

Technical Barriers to Export

What they are and how
to overcome them

alerta exportador
BARREIRAS TÉCNICAS ÀS EXPORTAÇÕES



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BARREIRAS TÉCNICAS ÀS EXPORTAÇÕES
INMETRO

Presentation

The function of the "Enquiry Point of the Agreement on Technical Barriers to Trade" began to be practiced by Inmetro at the beginning of the 1980's being continuously improved over the years. At present, most of the activities aim at providing services to Brazilian exporters, by giving special attention to micro, small and medium-sized enterprises, in order to help them overcome occasional obstacles to their exports.

At present, non-tariff barriers, especially technical barriers, acquire great importance as a market protection mechanism. These barriers affect exports from developing countries, disguised in the form of technical requirements that the manufacturers of these countries, due to their lower technological capacity, have greater difficulty in fulfilling.

With the objective of improving efficiency of production, the capacity of Brazilian enterprises to innovate and to expand exports, the Federal Government introduced in 2004 the Industrial, Technological and Foreign Trade Policy (PITCE in Portuguese).

With a potential for raising the activity level and competition in International Trade, the PITCE aimed at greater insertion of the country in the international trade, by stimulating the sectors in which Brazil has a greater capacity or a need to develop competitive advantages, thereby opening up the way for more dynamic sectors of the national economy.

In a continuity perspective, the Productive Development Policy (PDP in Portuguese) was launched in 2008 with the following challenges: 1) to extend the supply capacity; 2) to preserve the robustness of the Balance of Payments; 3) to raise innovation capacity; e 4) to strengthen the Micro, Small and Medium Enterprises (MPE in Portuguese).

Moreover, the following macro goals were also defined: 1) to increase investment rates; 2) to broaden the participation of the Brazilian exporters in the

world trade; 3) to raise private investments in R&D and 4) to increase the number of exporting MPE.

The overcoming of technical barriers is a challenge for all, and even bigger for the MPE of developing countries.

With the objective of supporting these enterprises, information is provided in this manual for present and potential future exporters, in a simple and clear language, so as to show them how the Enquiry Point services can be used to overcome the technical barriers to trade.

The Enquiry Point of Technical Barriers to Exports offers, free of charge, several services on the Internet, all of which are described in this manual. Among them, the "Export Alert!" service is highlighted in which enterprises can subscribe in order to receive very useful information on their international insertion. This is consonant with the goals of the Brazilian Productive Development Policy.

João Jornada
President of Inmetro



1

World Trade Organization

At the present time, the most important forum dedicated to trade negotiations is the World Trade Organization (WTO). This organization, which began its activities in 1995, brought to fruition an old, though frustrated intention, of the countries that emerged from World War II, to create an international organization which regulated trade.

Provisionally, the General Agreement on Tariffs and Trade – GATT was established, with the purpose of preventing the adoption of protectionist trade policies, which characterized the interwar period. GATT came into force in January 1948, with the primary objective of ensuring predictability in international trade relations and a continuous process of trade liberalization.

Although GATT was not an international organization, its influence can be confirmed by the eight rounds of negotiations that were held since its creation. Among these negotiations, the Uruguay Round (1986-1994) was considered the most ambitious.

The decision to create the WTO was taken during this Round. The WTO refined the mechanism of solving trade disputes, of monitoring the respective policies and encouraged technical assistance for the less developed countries.

In general, the basic principles of the WTO are the same as those of GATT. Among these, the principle of non-discrimination is especially important for understanding the relevance of the signing of the Agreement on Technical Barriers to Trade – TBT and the Sanitary and Phytosanitary Agreement - SPS.

The principle of non-discrimination is reflected in two articles – that of the Most Favored Nation (MFN) and that of National Treatment. The MFN article determines that any advantage, privilege or immunity, guaranteed to any party signing

the agreement, whatever the product may be, must be unconditionally extended to the other contracting parties. In its turn, the National Treatment article establishes that products imported from member countries cannot be subject to internal taxes or other charges, which are greater than those applied directly or indirectly to the domestic products.

Agreement on Technical Barriers to Trade

Within the sphere of action of GATT, the Standards Code was signed, in 1979. Its main goal was to define the rules on the preparation, adoption and application of standards and technical regulations as well as conformity assessment procedures.

On establishing the WTO, the countries negotiated a new agreement on technical barriers, the TBT Agreement, of 1994, incorporating and extending the principles of the Standards Code.

On joining GATT, the member countries could choose whether or not to sign the Standards Code, since its nature was not compulsory. The provisions of the TBT Agreement, however, require obligatory compliance by all the member countries of the organization, that is to say, the countries that make up the WTO are obliged to accept it, when they join.

The provisions of the TBT define that those responsible must not produce technical requirements, such as standards, technical regulations and conformity assessment procedures that create obstacles or technical barriers to international trade.

