



International  
Trade  
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# What companies teach us about conformity assessment procedures (CAP)

Insights from ITC Business Survey on Non-Tariff Measures

Mathieu Lorian  
TBT Committee, Thematic session on CAP  
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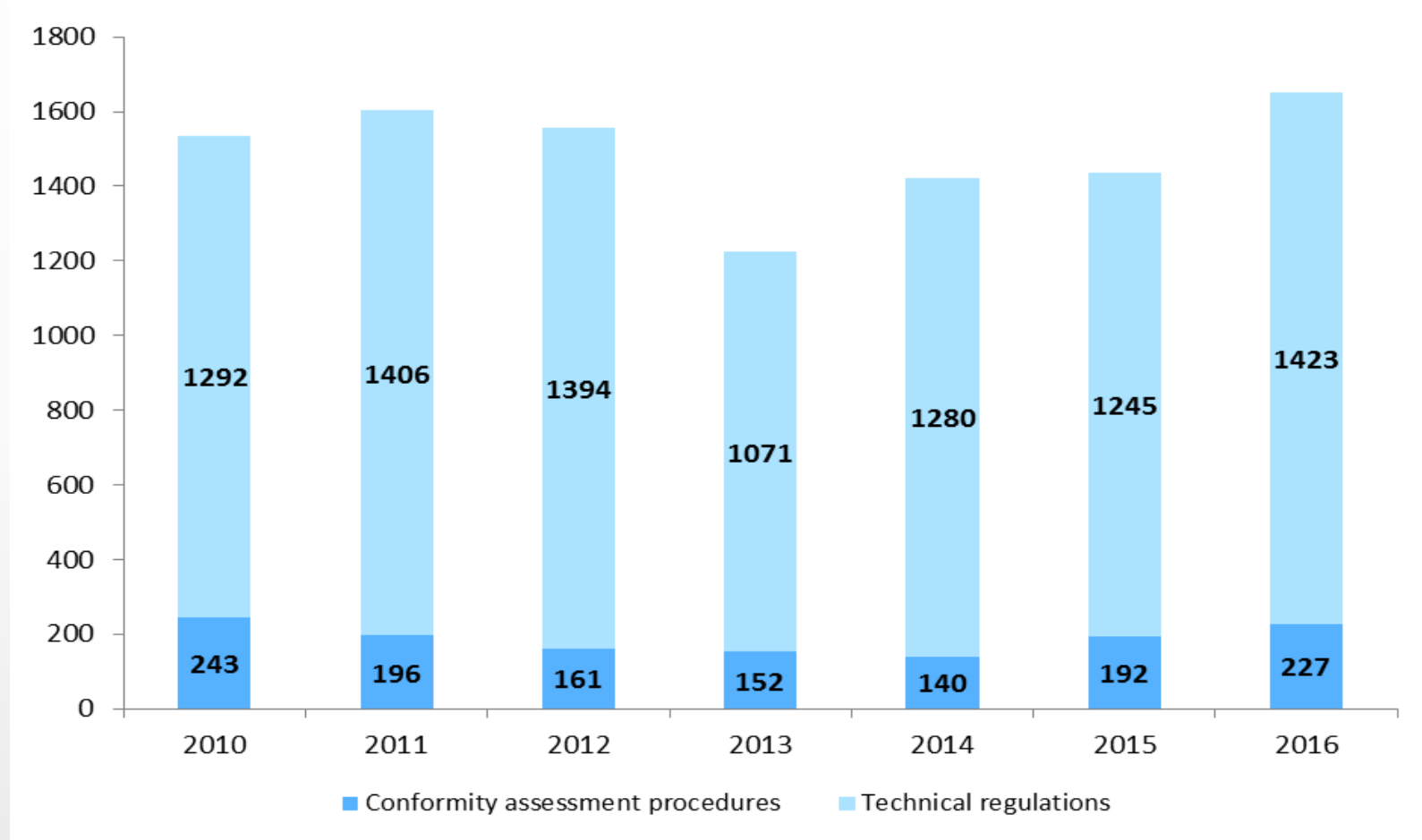


## Quiz question:

What is the most problematic  
CAP for businesses?

