



ITC

TRADE IMPACT
FOR GOOD

50 YEARS

1964-2014

Non-Tariff Measures (NTMs) in Thailand



What are non-tariff measures (NTMs)?

- **Official policy measures on export and import, other than ordinary customs tariffs**, that can potentially have an economic effect on international trade in goods, changing quantities traded, prices or both
- **Mandatory requirements, rules or regulations** legally set by the government of the exporting, importing or transit country (in contrast to private standards which are not legally set)
- **Can affect both export and import:** import vs. export-related measures
- Include technical measures and standards, as well as regulations on customs procedures, para-tariff measures, financial measures, prohibition, etc.

Example:

France – Product characteristics requirements on oranges

2007R1580 — EN — 01.07.2009 — 006.002 — 90

▼ M8

PART 2: MARKETING STANDARD FOR CITRUS FRUITS

1. DEFINITION OF PRODUCE

This standard applies to the following fruit, classified as 'citrus fruit', to be

Oranges with light green colour are allowed, provided the colour does not exceed one fifth of the total surface of the fruit

(iii) Oranges

Colouring must be typical of the variety. Fruits with light green colour are allowed, provided it does not exceed one fifth of the total surface of the fruit. Fruits must show the following minimum juice content:

Blood oranges:	30 %
Navels group:	33 %
Other varieties:	35 %

- intact,
- free of bruising and/or extensive healed over cuts,
- sound produce affected by rotting or deterioration such as to unfit for consumption is excluded,
- clean practically free of any visible foreign matter,
- practically free from pests,
- practically free from damage caused by pests,
- free of signs of internal shrivelling,
- free of damage caused by low temperature or frost,
- free of all abnormal external moisture,
- free of any foreign smell and/or taste.

The citrus fruit must have been carefully picked and have reached appropriate degree of development and ripeness account being taken of criteria proper to the variety, the time of picking and the growing conditions.

The development and state of ripeness of the citrus fruit must be such as to enable them:

- to withstand transport and handling, and
- to arrive in satisfactory condition at the place of destination.

Citrus fruit meeting the ripeness requirements of this Annex 'degreened'. This treatment is permitted only if the other natural characteristics are not modified.

III. PROVISIONS CONCERNING SIZING

Size is determined by the maximum diameter of the equatorial section of the fruit.

A. Minimum size

Fruits of less than the following minimum sizes are excluded:

Lemons:	45 mm
Mandarins, excluding clementines:	45 mm
Clementines:	35 mm
Oranges:	53 mm

Example:

Mayonnaise for a Swiss supermarket – labeling requirements



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



The NTM Survey classification

Non-tariff measures classification for surveys

A to O. Import related measures

Measures imposed by the country importing the goods. From the perspective of an exporter, these are the measures applied by the destination country of his product. From the perspective of an importer, these are the measures applied by his own country on the goods that he imports.

Technical measures	A. Technical requirements	
	B. Conformity assessment	
Non-technical measures	C. Pre-shipment inspection and other entry formalities	
	D. Charges, taxes and other para-tariff measures	
	E. Quantity control measures (e.g. licences, quotas, prohibitions)	
	F. Finance measures	
	G. Price control measures	
	H. Anti-competitive measures	L. Subsidies
	I. Trade-related investment measures	M. Government procurement restrictions
	J. Distribution restrictions	N. Intellectual property
	K. Restriction on post-sales services	O. Rules of origin and related certificate of origin

P. Export related measures

Measures imposed by the country exporting the goods. From the perspective of an exporter, these are the measures imposed by his own country on the goods he exports from his country. From the perspective of an importer, these measures are imposed by the country of origin on the goods he import from this country.

P.O. List of procedural obstacles

This list provides a categorization of the problems related to NTMs that exporters and importers experience.

NTM survey – Methodology

➔ 2- steps approach, implemented by local survey specialist:

a) Phone screens to identify companies affected by burdensome NTMs

- 6-8 minutes per interview
- Random sampling from each sector

b) Face-to-face interviews to understand by product, partner and NTM the problems company experiences

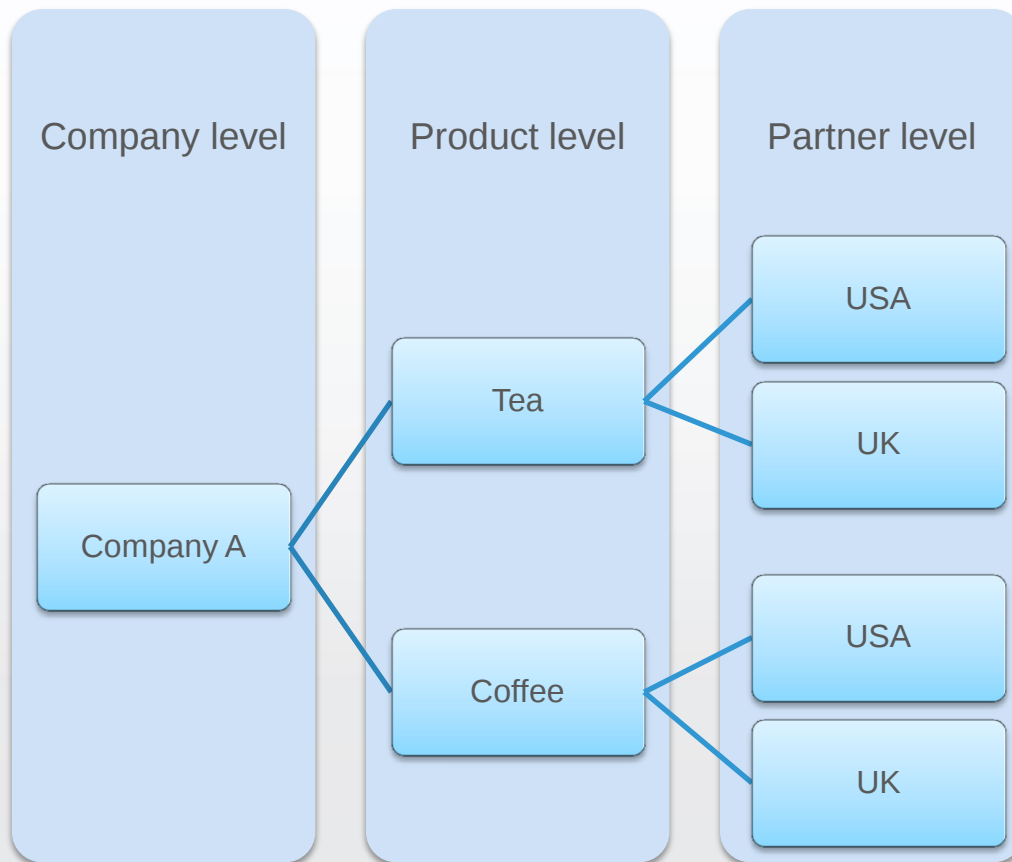
- depends on results of phone screen interviews and on enterprises willing to participate in longer FTF interviews.
- 50-70 minutes per interview;
- Information captured by product, destination, burdensome NTM. Specific reasons making NTMs difficult are captured for each case and in detail (e.g. requirements are too strict; lack of accredited laboratory, delays etc)

