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The U.S. Government's Global Hunger & Food Security Initiative

GLOBAL LEARNING AND EVIDENCE EXCHANGE
M A R K E T S Y S T E M S

MARCH 21-24, 2017 // BANGKOK, THAILAND

Private Sector-Led Approaches to Regional Trade



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Role of the Private Sector in the Development of Regulatory Standards



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FIA Members



ALPHA & OMEGA



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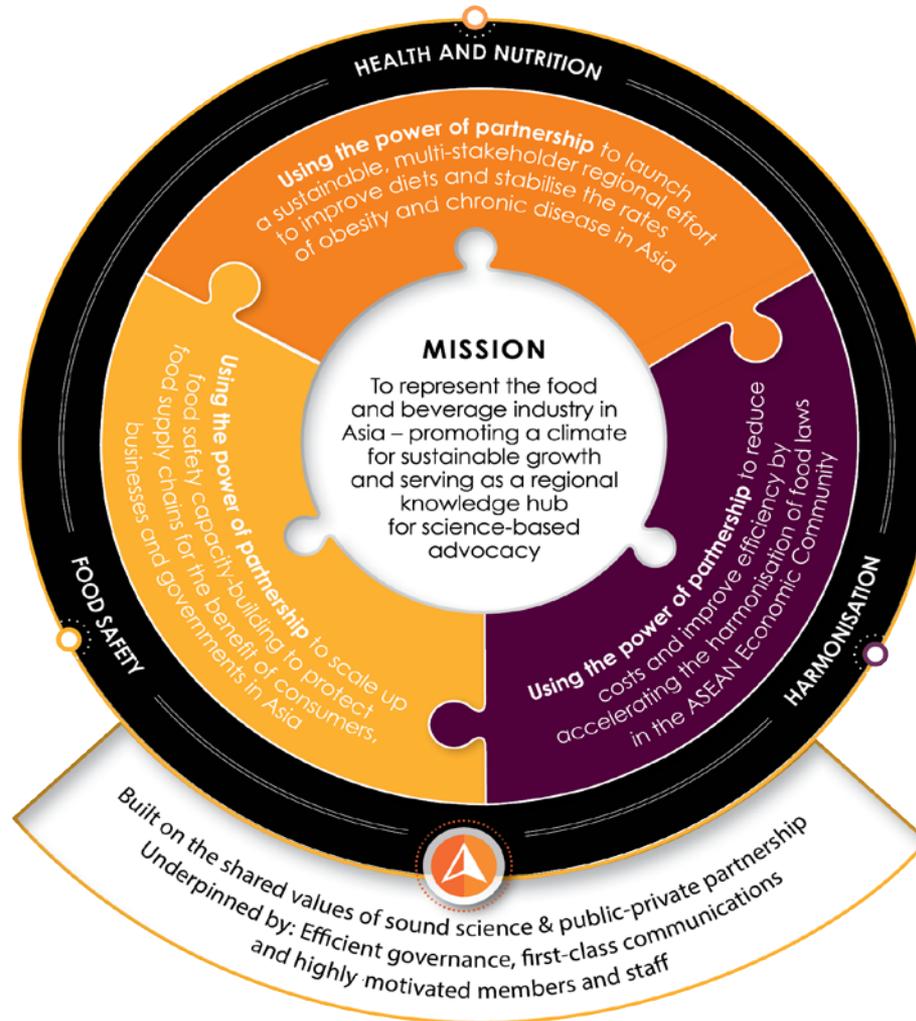