Go to [www.menti.com](https://www.menti.com) and  
use the code **29 54 75**

# CAP are here to stay



# Beyond the numbers, how CAP affect trade?

## → ITC's Programme on Non-tariff Measures

### Pillar 1

#### NTM Data Collection

- **Transparency pillar:** making regulations publicly available
- Searchable by HS code, country, NTM
- Dissemination through Market Access Map  
[www.macmap.org](http://www.macmap.org)

### Pillar 2

#### Business Surveys

- **Giving SMEs a voice:** identifying trade obstacles
- Surveys of exporters and importers on their experiences with government regulations  
[www.ntmsurvey.org](http://www.ntmsurvey.org)

### Pillar 3

#### Follow Up Actions

- **Overcoming trade obstacles:** designing technical assistance to overcome trade obstacles
- E.g.: Trade Obstacles Alert mechanism  
[www.tradeobstacles.org](http://www.tradeobstacles.org)

# NTM Survey: Two-step interview process

## Step 1 Phone Screens (PS)

- 300 – 1100 samples per country
- 6-8 min per interview
- Identify products exported by the company and partner countries
- Identify if the company face problems with burdensome regulations



## Step 2 Face-to-Face interviews (FTF)

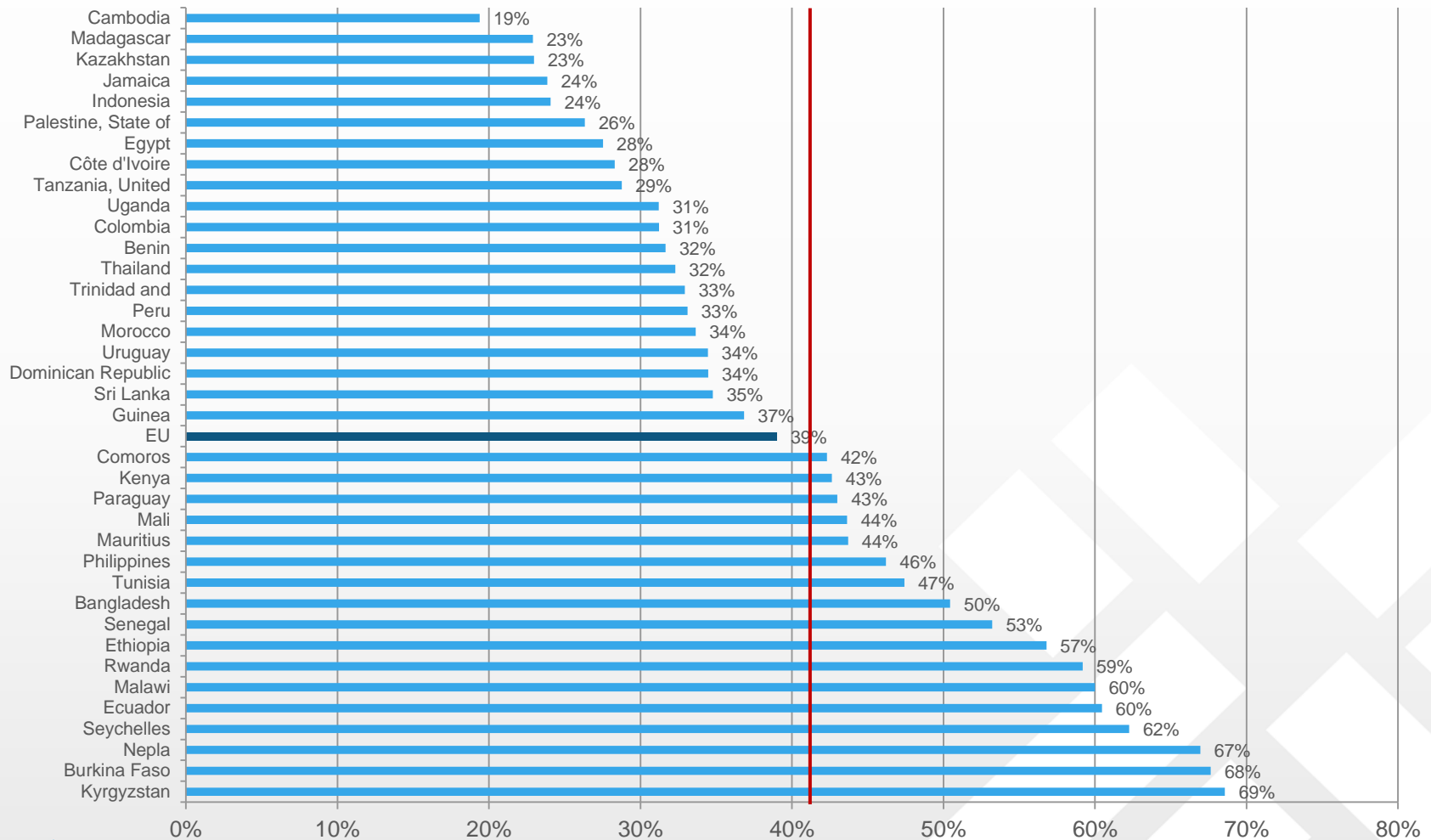
- Companies facing problems with NTMs as identified in PS interviewed
- 120-600 face-to-face interviews per country
- 40-60 min per interview
- All details of the problem faced by the company recorded



