

# EUSFTA

## Introduction to Standards & Conformance (S&C) and Technical Barriers to Trade (TBT)

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## Outline

- 01 | Impact of S&C on Businesses and Enterprises
- 02 | Impact of S&C on Trade
- 03 | EUSFTA and S&C Example

# Impact of S&C on Businesses and Enterprises

# Standards And Conformance

Enterprise  
Singapore

oversees:



Runs the Singapore Standardisation Programme to develop local standards and align to international standards



Runs the Singapore Accreditation Programme that accredits conformity assessment bodies

# Standards

## Standards



Requirements



Specifications



Guidelines

### International Fora



### Regional Fora



### Examples of everyday items that have standards:

**Paper sizes:** A1, 2 , 3 etc. The A series paper sizes are defined by the ISO 216 standards

### **Wrist watches:**

ISO2281 water resistant watches standards (>10cm for >1hr) and ISO 6425 divers' watches standard (>100m)

# Standards & Its Impacts

## Voluntary



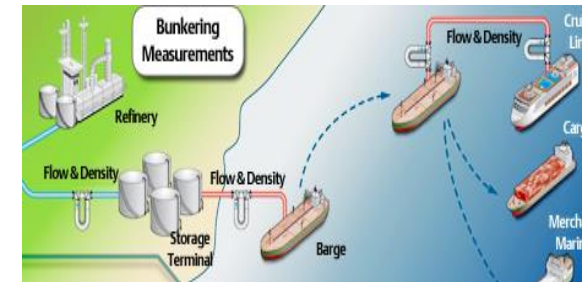
### ISO 27001 Information Security Management System

- Enhanced information risk management system to protect and secure information assets

### Benefits

- Expansion of security service offerings; 50% increase in cloud and hardware solutions revenue

## Mandatory



### SS 600 Code of Practice for Bunkering

- Singapore MPA requires bunker suppliers, bunkering to comply with the standard when operating in Port of Singapore

### Benefits:

- Improves efficiency and transparency for pre-actual-post delivery of services in the industry and the companies involved

# Conformance

## What is conformance?

The process which independent bodies verify that products, services or organisations meet requirements



