



Australian Government

Department of Foreign Affairs and Trade

USING EPING AND ENGAGING THE PRIVATE SECTOR

Prepared by John Heaslip

Presented Monday 15 July, 2019

AUSTRALIAN ENQUIRY POINTS

TBT Enquiry Point:



Australian Government

Department of Foreign Affairs and Trade

SPS Enquiry Point:



Australian Government

**Department of Agriculture
and Water Resources**

AUSTRALIAN ENQUIRY POINTS

TBT Enquiry Point:



Australian Government

Department of Foreign Affairs and Trade

SPS Enquiry Point:



Australian Government

**Department of Agriculture
and Water Resources**

- also coordinates agriculture
and food TBTs

AUSTRALIAN ENQUIRY POINTS

Roles of enquiry points:

- Educate government and private sector on WTO SPS and TBT agreements
- Notify Australian regulations and standards to the WTO
- Disseminate other countries notifications
- Comment on notifications
- Coordinate representation at committees

The logo for ePing, featuring a stylized red 'e' followed by the word 'Ping' in a bold, black, sans-serif font.

ePing PILOTING AND IMPLEMENTATION

Using ePing:

- **Enquiry Points:** a tool for notification management
- **Private Sector:** to receive notifications

ENQUIRY POINT – NOTIFICATION MANAGEMENT

- Receiving and disseminating notifications
- Database of interested stakeholders
- Tracking notifications
 - Group notifications (e.g. plant, animal, food)
 - 'Favourite' and 'Archive' notifications
 - Setting a reminder
- Information Sharing
 - Write comments
 - Share documents (e.g. comments, translation)

ENGAGING THE PRIVATE SECTOR

- Newsletters
- Links on websites
- Twitter
- Seminars
- Face-to-face meetings

How do I keep informed of technical barriers to trade in other countries?

You can remain up to date on TBT notifications from WTO Members by subscribing to the [ePing](#) email alert system. ePing also includes information on SPS measures.

ePing is a free online web service that provides businesses and governments with up to date information on regulations in other export markets, including product requirements and standards. You can sign up to receive notifications via email on a daily or weekly basis for your specific export markets and/or products. Register online at www.epingalert.org.

ePing has been developed by the United Nations (UN) Department of Economic and Social Affairs. Please note, ePing uses information that WTO Members have notified to the WTO and therefore may not contain all SPS and TBT measures.

• [ePing user guide \[PDF 311 KB\]](#)

• [ePing user guide \[DOCX 758 KB\]](#)

ePing - the new 'must have' for Australian exporters

ePing is an online web service that provides businesses and governments with up to date information on regulations in export markets around the world, including product requirements and standards. [Read more...](#)



Trade tools

MICOR - Manual of Importing Country Requirements

MICOR

MICOR allows you to find out about, and keep up to date on, the importing requirement of your key export markets.

FTA Portal

The Australian Government's FTA portal provides a comprehensive tariff finder, with information on rules of origin and market snapshots for your searched products.



ePing - Electronic Export Alert

ePing provides notifications on changes of your export markets' sanitary and phytosanity (e.g. biosecurity and food safety) or technical barriers to trade (e.g. labelling) measures. Let Australia's [contact point](#) know if you have concerns on another country's measure.



BICON - Biosecurity Import Conditions database

BICON

BICON helps to determine if conditions exist for your imports and if a permit is required. The database houses information for more than 20,000 plants, animals, minerals and biological products.

Australian Biosecurity Import Conditions

TARGET PRIVATE SECTOR ASSOCIATIONS



ENGAGING THE PRIVATE SECTOR

- Be targeted with the message (e.g. sign up!)
- Use simple terms (e.g. export requirement)
- Present or discuss at existing events
- Keep relationship with associations