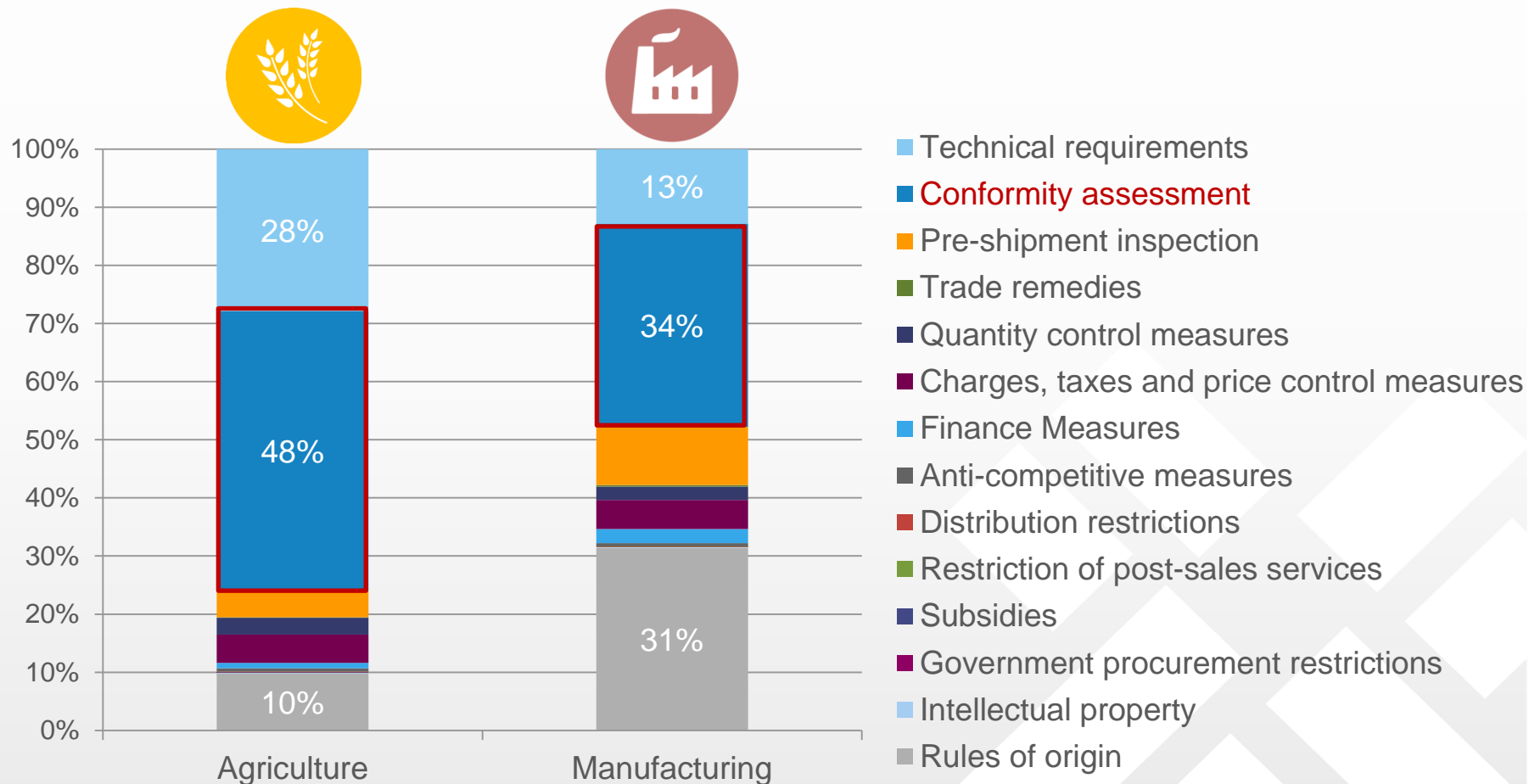
## What we have learned from businesses in 37 countries:

- 53% of companies face burdensome NTMs
- Exporters are more affected than importers
- Exporters of agricultural products report more problems than those in manufacturing
- Small firms report more frequently problems related to burdensome NTMs
- Three-quarters of burdensome NTMs are applied by partner countries

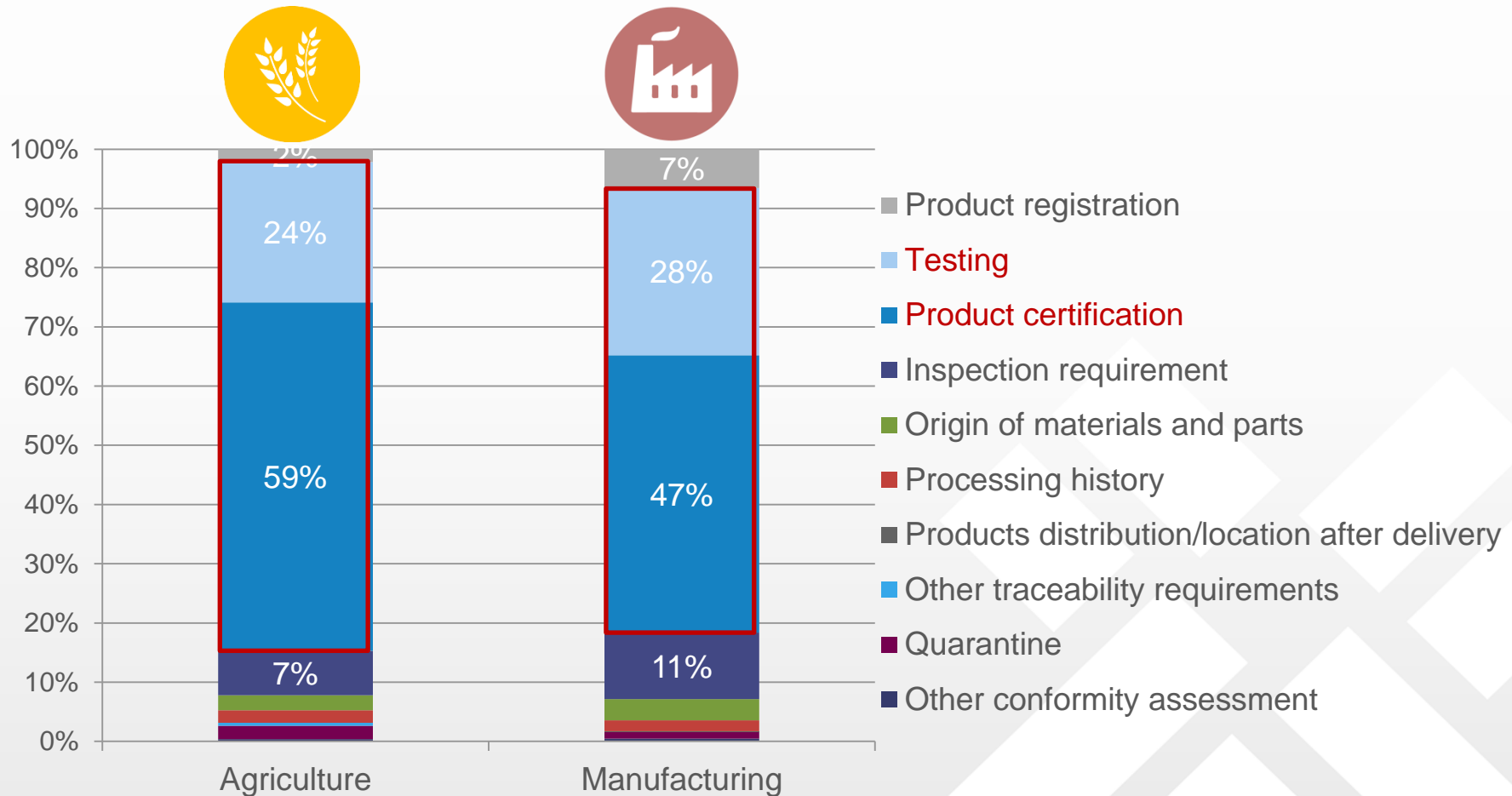
# 41% of burdensome NTMs applied by partner countries relate to CAP