Definitions: NTM case

Export Cases

If measures are applied by partner country

Each case is counted for a unique **Company-Product-Measure-Partner** level



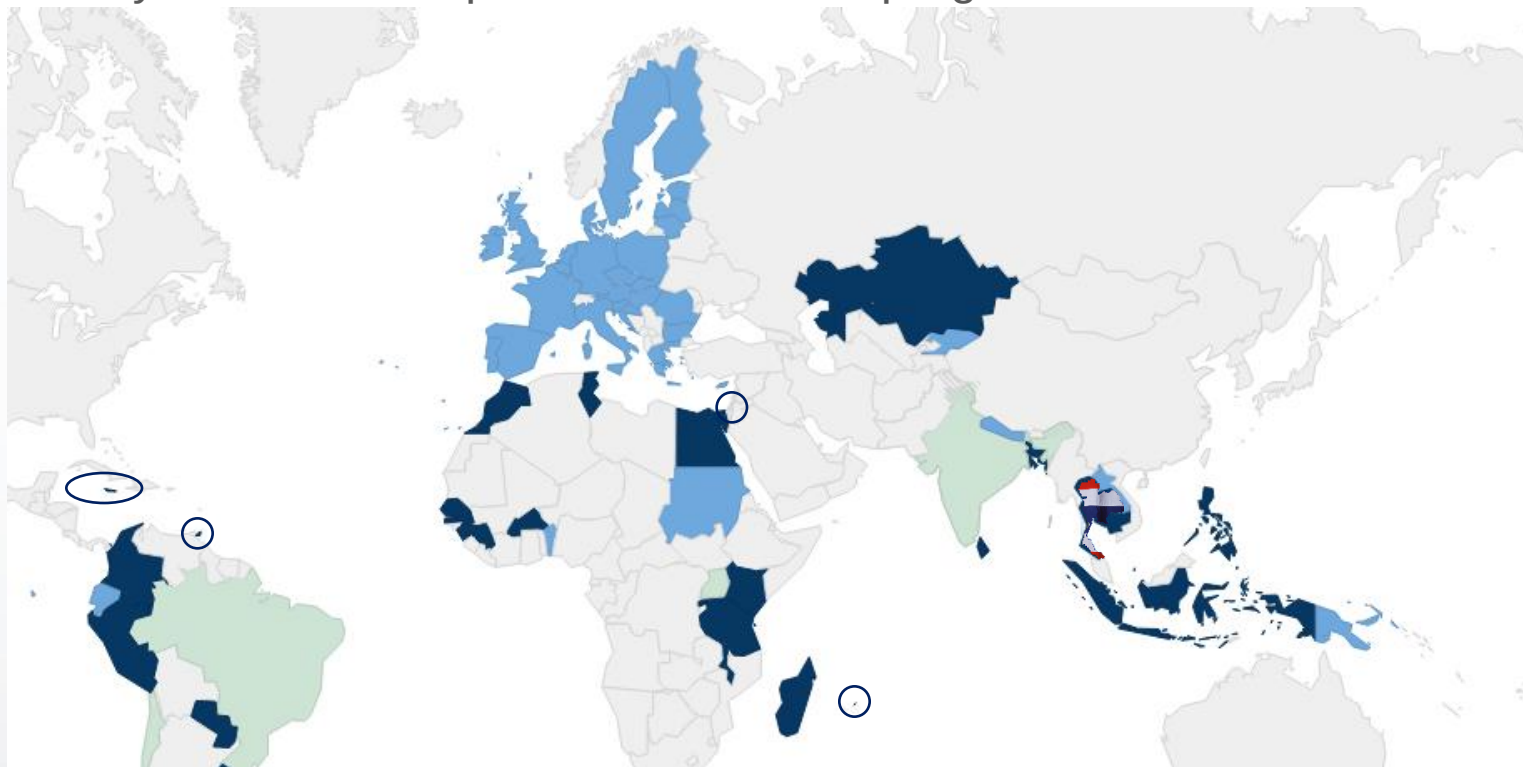
Example: If both the USA and UK require both Tea and Coffee to be tested before allowing entry

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4 NTM Cases

ITC Programme on NTMs

The survey in Thailand is part of a worldwide programme



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_3096

