



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL™

Trans-Tasman Mutual Recognition An Industry Perspective

*Sustaining
Australia*

WHO IS THE AFGC?

MANUFACTURERS AND BRAND OWNERS



George Weston Foods Limited



Johnson & Johnson



Kimberly-Clark



Unilever



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

WEAKNESSE
S

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

WEAKNESSE
S

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

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THREATS

OPPORTUNITIES

EXTENSION
REVIEW / REMOVE EXEMPTIONS
EDUCATION AND FACILITATION
CULTURAL CHANGE

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



ASEAN - Australia - New Zealand FTA

CER-ASEAN Integration Partnership Forum

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