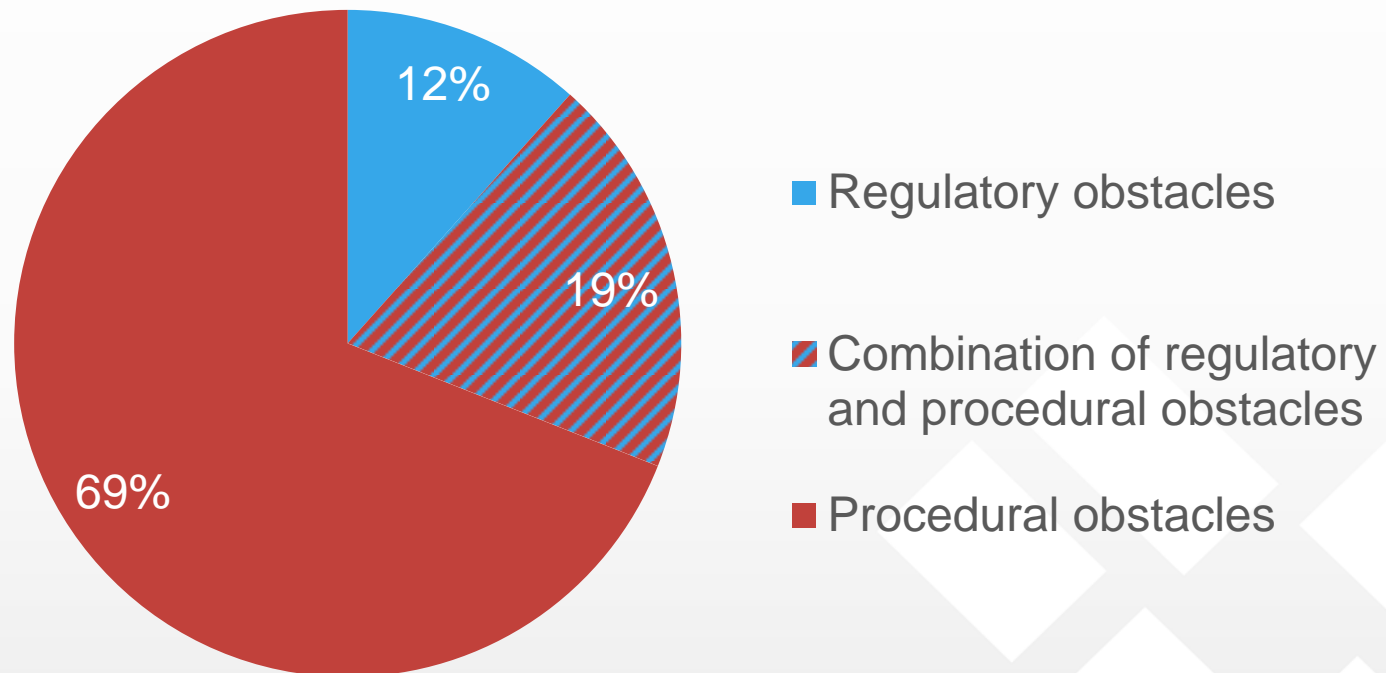
# CAP is the first burdensome NTMs faced by both agri-food and manufacturing exporters