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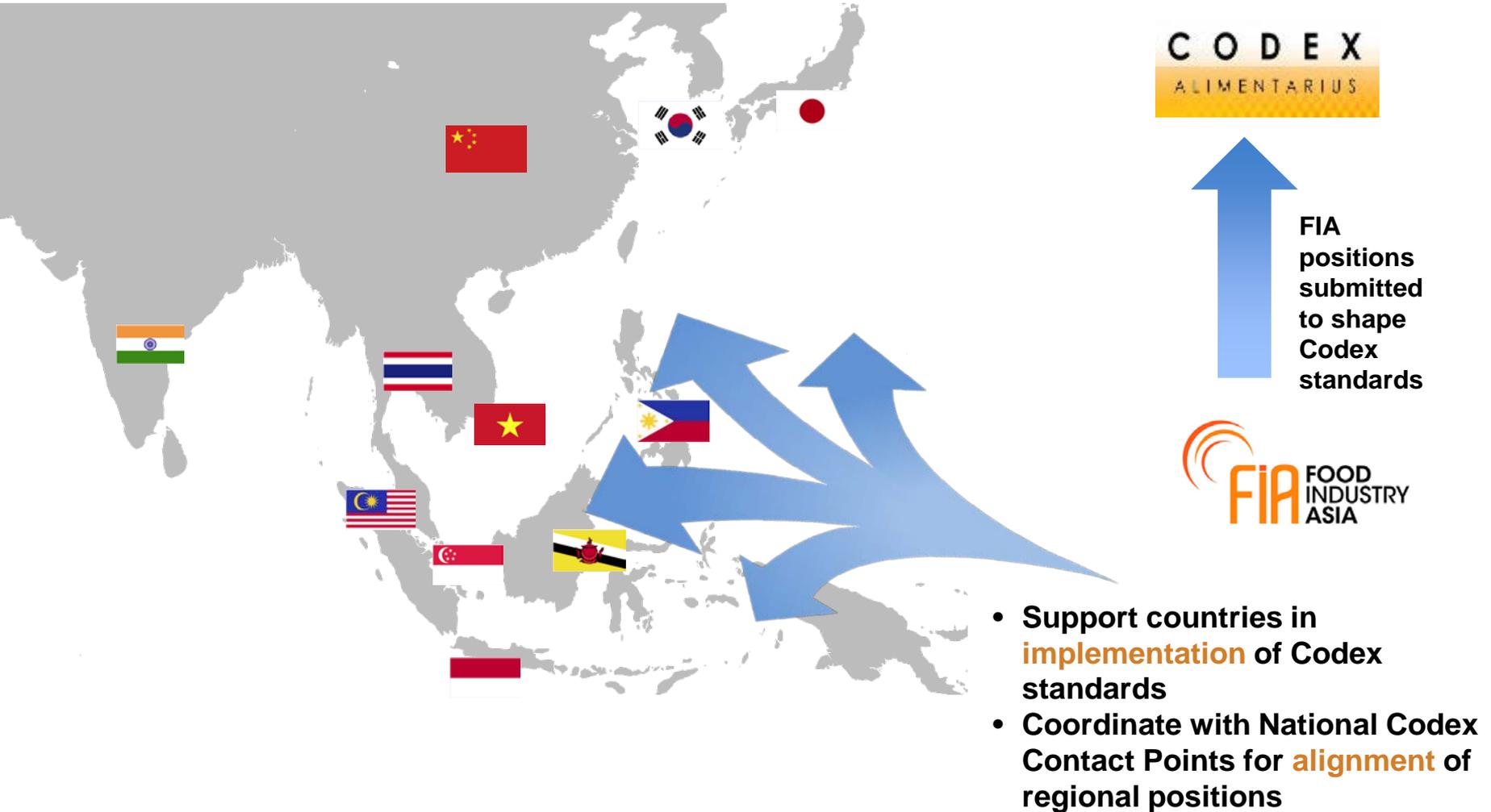
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FIA's Strategic Pillars





FIA'S Codex Observer Status





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Role of the Private Sector in National Food Standards Setting



Good Regulatory Practice: Procedure of National Standards Setting





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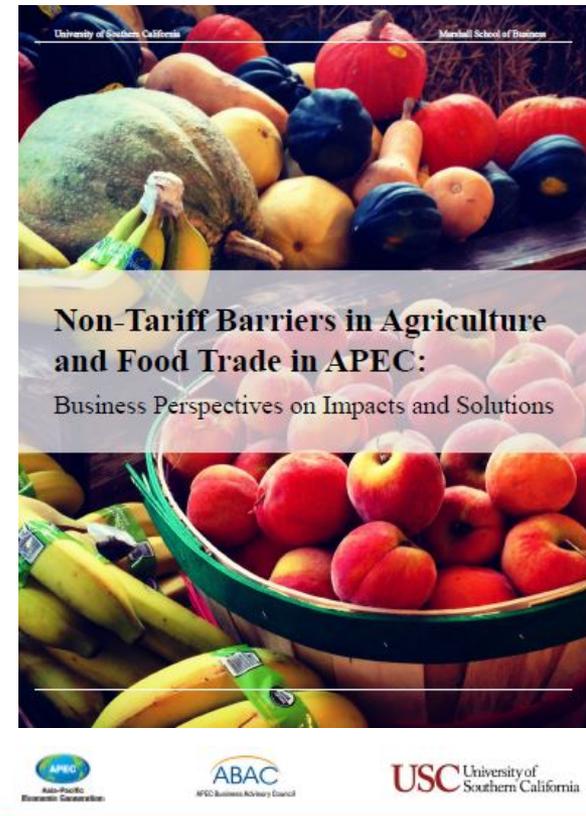
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Role of the Private Sector in the Regional Harmonisation of Standards



