Private Sector-Led Approaches to Regional Trade
Role of the Private Sector in the Development of Regulatory Standards
FIA’s Strategic Pillars

**MISSION**
To represent the food and beverage industry in Asia – promoting a climate for sustainable growth and serving as a regional knowledge hub for science-based advocacy.

**HEALTH AND NUTRITION**
Using the power of partnership to launch a sustainable, multi-stakeholder regional effort to improve diets and stabilise the rates of obesity and chronic disease in Asia.

**FOOD SAFETY**
Using the power of partnership to scale up food safety capacity, building to protect businesses and governments in Asia.

**HARMONISATION**
Using the power of partnership to reduce costs and improve efficiency by accelerating the harmonisation of food laws in the ASEAN Economic Community.

Built on the shared values of sound science & public-private partnership. Underpinned by: efficient governance, first-class communications and highly motivated members and staff.
FIA’S Codex Observer Status

- Support countries in implementation of Codex standards
- Coordinate with National Codex Contact Points for alignment of regional positions

FIA positions submitted to shape Codex standards
Role of the Private Sector in National Food Standards Setting
Good Regulatory Practice:
Procedure of National Standards Setting

Planning: new project proposal → Confirm new standards projects → Draft standards → Collect public comments → Review draft standards → Approve and publish standards → Implementation and monitoring → Revise and Re-evaluate
Role of the Private Sector in the Regional Harmonisation of Standards
Regulations vs. Non-Tariff Barriers to Trade

- Non-tariff measures are increasing in prominence and complexity in all countries
- NTBs include opaque rules, arbitrary standards that are not based on science, and Customs and other import procedures that are slow, costly and excessive
- Among all NTBs, Technical Barriers to Trade (TBT) and Sanitary and Phyto-Sanitary (SPS) measures are found to be the most burdensome

Regulations vs. Non-Tariff Barriers to Trade

- The various barriers can raise food prices, undermine food quality, impact food availability and impose extra burdens on small businesses.
- The foremost recommendation is to improve **communication** among stakeholders.
- Use consensus-building to drive **public-private partnerships** to reduce uncertainty.

Opportunities in ASEAN Regional Integration

- A single market and production base
- A highly competitive economic region
- A region of equitable economic development
- A region fully integrated into the global economy
Top 5 Priority TBTs for the Food Industry to Overcome in ASEAN

1. Labelling (nutrition labelling)
2. Product registration
3. Import/export certification
4. MRLs for contaminants, pesticide residues
5. Analytical methods
How is Industry Mitigating these Challenges?

Economic Ministers Meeting (AEM)

Senior Economic Officials Meeting (SEOM)

ASEAN Consultative Committee on Standards & Quality (ACCSSQ)

Prepared Foodstuffs Product Working Group (PFPWG)

Ministers on Agriculture and Forestry (AMAF)

Senior Officials on Agriculture & Forestry (SEM-AMAF)

ASEAN Task Force on CODEX (ATFC)

Task Force on Harmonisation

Task Force on MRA for prepared food

Health Ministers Meeting (AEM)

Senior Officials Meeting on Health Development (SOM HD)

ASEAN Expert Group on Food Safety (AEGFS)

ASEAN Food Safety Network

Ministers Meeting in Science & Technology (AMMST)

Committee on Science & Technology (COST)

Sub-Committee on Food Science & Technology (SCFST)
Capacity-Building for National/Regional Food Safety Standards Setting

- Capacity-building with Myanmar government to strengthen Codex activity and national standards-setting
- Capacity-building with ASEAN regulators and ASEAN Secretariat to strengthen Codex activities and regional collaboration in ASEAN
- Focus on developing countries
Conclusions

• Private sector plays a key role in national standards setting

• National regulatory standards not only affect domestic products but also trade

• International/regional harmonisation of regulation is important for economic integration

• Capacity-building and information exchange through public-private partnerships are essential for effective implementation and better convergence of regulations
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