According to the article on National Treatment, the States are not permitted to require that imported products satisfy technical regulations that are more restrictive than those required for domestic products. Likewise, according to the MFN article, the relief granted to products of a certain country, whose regulation or technical standard is less restrictive, should be extended to all the other parties of



the agreement.

One of the objectives of the TBT is to harmonize the technical requirements between the member countries. To this end, their elaboration based on international standards is encouraged and their participation in international standardization organizations is stimulated.

Another principle to be highlighted is that of equivalency, in which the countries are encouraged to accept as equivalent the regulations and the conformity assessment procedures of other countries, when these entail satisfactory results in relation to the objectives of their own regulations.

In order to assure transparency in the processes of elaboration of technical regulations and conformity assessment procedures, the member countries must establish information centers, or enquiry points, to make available the project of regulation, its amplitude, accessibility and concession of a time limit for comments and criticisms of the interested parties.

Disputes involving the TBT Agreement can be settled by the Dispute Settlement mechanism established by the WTO. Furthermore, a Committee on Technical Barriers was established with the objective of evaluating the implementation and the operation of the agreement, as well as providing a forum for its revision. The Committee meets regularly, three times a year, and every three years with the purpose of promoting a revision of the TBT Agreement.

In Brazil, Inmetro is in charge of the technical requirements information center, the so-called Enquiry Point on Technical Barriers to Exports.

Agreement on the Application of Sanitary and Phytosanitary Measures

Another agreement that deals with technical requirements in the scope of the WTO is the so-called Agreement on the Application of Sanitary and Phytosanitary Measures - SPS, signed in 1994, as part of the resolutions of the Uruguay Round. Unlike the TBT, the SPS does not have fore-runners within GATT´s domain.

The SPS has as its objective to prevent measures that aim at protecting human or animal health and plants from becoming barriers to international trade. It encourages the standardization of these measures at an international level, which can be achieved through the adoption of the measures established in international organizations.

Among the international organizations of standardization, for reference to the SPS, the Codex Alimentarius Commission, the International Office of Epizootic Diseases and the Plant Protection Secretariat are worthy of note. Inmetro coordinates the activities of the Codex Alimentarius Commission of Brazil (CCAB in Portuguese), composed of government agencies, industries, class entities and consumer defense agencies. Besides, it coordinates the Regional activities of the Codex in Latin America and the Caribbean.

With the objective of preventing countries from issuing measures in an arbitrary manner, with the intention of imposing trade barriers, it is required that the necessity of adopting or maintaining such measures be proven scientifically.

The principle of non-discrimination is also present in the provisions of the SPS. Thus, a country must not require the fulfillment of a measure that is not also extended to the national producers.

Similarly to the TBT, the SPS also determines that information centers be created in every member country participating in the Agreement, with the duty of notifying the others of the existence of sanitary and phytosanitary measures.



2

Technical Barriers

To protect their markets, the countries seek to use various mechanisms that make difficult the access of imported goods, known as trade barriers. The most common way is the use of tariffs. However, with the international negotiations on trade, which generally result in tariff reduction that the countries can use, measures began to be developed to make importing more difficult, the so-called non-tariff barriers, especially the technical barriers. There are various ways of defining them and, according to the rules stipulated by the WTO, the following is suggested:

"Technical Barriers to Exports are trade barriers derived from the use of non-transparent standards or technical regulations that are not based on internationally accepted standards or, further, which are a result of the adoption of non-transparent conformity assessment procedures and/or are too costly, as well as requiring excessively rigorous inspections."

Standards and technical regulations are documents which lay down product characteristics, such as terminology, symbols, function, performance, packaging and labelling, or their related methods and processes of production as they apply to a product. However, a standard compliance is voluntary while a technical regulation is mandatory.

In Brazil, standards are elaborated by consensus within the scope of the Brazilian Association of Technical Standards (ABNT in Portuguese), a non-profit, private entity, created with the objective of coordinating, directing and supervising the process of elaboration of Brazilian standards. Despite the voluntary nature, they do not prevent any product from being commercialized. Nonetheless, the products that do not comply with the stipulated standards experience greater difficulty of being accepted in the market.



The regulations are established by the government in the areas of health, safety, the environment, protection to the consumer and others inherent to the public authorities and are applied equally to national and imported products. The products that do not comply with such regulations cannot be sold. In Brazil, besides the Ministry of Industry Development and Foreign Trade, various Ministries are authorized to issue technical regulations such as the Ministry of Health; Ministry of Agriculture, Livestock and Supply; Ministry of the Cities; Ministry of Justice; Ministry of Transport; Ministry of Defense; Ministry of Labor and Employment and the Ministry of the Environment.

Conformity assessment procedures refer to the technical procedures used to confirm whether such standards or regulations are being complied with. For this, tests, verifications, inspections and certifications are performed in order to evaluate systems of quality, products, services and personnel. Such procedures generate confidence in the tested or evaluated products, thus protecting the consumer and companies.

