

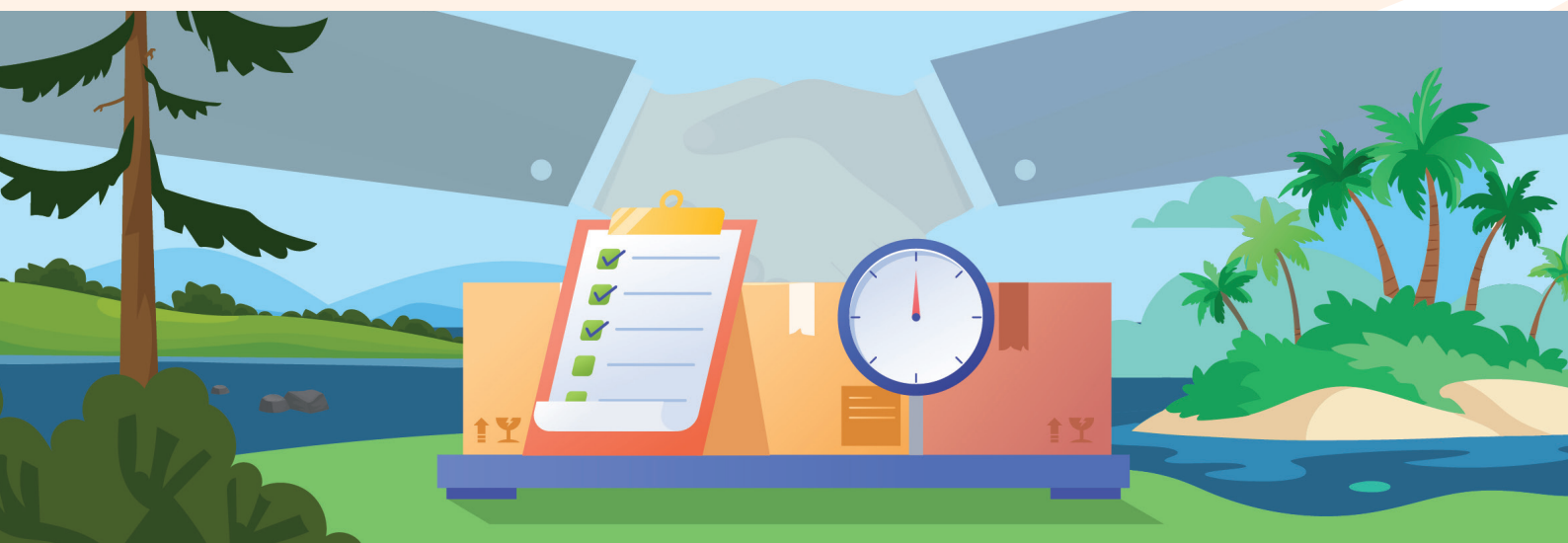
Technical Barriers to Trade

Making standards clearer, fairer, and easier to meet

THE BIG IDEA

Clear Standards. Fair Trade. Trusted Products.

How PACER Plus helps Pacific products meet quality and safety standards required for export



Before products can be sold overseas, they must meet certain rules such as safety standards, quality requirements, packaging, or labelling. These rules are called Technical Regulations, Standards and Conformity Assessment Procedures but better known as Technical Barriers to Trade or TBT. PACER Plus helps Pacific countries understand and apply these rules so businesses can trade more easily and fairly.

What TBT Is About

Technical Barriers to Trade focus on:



Product standards and quality requirements



Labelling, packaging, and certification rules



Testing and inspection procedures



Ensuring regulations are transparent and fair

Why It Matters

Without clear and achievable standards:



Pacific products could face challenges finding markets overseas



Businesses face extra costs and delays



Smaller exporters struggle to enter overseas markets

PACER Plus helps Pacific exporters understand, meet, and benefit from international standards so they can compete confidently in global markets.

HOW IT WORKS IN REAL LIFE

Meeting Standards Without Unnecessary Barriers

Fair Treatment. Clear Rules. Strong Protections.

What Are Technical Standards?

Technical standards set requirements for how products are made, tested, packaged, or labelled. These standards help ensure products are:



Safe for consumers



Reliable and high quality



Environmentally responsible

How PACER Plus helps

PACER Plus supports Pacific countries to:

- ✓ Align national standards with recognised international standards
- ✓ Improve testing and certification systems
- ✓ Make trade regulations easier to understand
- ✓ Strengthen cooperation between standards authorities

Transparency & Advance Notice

PACER Plus requires countries to:

- ✓ Publish new regulations early
- ✓ Notify trading partners about changes
- ✓ Allow time, normally at least six months, for businesses to adapt

This prevents sudden rule changes that can disrupt Pacific exports.

Cooperation and Information Sharing

PACER Plus encourages:

- ✓ Technical discussions before disputes escalate
- ✓ Sharing knowledge on standards and certification
- ✓ Capacity building in testing, inspection, and accreditation
- ✓ Greater Pacific participation in regional and international standards bodies

Everyday Examples

- ✓ Food labels showing ingredients and expiry dates
- ✓ Electrical products meeting safety testing requirements
- ✓ Cosmetics and wellness products meeting quality and safety checks
- ✓ Building materials meeting strength and safety standards

These requirements help consumers trust products and help exporters access larger markets.



THE BENEFITS & THE “SO WHAT?”

Supporting Pacific Businesses to Meet Global Standards

Recognising Pacific realities while expanding export opportunities

Special Support for Pacific Countries

PACER Plus recognises that Pacific countries face capacity challenges. That means:



Flexibility when applying international standards



Support for strengthening testing laboratories and certification systems



Technical assistance and capacity building



Recognition that some countries may need time and resources to comply

This helps ensure standards support development instead of becoming barriers.

Who Benefits?



Small and medium-sized businesses



Manufacturers and exporters



National standards and quality agencies



Retailers and distributors



Pacific governments seeking stronger export industries



Consumers who rely on safe, high-quality products

Myth Busting

MYTH:

Standards are trade barriers designed to block Pacific products.

FACT:

PACER Plus ensures standards are transparent, science-based, and fair.

MYTH:

TBT rules only benefit importing countries.

FACT:

PACER Plus ensures standards improve product quality, strengthen industries, and build brand trust for Pacific exports.

MYTH:

Only large companies can meet standards.

FACT:

PACER Plus supports capacity building and simpler processes to help smaller businesses comply.

MYTH:

Countries lose control over their regulations.

FACT:

Countries maintain the right to protect health, safety, the environment, and product quality provided rules are applied fairly and transparently.

PACER Plus vs Trade Without TBT Cooperation

With PACER Plus TBT Support	Without TBT Cooperation
Clear and predictable standards	Confusing or inconsistent requirements
Transparency and advance notice	Sudden regulatory changes
Improved testing and certification	Multiple costly compliance processes
Stronger export opportunities	Higher risk of shipment rejection
Support for SMEs	Compliance barriers for smaller exporters
Technical support and capacity building	Limited support for exporters
Fair access to certification systems	Multiple costly compliance barriers

The Bottom Line

Technical Barriers to Trade under PACER Plus help ensure standards protect consumers without becoming unnecessary trade obstacles. They support Pacific countries to produce high-quality, trusted goods that can compete confidently in international markets.

Scan this code to watch the video on this component



pacerplus.org



PACER Plus