Regulations vs. Non-Tariff Barriers to Trade

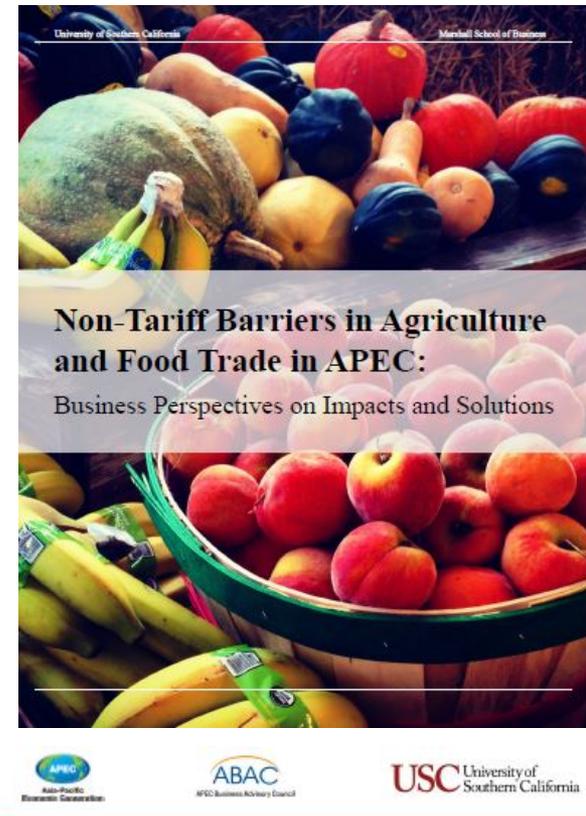
- Non-tariff measures are **increasing** in prominence and complexity in all countries
- NTBs include **opaque rules, arbitrary standards** that are not based on science, and **Customs and other import procedures** that are slow, costly and excessive
- Among all NTBs, Technical Barriers to Trade (**TBT**)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

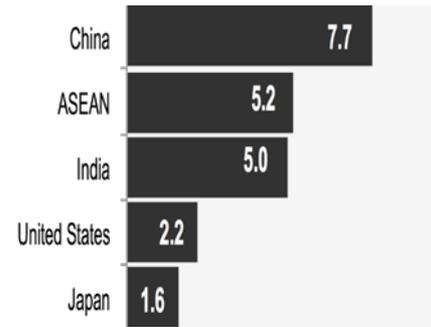




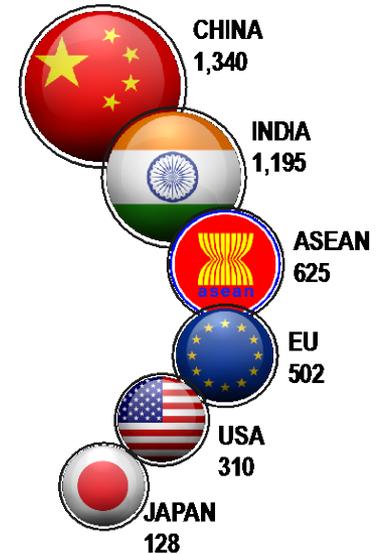
Opportunities in ASEAN Regional Integration