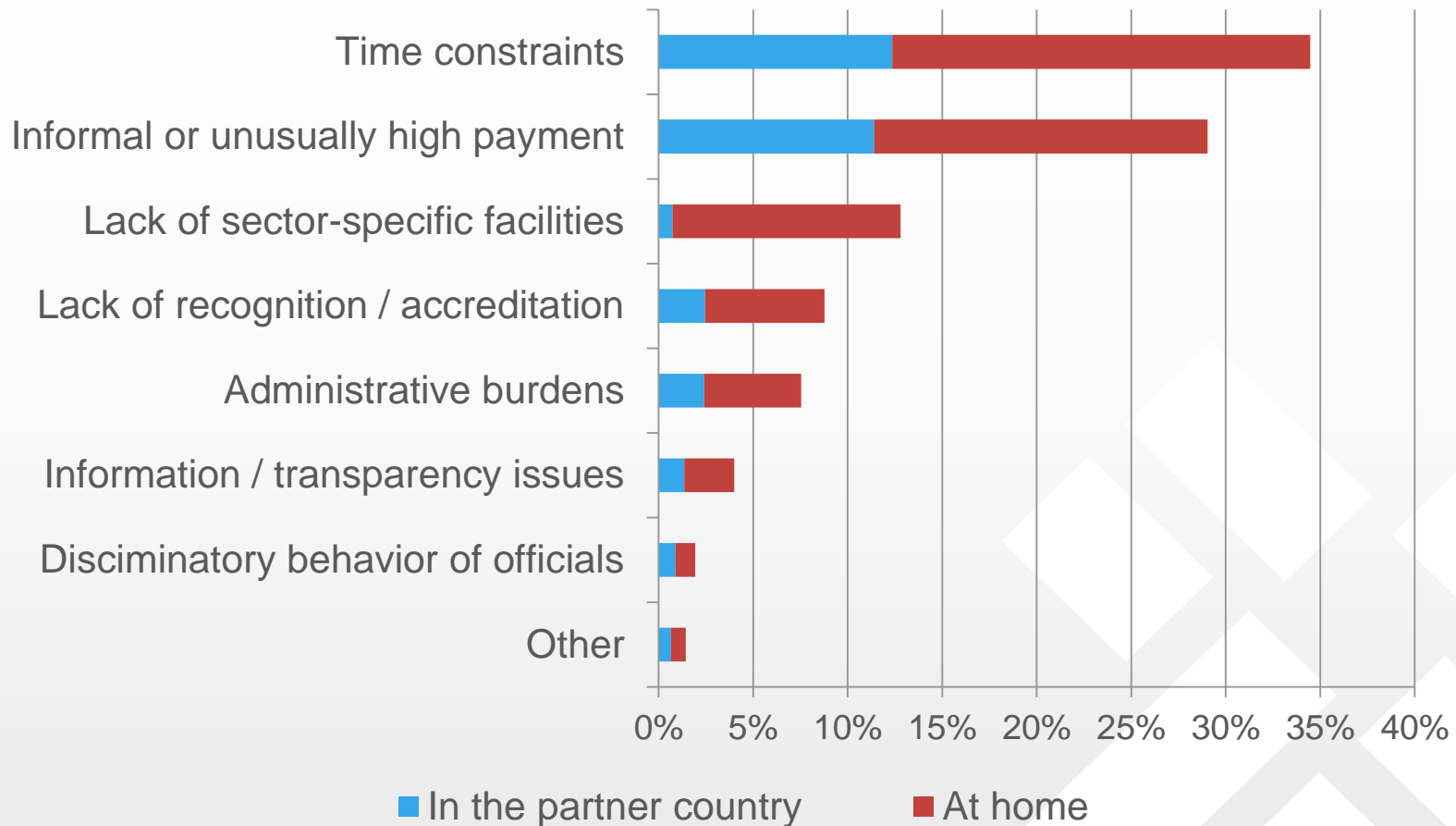
# Product certification and testing gather 80% of CAP obstacles



