
- .....

Why do countries use NTMs?

## Exporting Country

- Ensure adequate supply for the domestic market
- Maintain quality
- Ensure best value for their exports
- Political reason
- .....



# NTMs – Why a concern for exporters and importers?

- Products need to comply with a wide range of NTMs; NTMs often vary across products and countries and can change quickly.
- The nature of NTMs has changed over time – they have become less visible and direct, but rather more complex.
- The problems companies face in relation to NTMs and their compliance are often linked to lack of capabilities, infrastructure and efficient procedures (“procedural obstacles”) in a country.
- Often there is no transparency and easy access to relevant information about NTMs that are applied by the destination country.

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_3875](https://www.yunbaogao.cn/report/index/report?reportId=5_3875)