The costs related to the adaptation of products to the technical standards, technical regulations and conformity assessment procedures normally impact upon the producer. To reduce these costs, mutual recognition agreements of the conformity assessment procedures have been promoted, which the main objective is to make the results of an assessment internationally recognized, or, in other words, "tested once, accepted anywhere".

Thus, it is possible to understand how a technical barrier can be established, It can arise out of different situations, such as the lack of transparency of the standards or applied regulations; the imposition of lengthy or costly procedures for the conformity assessment; or as a result of excessively rigorous regulations imposed by foreign legislation.

Therefore, standards and technical regulations do not constitute technical barriers themselves. Such a thing happens only when the requirements



contained in them go beyond what is acceptable. From the viewpoint of developing countries, even though certain standards and technical regulations are in agreement with previous objectives and definitions, the difficulty of adapting themselves and following the stipulated rules causes them to face 'technical barriers', due to finding themselves in a yet incipient technological phase, in comparison with the other advanced countries. However, the discussions about technical barriers, in the scope of the WTO, shall always be examined strictly in the light of the TBT.



3

Trade and the Environment

The concerns with the implications resulting from the adoption of environmental measures and trade date from the 1970's, as a result of the growing strength of the environmental movement in the industrialized countries. In 1972, the Organization for Economic Cooperation and Development (OECD) published the Recommendation of the Council on Guiding Principles Concerning the International Economic Aspects of Environmental Policies, which reflected the concerns with the implications of the environmental requirements on the competitiveness of the industries of their member countries.

The emphasis in dealing with the theme intensified in various international forums and in the same year of the OECD guide publication, the United Nations Conference on Trade and Development (UNCTAD) promoted the Conference on the Human Environment, known as the Stockholm Conference, in which the impact of economic growth on social development and the environment was discussed, taking into account the use of scarce natural resources.

For the preparation of this Conference, the GATT Secretariat was invited to supply its contributions. The result was the elaboration of the study, Industrial Pollution Control and International Trade, in which the possible implications of the environmental policies on International Trade were considered. It was then that the Group on Environmental Measures and International Trade (EMIT Group) was formed, which would be put into action based on the demands of the GATT signatories.

It was only in the year 1991 that the EMIT Group was called to action. The re-activation of the EMIT Group, which preceded the United Nations Conference on the Environment and Development - Rio 92, happened due to the necessity of creating a forum in which the environmental issues related to trade could be discussed. During this Conference, special attention was given to the role of inter-



national trade in the reduction of poverty and in the fight against environmental degradation. The concept of "sustainable development" was established as the connection between environmental protection and development as a whole.

In the scope of GATT, during the Tokyo Round (1973-1979), the considerations about the possible implications of the environmental measures, such as technical regulations and standards, becoming obstacles to trade were amply discussed, giving rise to the Standards Code, which, among other matters, dealt with transparency and non-discrimination in the preparation, adoption and application of technical regulations and standards.

In the Uruguay Round (1986 - 1994) of GATT, attention continued to be given to the theme of trade and environment and in the preamble of the Establishment Agreement of the WTO reference was made to the importance of the quest for sustainable development.

The agreements of the WTO that relate to environmental issues are the Agreement on Technical Barriers to Trade; the Agreement on Sanitary and Phytosanitary Measures; the Agreement on Agriculture and the Agreement on Trade Related Aspects of Intellectual Property Rights.

Other 200 agreements, outside the WTO, deal with environmental issues. They are the so-called Multilateral Environmental Agreements (MEAs), of which around 20 include articles that can affect trade, such as the Montreal Protocol, related to the protection of the ozone layer and to the establishment of certain standards of production; the Basel Convention, about the transboundary movement of hazardous wastes; the Convention on International Trade of Endangered Species - CITES and the Cartagena Protocol, about Biosafety.

Besides this, with the creation of the WTO in 1994, the Commission on Trade and the Environment (CTE) was established, representing a permanent structure and with a work schedule defined to study the relationship between the themes,

especifically in the assessment of environmental policies that might have significant impacts on trade.

In general terms, the CTE states that the basic principles of the WTO of non-discrimination and transparency must not enter into conflict with some trade measures adopted to protect the environment, including those that are present in Environmental Agreements.

One of the themes under discussion in the scope of the CTE refers to environmental labelling, which frequently is of voluntary nature. The CTE recognizes that well thought-out programs of environmental labelling could become effective instruments of environmental policies. However, it should be taken into consideration that such programs can bring adverse effects to trade such as high costs to attain conformity with the criteria of each program.

The environmental labelling programs can be based on a single criterion (for example the content of recycled material) or on the analysis of the life cycle, that considers the environmental effects from the extraction of the raw material to the final disposal of the product.

The environmental initiatives should be viewed as effective instruments for developing the environmental awareness of producers and consumers, seeking to avoid them from becoming possible barriers imposed by the developed countries.