# It is rather the how (procedure) than the why (regulation) that creates CAP obstacles



# Most obstacles occur at home and concern delays, high fees and lack of facilities



# Inefficient testing and certification procedures

- Lengthy procedures
- Frequent renewal
- Excessive paperwork and numerous administrative windows
- Inaccessible or absent infrastructure

*The testing process takes 1 - 2 months while the validity of the product itself is just a year. Another issue is that it is very expensive to undertake this test which hinders us from exporting.*

*The problem? It's the quantity of papers to submit! There are too many documents needed to prepare the dossier. More than 20 different documents are required for the conformity assessment process.*

# Take-aways from ITC's NTM Surveys



## Market access begins at home

The 'advantage' of home-based problems is that you can solve them  
→ There is a great need to tackle before-the-border problems that businesses experience with behind-the-border measures

## Trade facilitation: make trade agreements work

*Having policies, laws and agreements is one thing – effectively implementing them another*

## Transparency is key

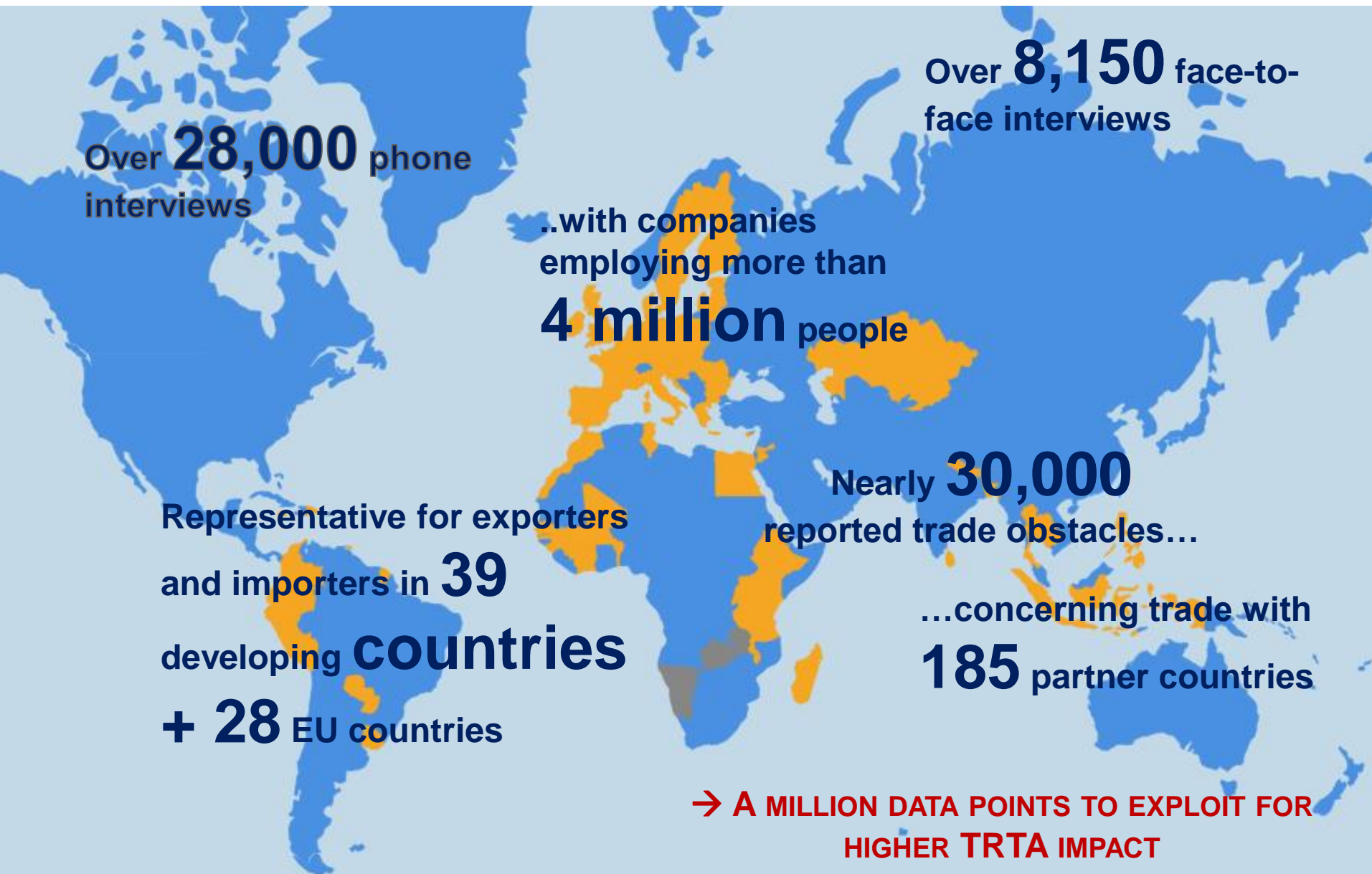
Processes may be complicated and lengthy for good reasons. But there is no good reason for them to be unclear or non-transparent.