NOTIFICATIONS

Enquiry Point

NOTIFICATIONS



NOTIFICATIONS



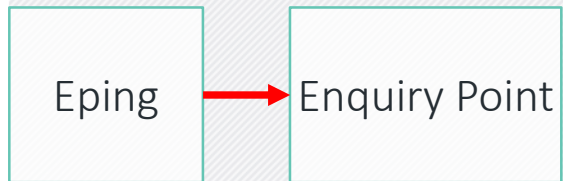
NOTIFICATIONS



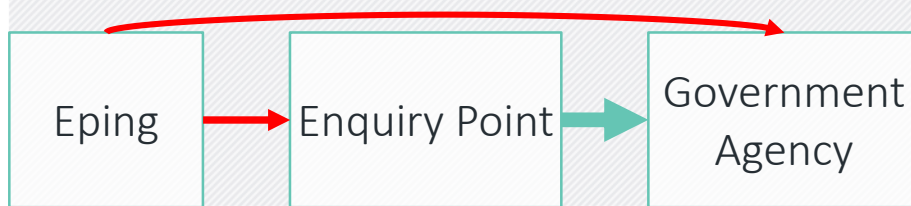


60 Days

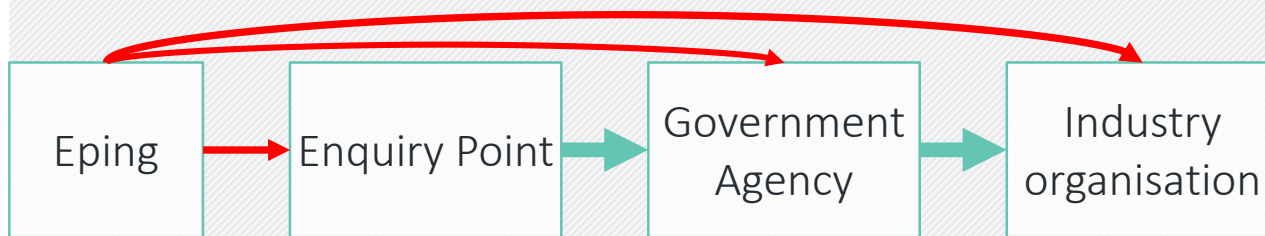
NOTIFICATIONS



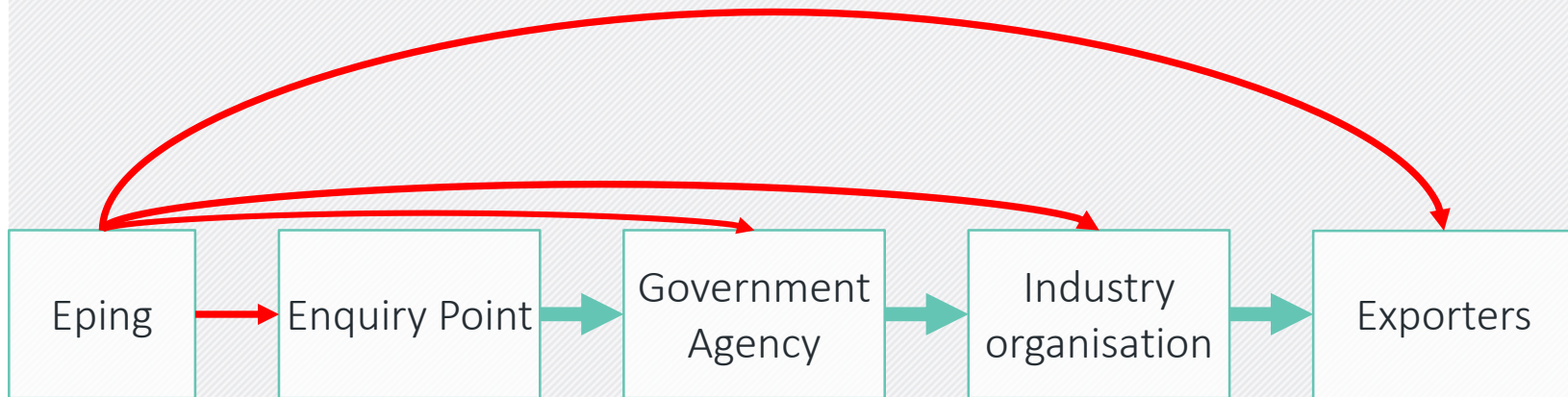
NOTIFICATIONS



NOTIFICATIONS



NOTIFICATIONS



AND THEN???

COMMENTS



COMMENTS



WHAT WE'VE HEARD

INDUSTRY ASSOCIATIONS



- Prefer reporting through direct relationships rather than formal processes/channels
- Also report through forums, committees and formal reports.

BUSINESS



- Larger businesses rely on departmental and ministerial relationships.
- SMEs see trade barriers as their own responsibility and business as usual. Can be unclear who to report to.