In view of this perspective, in partnership with UNCTAD and other international entities, Inmetro has been developing, by means of a Task Force, a study on the implications of environmental requirements on trade, principally in that which refers to the access of the products of the developing countries to the markets of the developed countries and the viability of establishing an information network that enables the exporter to learn about the voluntary requirements that apply to his product.

The proposal of the Task Force includes actions related to possible alterations in the Export Alert! (Alerta Exportador!) service which at present makes information available on mandatory requirements, expanding it in order to include the dissemination of information on voluntary environmental requirements, allowing the exporter to increase his chances of accessing to foreign markets.



4

Mutual Recognition Agreements

What are the Mutual Recognition Agreements (MRA) and how can they facilitate International Trade?

The most important objective of conformity assessment is to ensure consumers that products, services and systems meet the technical requirements, which are specified in Technical Regulations or Technical Standards.

One of the reasons why exported products are subject to repeated conformity assessments is exactly the lack of confidence that the users of the conformity assessment system in the importing country have, with respect to the competence of entities that assess the conformity in the exporting country. Such confidence, by means of transparency and competence, is essential for public and private buyers, regulatory agencies and other users in the supply chain. Besides, it directly contributes to the acceptance of the products by the consumer market.

Confidence in the work of entities of accreditation, conformity assessment, and, in a more general way, of all users of conformity assessment system can be achieved through mutual recognition that the conformity assessment's results are produced in a competent manner by equivalent procedures.

Mutual Recognition Agreements are the instruments that bring elements and practical procedures for the establishment and maintenance of such cooperation for acceptance of results. This type of agreement establishes commitments for its signatories in terms of recognition and acceptance; promotion of the acceptance in their countries; of the results of calibration; tests and certifications provided by the entities accredited by the signatories.

There is a series of different terms for the same type of agreement. Likewise the same terms can be used for different agreements. Mutual Recognition Agreements can be presented in three forms:



- Political agreements between governments (at times with the status of treaties);
- Agreements between accreditation entities;
- Agreements between laboratories and certification entities.

Initially, all the means above were denominated 'agreements'. However, in recent years only the treaties signed between governments and their branches have been denominated as 'agreements'. The sectors that sign provisions voluntarily between themselves tend to use different terminology in their agreements.

A multilateral agreement between accreditation entities, which provide accreditation for the entities of certification/registration of the quality management systems, is denominated a multilateral agreement of mutual recognition, more commonly known by its abbreviated form, MRA. A similar agreement between the member entities involving cooperation between laboratories is called a provision of mutual recognition, MRA. At the present time, there are no agreements providing for the accreditation of the certification entities of a product, despite work being carried out in this sense.

The MRAs between the accreditation entities were originally bilateral in nature and the individual entities of accreditation generally had many associates because of this bilateralness. During the development of these networks it was observed that it would be much less costly to establish multilateral provisions by means of which the formal assessments would be made by small teams that represented the system as a whole, instead of multiple assessments performed by each member of each entity separately.

The agreements/provisions of mutual recognition (MRAs/MLAs) are formal agreements between the accreditation entities, which recognize that accreditations granted to laboratories and certification entities, issued by the signatories of the agreement in question, have mutual equivalency. The signatories further

pledge to promote such equivalency in their respective markets.

These agreements have a more significant economic impact in those countries that use the accreditation as a mechanism for the recognition of laboratories and certification entities in order to meet regulatory requirements.

With the advent of the concept of multilateralism, the procedures, practices and standards require a much more developed harmonization, which also guarantees more transparent results. This process began in Europe as part of the establishment of the European Common Market and with the development of the regional multilateral agreements of mutual recognition for the accreditation of laboratories and certification bodies. Such agreements have as their main objective the elimination of the barriers to the free movement of goods in the economic space of the Single European Market.

The countries can choose whether to endorse or not a given multilateral agreement as well as with which level of commitment to do so. Always voluntary, the decision of endorsing an agreement can reflect a country's capacity to readily meet the technical requirements, or to what extent it is predisposed to accept the disciplines and conditions imposed by the agreement. The rules of an agreement extend to all member countries, which means that a product that is legally sold in one member country can, with very few exceptions, be legally sold in all the other member countries.

In 1995, the World Trade Organization became a reality with innumerable agreements with a status of treaties. These agreements extend to all the members of the WTO. One of these is the Agreement on Technical Barriers to Trade (TBT Agreement). This agreement recognizes that the MRAs established between governments can be acceptable mechanisms for overcoming technical barriers. It also emphasizes the importance of having a policy of transparency and of non-discrimination to the WTO members.

In response to the obligations created by these treaties, governments in various parts of the world have sought to negotiate these MRAs on conformity assessment with their most important trading partners, especially in sectors of products where the volumes negotiated are significant and the technical barriers are greater.

The MRAs established between governments refer to products that compulsorily meet the requirements regulated by law. The MRAs established between accreditation bodies are agreements of a generic nature between entities active in sectors that do not compulsorily meet specific regulations (voluntary sector), but recognize the technical competence of the conformity assessment bodies (laboratories, bodies of inspection/verification and certification entities) based in other countries.

