Trans-Tasman Mutual Recognition
An Industry Perspective
WHO IS THE AFGC?
MANUFACTURERS AND BRAND OWNERS
TTMRA PERSPECTIVES
THE MUTUAL RECOGNITION PRINCIPLE

GOODS THAT COMPLY WITH OBLIGATIONS IN THE FIRST COUNTRY

AND WHICH COME TO THE SECOND COUNTRY FROM THAT FIRST COUNTRY

AND ARE MARKED AS HAVING COME FROM THE FIRST COUNTRY

CAN BE SOLD IN THE SECOND COUNTRY

EVEN IF THEY DO NOT COMPLY WITH THE SECOND COUNTRY’S LAWS
SWOT ANALYSIS

- **STRENGTHS**
- **WEAKNESSES**
- **THREATS**
- **OPPORTUNITIES**
STRENGTHS

* PROVEN SUCCESS STORIES
* DRIVES BEST PRACTICE REGULATORY CULTURE
* OPENS MARKETS TO INNOVATION AND OPPORTUNITY
* FOSTERS MUTUAL SOLUTIONS FOR UNIFORMITY
TTMRA SWOT ANALYSIS

**STRENGTHS**
- PROVEN SUCCESS
- DRIVES BEST PRACTICE
- OPENS MARKETS
- FOSTERS SOLUTIONS

**WEAKNESSES**

**THREATS**

**OPPORTUNITIES**
WEAKNESSES

* NUMBER AND SCOPE OF EXEMPTIONS AND EXCLUSIONS
* POORLY UNDERSTOOD AND VARYING COMPLIANCE OBLIGATIONS
* PRACTICAL HIGH COST OF SHIPPING
* MARKETING IMPEDIMENTS
TTMRA SWOT ANALYSIS

**STRENGTHS**
- Proven success
- Drives best practice
- Opens markets
- Fosters solutions

**WEAKNESSES**
- Exemptions and exclusions
- Compliance obligations
- High costs
- Marketing

**THREATS**

**OPPORTUNITIES**
OPPORTUNITIES

* EXTENSION TO OTHER TRADERS
* REVIEW / REMOVE EXEMPTIONS
* INDUSTRY EDUCATION AND FACILITATION
* DRIVE CULTURAL CHANGE
TTMRA SWOT ANALYSIS

**STRENGTHS**
- PROVEN SUCCESS
- DRIVES BEST PRACTICE
- OPENS MARKETS
- FOSTERS SOLUTIONS

**WEAKNESSES**
- EXEMPTIONS AND EXCLUSIONS
- COMPLIANCE OBLIGATIONS
- HIGH COSTS
- MARKETING

**OPPORTUNITIES**
- EXTENSION
- REVIEW / REMOVE EXEMPTIONS
- EDUCATION AND FACILITATION
- CULTURAL CHANGE

**THREATS**
THREATS

* UNEQUAL BENEFIT
* NON-TARIFF BARRIERS
* CULTURE OF EXCEPTIONALISM
* EXPEDIENCY
THE COMPLETE PICTURE

STRENGTHS
- PROVEN SUCCESS
- DRIVES BEST PRACTICE
- OPENS MARKETS
- FOSTERS SOLUTIONS

WEAKNESSES
- EXEMPTIONS AND EXCLUSIONS
- COMPLIANCE OBLIGATIONS
- HIGH COSTS
- MARKETING

THREATS
- UNEQUAL BENEFIT
- NTBs
- EXCEPTIONALISM
- EXPEDIENCY

OPPORTUNITIES
- EXTENSION
- REVIEW / REMOVE EXEMPTIONS
- EDUCATION AND FACILITATION
- CULTURAL CHANGE
THANK YOU
CER-ASEAN Integration Partnership Forum

Economic integration and the standards and conformance infrastructure: challenges and opportunities