## Who are these conformity assessment bodies (CABs)?



Testing & Calibration  
Laboratories



Certification  
Bodies

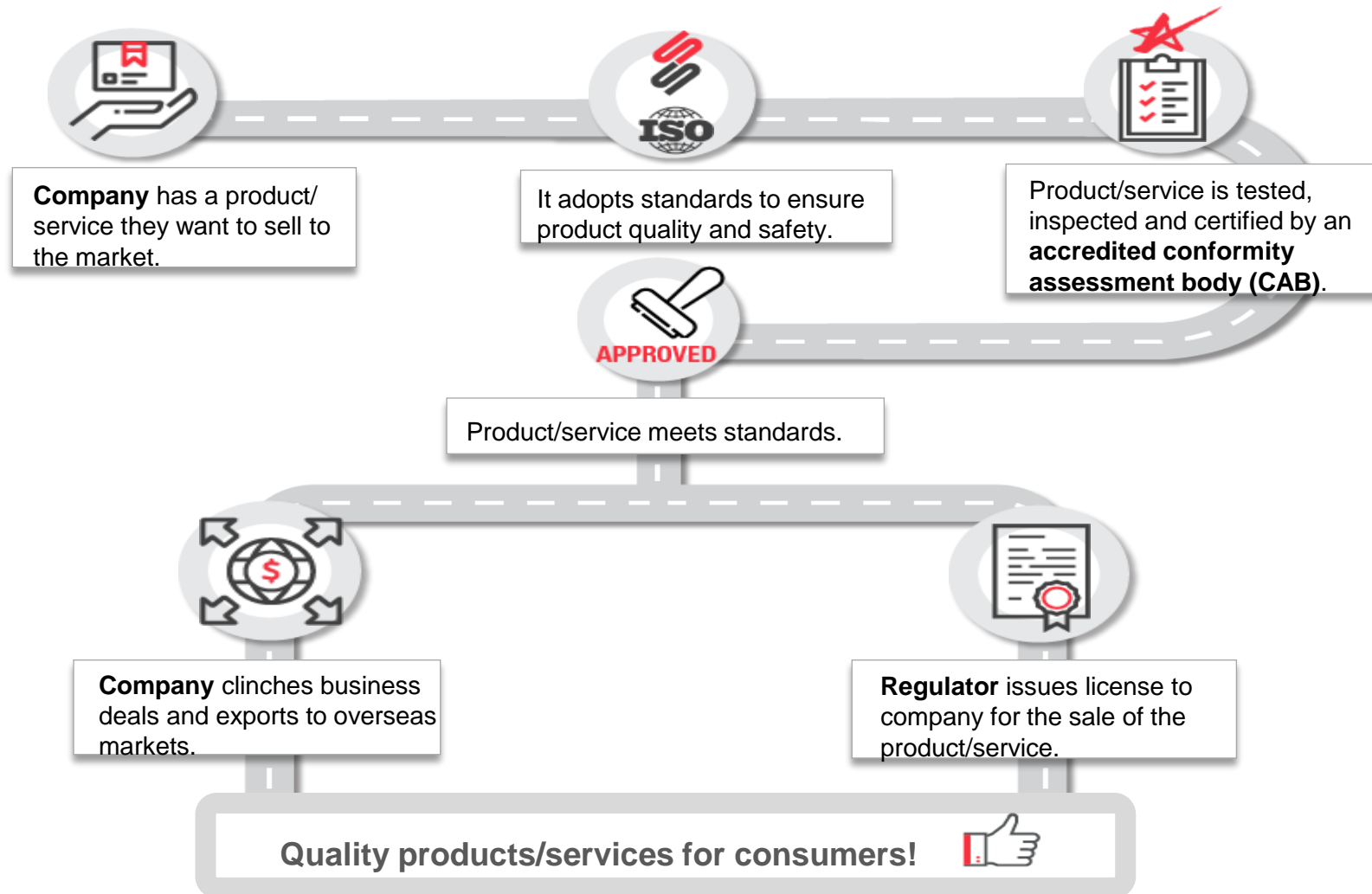


Inspection  
Bodies

## What is accreditation?

Independent evaluation of conformity assessment bodies (CABs) against recognized standards

# This Is How It Works



# What Is An Mutual Recognition Arrangement (MRA)?



A **Singapore company's** product/service gets tested, inspected and certified by a **CAB that is accredited by the Singapore Accreditation Council.**



It exports its product / service to **Country A.**



Both accreditation bodies from **Singapore** and **Country A** are signatories to an MRA.