The accreditation bodies of the Member States establish a peer evaluation scheme, for obtaining the mutual recognition of their accreditation results. The peer evaluation schemes have the purpose of assuring that the national accreditation bodies operate in an equivalent manner thereby providing the same trustworthiness in the entities accredited or evaluated by them, according to the same criteria, the same rules and competence.

The establishment of Mutual Recognition Agreements is a recent process and many markets are reticent due to the lack of familiarity as well as of trust in the capacity to convince the authorities that the necessary degree of conformity was obtained.

Regardless of the optional or mandatory character of its observance, there are various reports that suggest that the MRAs can enormously facilitate international trade by reducing or completely eliminating the repetition of tests. As a result, costs are reduced, which gives immediate recognition to the results obtained through tests performed abroad. However, this requires a stable climate of trust in the process on the part of the regulatory agencies and other au-

thorities that exercise a regulatory function. Where this climate exists, the process is regarded as effective and highly efficient for the reduction of trade barriers, access to markets and overcoming technical barriers.



5

Enquiry Point

With the aim of giving more transparency to the rules of international trade, the Agreement on Technical Barriers to Trade of the WTO determines that "each member must assure that there is an information center capable of responding to all the reasonable consultations of other members and of interested parties of other members as well as providing with pertinent documents for technical regulations and conformity assessment procedures".

The existence of these information centers, the enquiry points, in all the member countries, allows those participating in international trade to have an information network that allows them to get to know beforehand the proposals of technical regulations and conformity assessment procedures notified to the WTO." Ever since the 1980's, in the period of GATT, Inmetro is in charge of the Brazilian Enquiry Point of Technical Barriers to Exports.

Over the years, the functions of the enquiry points of the countries that are more inclined towards exports have been enhanced. The enquiry points have become important instruments to support to the companies that work with foreign trade. Their activities provide the exporter with information that assists the productive sector to adapt itself to the technical requirements of countries to where their products will be sent, thereby avoiding the refusal of the goods at the time of arrival. At present, the enquiry points tend to become centers of accumulation and dissemination of information about the technical barriers to trade.

As the Brazilian Enquiry Point, Inmetro follows this trend observed in the more developed countries and does not limit itself to performing obligatory activities according to the TBT Agreement of the WTO. At present, the Enquiry Point has become a provider of services, which are essential to the companies that dispute the international markets, by supplying them with essential input to their competitiveness: prior knowledge of the technical regulations and of the conformity

assessment procedures to which their products shall be submitted. Additionally, the Enquiry Point seeks to work in order to especially assist the micro, small and medium-sized companies, exactly the ones that have greater difficulties in dealing with these matters.

An important example of these services is "Exporter Alert!". Those registered in this service, provided free of charge, receive information, by e-mail, about the notifications that the other countries elaborate to the WTO and, based on this knowledge, the exporters can obtain the complete texts with the full version of the proposal of a regulation to be implemented.

Prior knowledge of the proposals of technical regulations that will enter into force is crucial, for these can represent barriers to international trade or protectionist measures. On learning that a country wants to introduce undue requirements, an export can also use another service of the Enquiry Point – it can question the application of those measures by requiring explanations from the country that intends to introduce them. If doubts arise, the exporter can request the postponement of the application of the new requirements until the situation is fully explained.

It is worth noting that the country that is issuing the regulation is not obligated to postpone or suspend the application of the measures, but it is obligated to explain them in a convincing manner. If the explanation is not considered satisfactory, Brazil can take the case to the regular meetings of the Committee on Technical Barriers of the WTO or, even, in serious cases, request the opening of a panel at the Dispute Settlement Body of the Organization.

One relevant aspect found in the services of the Enquiry Point is that they are rendered in Portuguese. Especially for the micro, small or medium-sized companies that intend to begin their export activities, this is one more differential that can facilitate their activities.



The main activities currently carried out by the Brazilian Enquiry Point of Technical Barriers to Exports are succinctly listed below:

- The dissemination, in Portuguese, of the notifications presented by the other member countries of the WTO;
- The receipt and forwarding of the comments questioning aspects of the proposals of foreign technical regulations or the requests for the postponement of their application;
- Responding to consultations about technical barriers originating both from Brazilian exporters as well as from Enquiry Points of other countries;
- The analysis of denunciations about technical barriers to Brazilian products;
- The compilation of all the types of knowledge needed for overcoming the technical barriers to exports and making this information available on its home page;
- The notification to the WTO of all the Brazilian technical regulations that might interfere in international trade and the forwarding of the comments and suggestions received from the other countries to the Brazilian entities proposing the respective regulations.