2nd
Fastest-growing economy



3rd
Population



Source: ASEANStat, IMF, WB

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



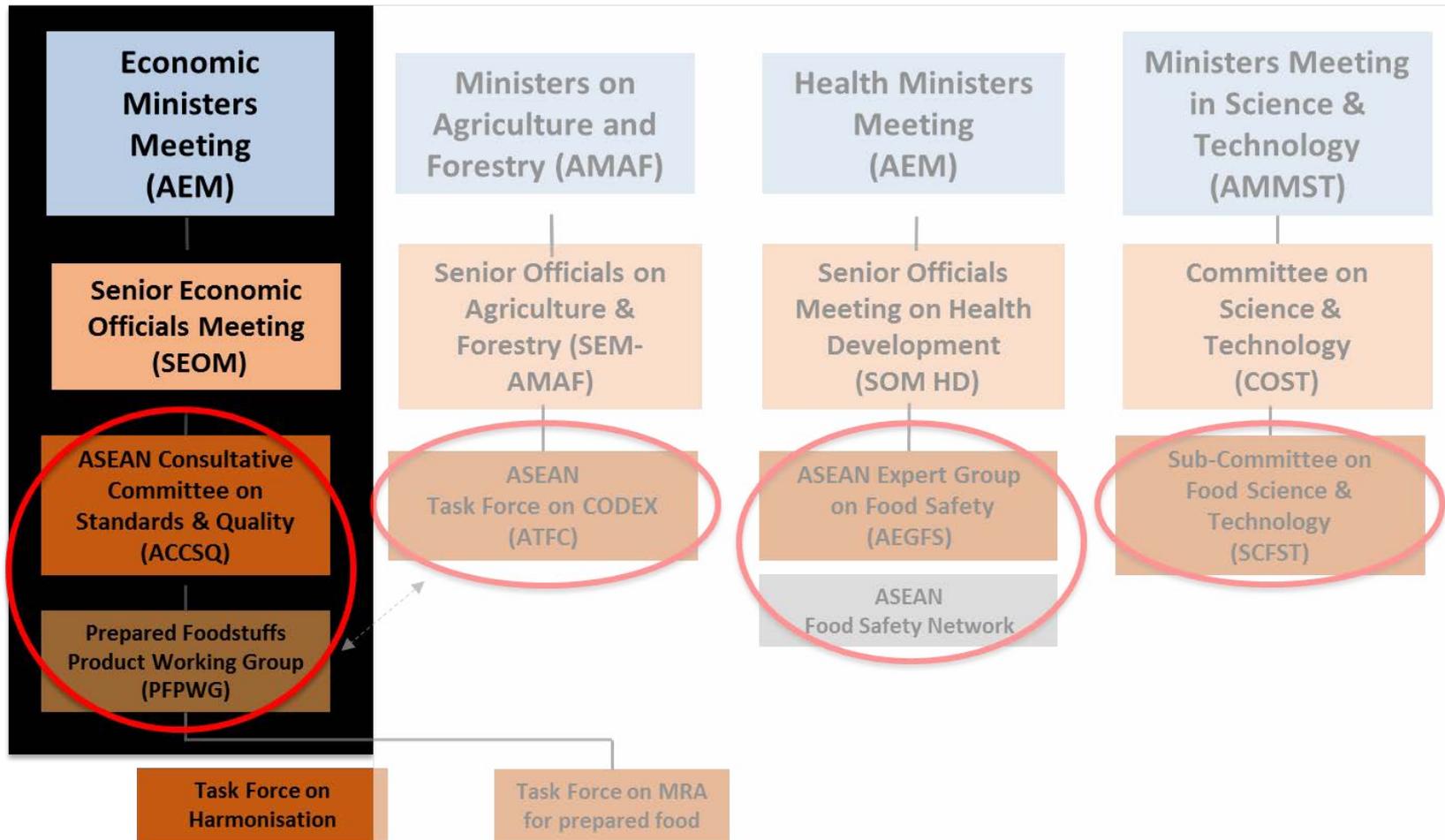
Nutrition Facts	
Per 125 mL (5 fl. oz.)	
Amount	% Daily Value
Calories 90	
Fat 0.5 g	1%
Saturated 0 g	0%
+ Trans 0 g	
Cholesterol 0 mg	0%
Sodium 0 mg	0%
Carbohydrate 18 g	6%
Fibre 2 g	8%
Sugars 2 g	
Protein 3 g	
Vitamin A	2% Vitamin C 10%
Calcium	0% Iron 2%

Before Exporting Food

1. Check your product export eligibility
2. Apply for trader's licence from AIA
 For the export of meat, fish or processed eggs
3. Seek pre-approval of export establishment
4. Apply for export documents
5. Apply for export or transshipment permit via TradeNet



How is Industry Mitigating these Challenges?





Capacity-Building for National/Regional Food Safety Standards Setting



C O D E X
ALIMENTARIUS
International Food Standards



- 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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FOOD INDUSTRY ASIA



Steven Bartholomeusz

Head of Advocacy & Communications

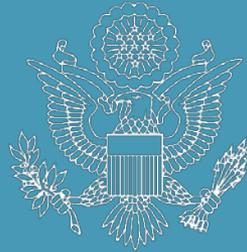
steven.bartholomeusz@foodindustry.asia

1 Scotts Road, Shaw Centre #19-07/08

Singapore 228208

www.foodindustry.asia

Twitter: @FoodIndAsia



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