INSIGHTS



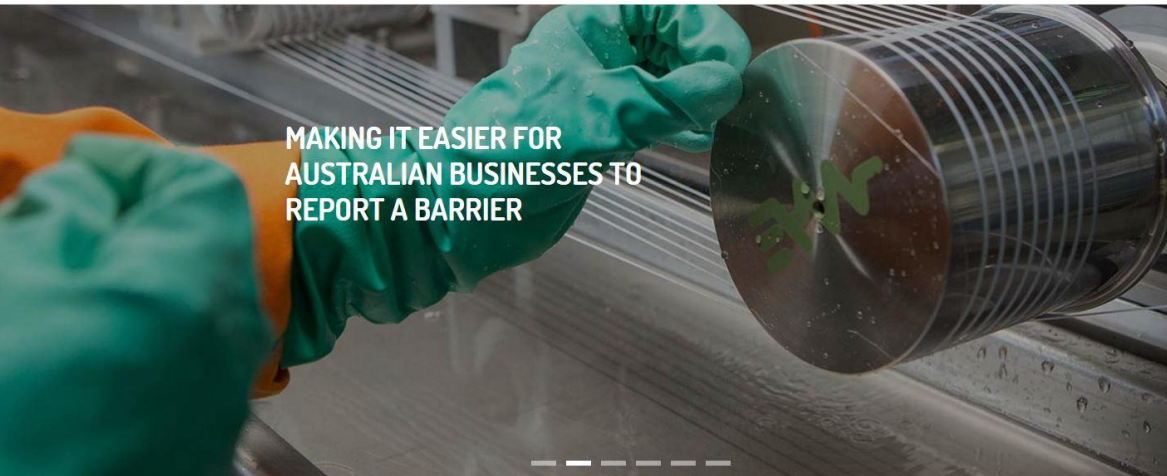
- Step-by-step process to report issues can be inconsistent
- Interest in stronger feedback required between government business and industry on progress

NON-TARIFF BARRIERS LAUNCH

<https://tradebarriers.dfat.gov.au/>

Australian Government

Home Access Collaboration Transparency Contact



MAKING IT EASIER FOR AUSTRALIAN BUSINESSES TO REPORT A BARRIER

ADDRESSING TRADE BARRIERS

Non-tariff barriers can be any kind of 'red tape' or trade rules that unjustifiably restrict the flow of goods and services.

The Government is taking action to remove these kinds of trade barriers for Australian businesses in overseas markets. We are rolling out an action plan to make it easier for businesses to access the help they need, improve collaboration between government and industry, and increase transparency of processes and information.

PARTICIPATE
Learn more about Australia's action plan and share your experiences.

REPORT A BARRIER
To lodge a barrier that is holding you back report it here.

CHECK FTA PORTAL
To check how you can benefit from our growing number of FTAs, visit our portal.

New initiative underway to help Aussie exporters improve access to export markets farmonline.com.au/story/5798460/... @Birmo



Breaking down non-tariff barriers to valuable export markets
Government launches action plan to tackle red tape and costs imposed on Australian trade
farmonline.com.au

5 6

Simon Birmingham Retweeted

Louise McGrath @louisejm · 6 Dec 2018
This will get little coverage as it is so sensible & offers such practical support to Australian #exporters but it will make a great difference to the international prospects of @The_AIGroup members & I'm grateful for the support that @dfat & @Birmo has given to this project

Financial Review @FinancialReview
Australia declares war on the rise of the hidden trade barrier, reports @BradThompson26 #ausbiz bit.ly/2jT8lg

5 9

Simon Birmingham Retweeted

Financial Review @FinancialReview · 6 Dec 2018
Australia declares war on the rise of the hidden trade barrier, reports @BradThompson26 #ausbiz



Australia starts war on rise of hidden trade barriers, plans diplomatic...
Australia has declared war on non-tariff trade barriers and will apply diplomatic pressure on countries, including some covered by free trade ag...
afr.com

1 3 2

COMMENTS



WHAT'S NEXT FOR EPING?

- Continued outreach and promotion
- Sharing of documents (e.g. comments, summaries and translations)
- Additional notifications (e.g. import licencing, services)
- Review notification format and guidance

IMPROVING WTO SPS NOTIFICATIONS



Workshop on promoting transparency
through the improvement of information
submitted in the WTO SPS notifications

23 August, Puerto Varas, Chile



Australian Government

**Department of
Foreign Affairs and Trade**