Services Available to Exporters

The Enquiry Point of Technical Barriers to Exports provides various services to exporters through the Internet. All of them can be accessed at the address: www.inmetro.gov.br/barreirastecnicas

The services that can be used without any cost to the exporter are:

1. "Exporter Alert!"
2. Requesting of complete text of the proposals notified to the WTO
3. Sending of comments about the proposals notified to the WTO

4. Denounce Technical Barriers!
5. Requests for information about technical barriers
6. Consultations to the proposals notified to the WTO
7. Technical Barriers in WTO
8. Technical Requirements (Countries x Products)



Screen of access to the services



Screen of access to the "Exporter Alert system"

More information:

1. "Exporter Alert!"

"Exporter Alert!" functions as soon as the exporter registers in the system. At the moment of filling in the registration, the user defines the products and the countries of his interest, in order to be automatically informed by email about the notifications of new technical requirements sent to the WTO.

Having received prior notice, the exporters can, if they are interested, request the proposal of a technical regulation in full version for analysis. Based on this analysis, the companies can initiate the process of adaptation of their products even before the new requirements come into force, avoiding delays in deliveries or problems at the ports of destination.

Na ExportAlert!

Seja mais rápido de você saber o que está acontecendo.

Receba os países e os produtos do seu interesse e passe a receber por e-mail, qualquer nova exigência técnica notificada à Organização Mundial do Comércio (OMC) por esses países para a sua categoria de produto. Assim, você pode providenciar as alterações necessárias em seus produtos ou reclamar se achar que as exigências são absurdas.

Ao prestar este serviço precisamos conhecer sua empresa e seus interesses. Por isso, informe seu perfil, possibilitando um atendimento customizado e eficiente.

[Informe seu Perfil](#)

Se já é um usuário cadastrado e deseja acessar o site ou alterar seu perfil, por identifique-se através de sua senha:

Email

Senha [Acessar](#) [Esqueci a Senha!](#)

Guardar Login(Email) para o próximo retorno

Screen of introduction to "Exporter Alert!"



Screen of definition of the exporter profile

Screen for definition of countries of interest of the user of Exporter Alert!

Alerta Exportador

Alerta Exportador > Cadastro Produto-Final

Cadastro Alerta Exportador 1

Seleção (Obs: A seleção deve ser feita através de - verifique o DDD!)

Excluir Substituir Adicionar

Selecionar meus Produtos Finalizar Cadastro Atualizar lista

Consultar Produtos por produto selecionado

Produtos Selecionados

1	ARMÁRIO VIDRO E PROPRIEDADE DO REFINO ARMAR,	Excluir
2	PROPRIEDADE DO REFINO VIDRO,	Excluir
3	CONDICIONADO E QUANTO ARMAR DO REFINO, PRODUTOS DA SUA INDICAÇÃO, CONDICIONADO ALUMINADO SUBSTITUINDO LIGAS DE DIFERENÇA DO REFINO,	Excluir
4	PRODUTOS SÃO MOLDS TRACO ALUMINADO, ARMAR, LIGAS DE ALUMINADO E VITRIFICADOS (FRANCO) E SÃO SUBSTITUINDO MOLDS TRACO,	Excluir
5	PRODUTOS ARMAR,	Excluir

Screen for definition of products of interest of the user of Exporter Alert!

2. Requesting of complete text of the proposals notified to the WTO

Independently of being registered in "Exporter Alert!", any Brazilian exporter can request to the Enquiry Point the full texts of the proposals notified to the WTO, originated of any member country.

Facing this request, the Enquiry Point of the document issuing country is immediately contacted, It has the obligation of answering, according to disposals of the Agreement on the Technical Barriers to Trade of WTO. It is worth noting that developing countries are not obliged to send the full text of its documents in one of the official languages of WTO (English, Spanish or French). These countries are able to send them in their own languages.



The screenshot shows a web form titled "Solicitação de Texto Completo (Registamento Técnico)". At the top right, there is a logo for "alerta.exportador" with the text "Sistema Nacional de Informações". Below the title, there is a paragraph of text explaining that notifications from the WTO are presented in summary form and that users should consult the "base de consultas" for more details. A note states that the full text will be provided upon request from the relevant Enquiry Point. The form itself has two main sections: "Código de notificação" and "Direção". The "Código de notificação" section contains a text input field with a yellow border, a dropdown menu, and a "Buscar notificação" button. Below this, there is a note: "Se você não possui o código de notificação clique no link:". The "Direção" section has a large text input field with a yellow border. At the bottom left of the form, there are two buttons: "Enviar" and "Limpar".

Screen for requesting of full text

3. Sending of comments about the proposals notified to the WTO

When the exporter, registered or not in "Exporter Alert!" feels that the requirements appearing in a notification of which he is aware of may be commented, he will be able to send them through the Enquiry Point to the country that is making the regulation. These comments can be requests for additional time, explanations, suggestions or complains. Any observation is important in order to avoid the creation of technical barriers that hinder the Brazilian exports. These comments are analyzed by the regulatory entity of the issuing country, aiming to evaluate its pertinence. In case the answer is unsatisfactory, Brazil can take the question to the meetings of the WTO Committee of Technical Barriers.