**Company** successfully exports product/service to **Country A!**



Product/service is thus recognised by **Country A.**

Stay tuned!  
More details with  
reference to  
EUSFTA

# Impact of Standards & Conformance On Trade

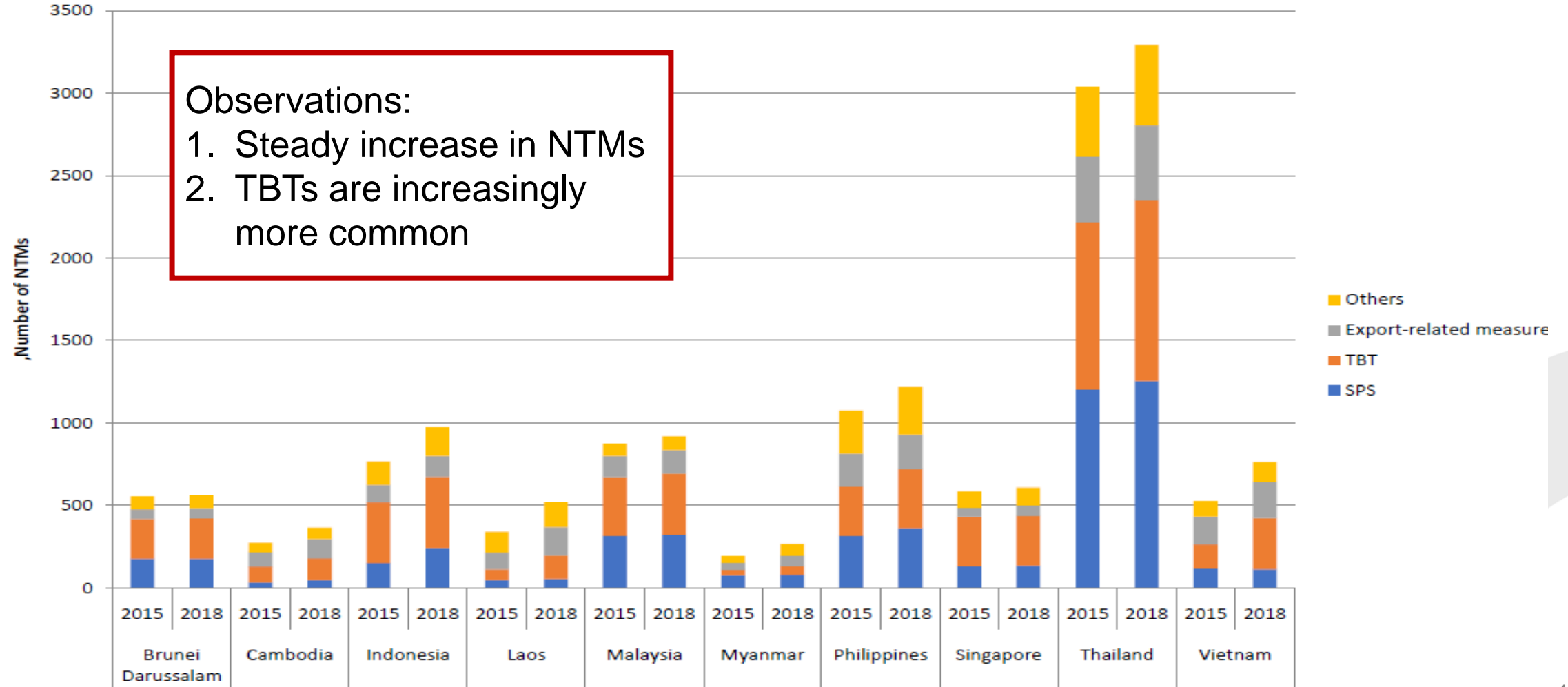
# Technical Barriers To Trade

## Non-Tariff Measure (NTM) Classification by UN Conference on Trade and Development

Export-related measures	Sanitary and Phyto-sanitary Measures	Pre-shipment inspection and other formalities	Contingent trade protective measures
Non-automatic licensing, quotas, prohibitions and quantity-control measures	Price control measures, including additional taxes and charges	Financial measures	Measures affecting competition
Trade-related investment measures	Distribution restriction	Restriction on post-sales services	Subsidies
Government procurement restrictions	Intellectual property	Rules of origin	<b>Technical Barriers to Trade</b>

# Why Do Technical Barriers To Trade Matter?

NTMs by Type and Country, 2015 vs 2018



# EUSFTA and S&C Example

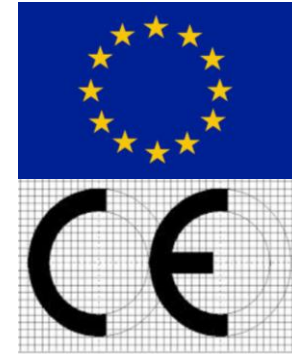
## Examples Of TBTs From EU

Industry: Medical Devices

EU Medical Device Regulation (passed in 2017 coming into effect in Mid-2020)

Expected changes:

- New requirements for designated conformity assessment bodies, known as Notified Bodies
- New certification and re-certification of all medical devices before sale in EU market



Impact:

- Companies have to **work with new NBs** if their current partner is not re-designated, **delaying time to market**
- Products currently in-market have to be **put on hold until retesting, reinspection and recertification** (estimated 18,600+ CE-marked products in market)

# TBTs and Free Trade Agreements (FTA)

Comprehensive and  
Progressive Trans-  
Pacific Partnership  
(CPTPP)

European Union  
Singapore FTA  
(EUSFTA)

Turkey Singapore  
FTA (TSFTA)

ASEAN Australia  
New Zealand FTA  
(AANZFTA)

## Free Trade Agreements (FTAs)

TBT/STRACAP Chapters in FTAs contain TBT **+plus**  
provisions and obligations

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World Trade Organisation  
Technical Barrier to Trade Agreement



TBTs are governed by the  
WTO Agreement on Technical Barriers to Trade

# EU Singapore Free Trade Agreements (FTA)

## Article 4.8(a) Transparency

“The Parties reaffirm their transparency obligations...where a part of the process **of developing a technical regulation is open to public consultation**, to take the **other Party’s views into account** ...provide reasonable **opportunities** for the other Party and its interested persons **to make comments...**”

- ✓ Provides first mover advantage in updated information for TBTs that may impact new sectors/product/industry.

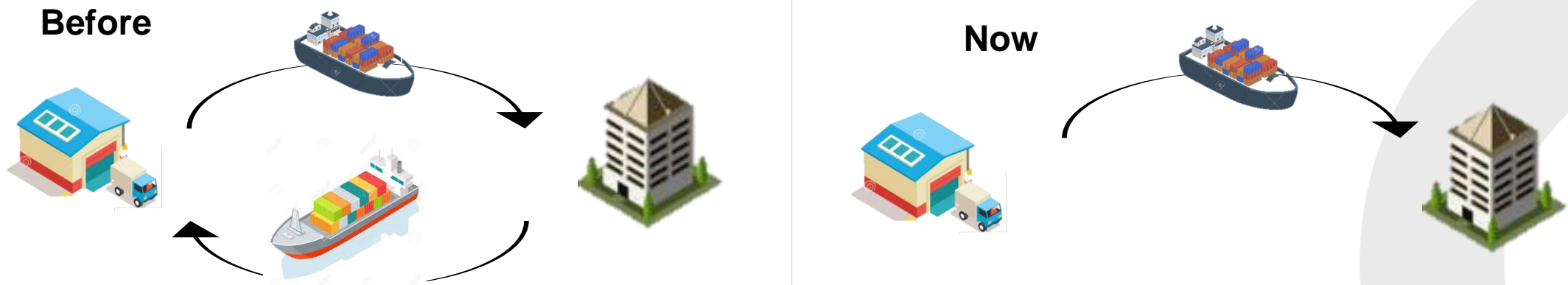


# EU Singapore Free Trade Agreements (FTA)

## Article 4.10(2e) Marking and Labelling

“Party shall **accept that labelling**, including **relabeling** ...in authorized premise (**Customs warehouses**) in the importing Party **prior to the distribution and sale** of the product as an **alternative** to labelling in the place of origin...”