Don't forget the quiz question:

What is the most problematic  
CAP for businesses?

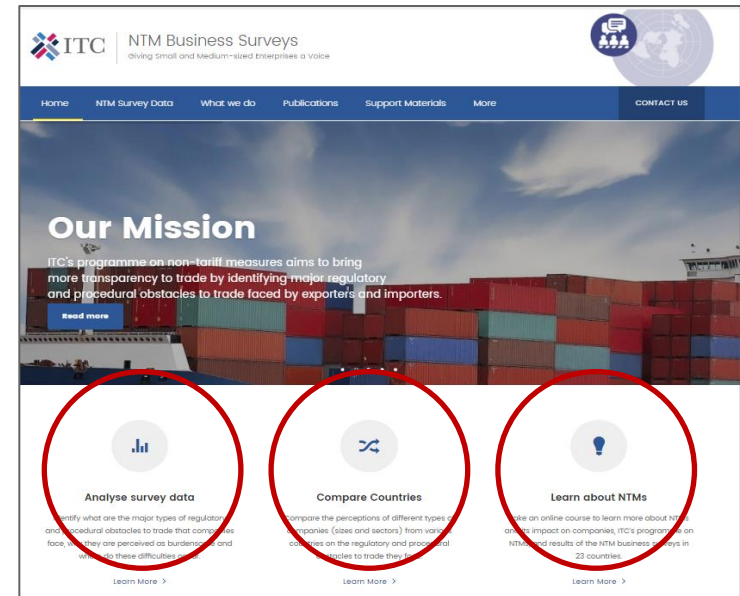
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# ITC's NTM Surveys in numbers



# ITC Survey results

- NTM Survey website:  
[www.ntmsurvey.org](http://www.ntmsurvey.org)



- ITC publication series on NTMs  
[www.ntmsurvey.org/publication](http://www.ntmsurvey.org/publication)
  - Country reports (24 reports + 13 ongoing)
  - Cross-country reports (Arab States, ECOWAS, Invisible barriers)



## And then...? Examples of initiatives to address identified problems



Reduction of  
NTM-related  
trade  
barriers

**Côte d'Ivoire:** Continued public-private interaction through the creation of an online trade obstacles alert mechanism

**Arab States:** Regional integration project for increased transparency of regulations, customs procedures and harmonization efforts (ROO)



**Sri Lanka:** Successful application to WTO STDF and implementation of a project aimed at improving safety and quality of fruits and vegetables

**Mauritius:** Elimination of 27 import permits resulting in reduced time for importing

**Jamaica:** Request to ITC for assistance in addressing capacity building needs of SMEs as well as customs officials to increase compliance with NTMs and reduce procedural obstacles

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# What is the most problematic CAP for businesses?

## Participants' answers

# Thank you!

For any question:  
[loridan@intracen.org](mailto:loridan@intracen.org)

Or learn more on:  
[www.ntmsurvey.org](http://www.ntmsurvey.org)