The screenshot shows a web interface titled "Alerta Exportador" with the subtitle "Sistema Especial de Comunicação". The main heading is "Evento de Comentário ou Solicitação de Extensão de Prazo". Below this, there is a paragraph explaining the purpose: "Com a alerta, a exportação: Qualquer notificação pode ser comentada pelos exportadores. Esses comentários podem ser sugestões, solicitação de extensão de prazo para comentários, explicações ou reclamações: quaisquer observações são importantes para que se evite a criação de barreiras técnicas de exportações brasileiras." The form includes a "Código da Notificação" field, an "Objetivo" section with two radio button options: "Evento de Comentário" and "Solicitação de Extensão de Prazo", and a large text area for input. At the bottom, there are "Enviar" and "Cancelar" buttons.

Screen of introduction to the sending of comments about the proposals of documents notified to the WTO

4. Denounce Technical Barriers!!

The Enquiry Point receives denunciations against occasional technical barriers identified in processes of exportation. It analyzes these denunciations and advises the exporter on the procedures to be adopted. On account of the complexity of the theme, the exporter, especially the micro, small and medium-sized enterprises, often does not know if his difficulties in exporting are a result of lacking of technological capability or of inappropriate requirements formulated by other countries. With its large experience in the area of regulation, Inmetro analyzes denunciation and seeks to assist the exporter.

Frequently, the search for a solution to the problem makes the involvement of other entities of the Brazilian government necessary. This action can take place either by a process of negotiation, directly with the country that adversely affects the Brazilian exporter, or through the request to the WTO Dispute Settlement Body, in case no agreement has been reached in the negotiation.



The screenshot shows the 'Alerta Exportador' web interface. At the top right, there is a logo for 'alerta exportador' with the subtitle 'SERVIÇO TÉCNICO DE DEFESA'. Below the header, there is a link: '» Denuncie Barreiras Técnicas - Login <'. The main text reads: 'O Portal Fiscal recebe denúncias sobre barreiras técnicas identificadas em processo de exportação, as analisa e orienta o exportador sobre os procedimentos a serem adotados.' Below this, it says: 'Para lhe prestar este serviço precisamos conhecer sua empresa e seus interesses. Por favor, informe seu perfil, possibilitando um atendimento personalizado e eficiente.' There is a button labeled 'Informe seu Perfil' with a Wi-Fi icon. Below that, it says: 'Se você já é um usuário cadastrado e deseja fazer outra solicitação, por favor identifique-se através de seu e-mail cadastrado. Você também poderá consultar o andamento das solicitações enviadas anteriormente.' At the bottom, there is a form with a yellow input field for 'E-mail' and a blue 'Acessar' button.

Screen of introduction to service Denounce Technical Barriers!

5. Requests for information about Technical Barriers

Exporters can contact the Enquiry Point to request any type of information about technical barriers. It should be emphasized that it is important for such requests to be made with as much detail as possible.



The screenshot shows the 'Solicitação de Informação - Login' page. At the top right, there is a logo for 'alerta exportador' with the tagline 'atualizado - conectado - comprometido'. The main content area contains the following text:

Solicitação de Informação - Login

Você pode solicitar informações relacionadas às exigências técnicas internacionais aplicáveis aos produtos comercializados nos países membros da Organização Mundial do Comércio (OMC).

Antes de enviar sua solicitação, consulte as informações disponíveis nas seções:
[Perguntas mais frequentes](#) e [FAQ](#)
[Exigências Técnicas \(Países e Produtos\)](#)

Para lhe prestar este serviço precisamos conhecer sua empresa e seus interesses. Por favor, informe seu perfil, possibilitando um atendimento personalizado e eficiente.

Informe seu Perfil

Se você já é um usuário cadastrado e deseja fazer outra solicitação, por favor identifique-se através de seu e-mail cadastrado. Você também poderá consultar o andamento das solicitações enviadas anteriormente.

At the bottom, there is a form with a label 'Email' and a yellow input field. Below the input field is a blue button labeled 'Acessar'.

Screen of introduction to the request of information



6. Consultations to the proposals notified to the WTO

Besides than being able to receive the notifications systematically through the "Exporter Alert!", the user can access them separately at any time in the website of Enquiry Point of Technical Barriers to Exports.

The screenshot shows the search interface for notifications. At the top right, the logo 'alerta exportador' is visible. Below it, the text reads: 'Resumos, em português, das notificações feitas por todos os países membros da Organização Mundial de Comércio (OMC). Para aqueles usuários que optarem por não receber as notificações através do "Alerta Exportador", existe a possibilidade de acessá-las no Portal Focal de Barreiras Técnicas.' Below this, it says: 'Aqui você encontra diversas formas de buscar as notificações de seu interesse. Escolha, dentre as opções abaixo, aquela(s) que melhor lhe atender(em).' There are five search options: 1) Buscar por palavra-chave (with a text input field), 2) Buscar por data de publicação na OMC (with dropdowns for 'Estadamente' and 'at/intervalo'), 3) Buscar por país (with a dropdown for 'TODOS'), 4) Buscar por código de notificação (with a text input field and '(Ex: 07BT/US/042)'), and 5) Buscar por código de produtos HTS (with a text input field). At the bottom left, there is a 'Busca!' button.