- ✓ Save money and hassle from re-shipping and re-packaging.

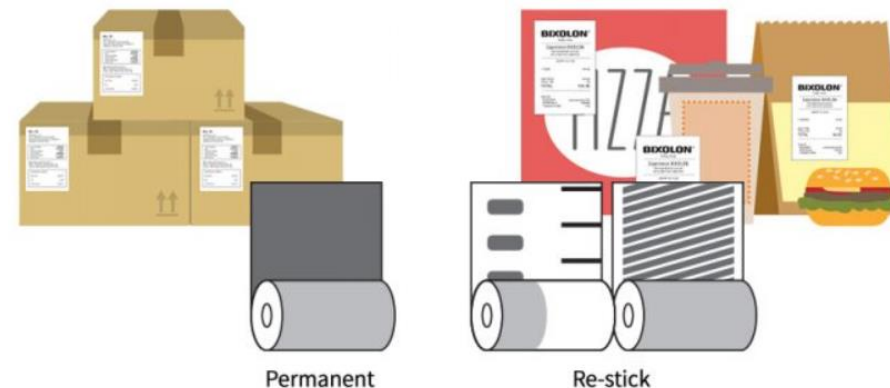


# EU Singapore Free Trade Agreements (FTA)

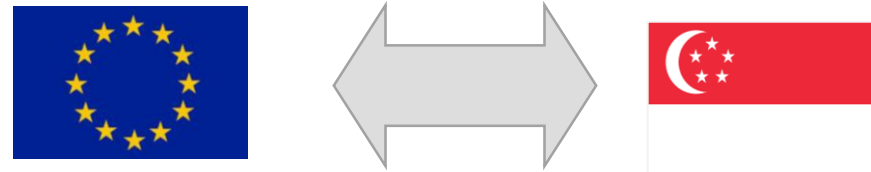
## Article 4.10(2f) Marking and Labelling

“Party shall endeavor to accept **non-permanent or detachable labels**, or marking/labeling in accompanying documentation rather than physically attached to the product...”

- ✓ Removable stickers improves flexibility in compliance with labeling requirements
- ✓ Reduce waste from ‘whole’ replacement of packaging



# EU Singapore Free Trade Agreements (FTA) – Annex 4A Electronics



Anecdotally, the EUSFTA TBT Sectoral Annex facilitates a manufacturer or importer from EU and Singapore to get testing inspection and certification in-country, such as to avoid re-testing re-inspection re-certification of the product in the destination country.

Risk Level	Conformity Assessment Approach
Low	Type testing <sup>1</sup> + Supplier's Declaration of Conformity (SDoC)
Medium	Type testing + CoC
High	Type testing + CoC + high risk requirement for renewal



Air conditioner



Air cooler



Table lamp



Standing lamp

# S&C for the EU market

## Satisfy Customers Demands with GFSI Standards



### GFSI Objectives

- Reduce food safety risks by delivering equivalence and convergence between effective food safety management systems.
- Manage cost in the global food system by eliminating redundancy and improving operational efficiency.

## Retailers accepting GFSI-recognised certification programs in their supply chain



## Case Study: Tat Hui Foods Pte Ltd

Started in 1986, Tat Hui Foods Pte Ltd is the leading manufacturer of instant noodles in Singapore.

Its global brands KOKA, Sanwa and Yoodles are available in some 50 countries across Europe, Asia, North America, Oceania, South Africa and the Middle East.

*“During trade fairs, for example, **buyers show interest** in our products and **confidence** in our company **given the certifications (BRC)**. I would say being **certified has given us a competitive advantage in the international markets.**”*

Mr Anthony Fong,  
Tat Hui's Chief Financial Officer



Koka instant noodles on supermarket shelves in Portugal

## Key Take-Aways



1. Standards and Conformance have key impacts on businesses and trade.



2. S&C provisions or the TBT Chapters in FTA like the EUSFTA can help navigate TBTs



3. Work with us to highlight export queries or issues pertaining to TBT for both EU and Singapore markets

## How Can We Work Together Beyond This Session?

Share potential TBT issues that businesses face **in-market**:

- i. Description of the export issue, including port of entry, agency implementing the stated measure
- ii. Relevant HS codes, product types
- iii. Any similar export issues in other countries

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Thank You

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