Screen of search for notification

The screenshot shows the search results page. At the top right, the logo 'alerta exportador' is visible. Below it, the text reads: 'A consulta retornou 3493 registro(s).' Below this, it says: 'Para reordenar como deseja clique sobre o título das colunas indicadas com o símbolo V.' There is a table with the following columns: 'Nº da Notificação', 'Data (OMC)', 'País', and 'Resumo'. The table contains four rows of results:

Nº da Notificação	Data (OMC)	País	Resumo
07BT/US/042	09/12/2004	QUATRALA	Projeto de documento oficial da comissão de normas do ministério da economia, que propõe especificações para produtos de petróleo: queimense de iluminação, COQUEADOR ROOVRTICA TE.02.14/04. Este documento se aplica à parte intermediária de destinação óbvia ...
07BT/US/043	10/09/2004	SUECIA	Projeto de documento oficial que estabelece requisitos referentes a equipamentos embarcados em navios de passageiros no comércio doméstico e cargueiros inferiores a 800 toneladas brutas. Os equipamentos devem estar em conformidade com Normas Européias CE ...
07BT/US/044	04/08/2006	ROMÊNIA	Projeto de documento oficial de associação de normalização que propõe Eurocode 7: Projeto geotécnico - Parte 1: Regras gerais. Anexo nacional. (20 páginas, disponível em romeno); ...
07BT/US/045	28/07/2006	ESTADOS UNIDOS	Projeto de documento oficial do Estado da Califórnia que propõe emendas à regulamentação da eficiência de utensílios, Código de regulamentação da Califórnia, TÍTULO 19, TÍTULO 1907, 1908, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150

At the bottom of the page, there is a 'Selecione' button.

Screen of results of a search

Consulta às Notificações -> Busca Notificação -> Resumo de Notificação

Resumo de Notificação L

Nº da notificação	G/TWT/14/GTM/22	Finalizar Notificação original DMC
País de Origem	GUATEMALA	
Descrição		
Projeto de documento oficial da comissão de normas do ministério da economia, que propõe especificações para produtos de petróleo: querosene de iluminação, COQUEADOR SOMETICA TS 33, 34, 36. Este documento se aplica à parte intermediária de destilação obtida entre a nafta (base para gasolina) e o óleo, de características parafínicas e com uma faixa de destilação (abertura) ASTM entre 200° e 305°C. (3 páginas, disponível em espanhol).		
Data de publicação na OMC	Data proposta de adoção	Prazo final para comentários
07/12/2004		02/05/2009
Situação de tratao completo da proposta de regulamento notificada à OMC		
Independente		
Produtos relacionados a esta notificação		
Obs.: A relação de produtos listada abaixo segue a codificação do Tabela HS		
Código	Descrição	
27 10	ÓLEOS DE PETRÓLEO OU DE MINERAIS BETUMINOSOS, EXCETO ÓLEOS BRUTOS; PREPARAÇÕES NÃO ESPECIFICADAS NEM COMPREENDIDAS EM OUTRAS POSIÇÕES, CONTENDO, COMO CONSTITUINTES BÁSICOS, 70% OU MAIS, EM PÉSS, DE ÓLEOS DE PETRÓLEO OU DE MINERAIS BETUMINOSOS, DESPÉRICIOS DE ÓLEOS	

Screen with the notification requested

7. Technical Barriers in WTO

The interested are able to access many documents, among them: Trade concerns in the Committee of Technical Barriers; Minutes of the Committee of Technical Barriers Meetings; Triennial Revisions of the Technical Barriers Agreement; Annual Reports of the Committee of Technical Barriers; and Seminars under the Committee of Technical Barriers.



Screen with the Technical Barriers in WTO

8. Technical Requirements (Countries x Products)

The Enquiry Point makes available updated information about the technical requirements for many products traded in the member countries of WTO. Besides the information about the current regulations, the exporters can access other related electronic addresses.



Screen of access



Screen of an example of search in the North America: Canada



Canadá



Café
[Frutas e vegetais](#)
[Mel e produtos de abelha](#)
[Produtos Têxteis](#)
Tabaco

Órgãos Normalizadores:

Standards Council of Canada
www.scc.ca

Órgãos Regulamentadores:

Canadian Food Inspection Agency
www.inspection.gc.ca
Health Canada/Santé Canada
www.hc-sc.gc.ca

Publicações Oficiais:

Canadian Federal Acts & Regulations
laws.justice.gc.ca/en/index.html
Gazette du Canada
www.canadagazette.gc.ca



Screen of the result of a search: Canadian regulation and related electronic addresses



www.inmetro.gov.br



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