

Market Access Workshop

Alastair Macfarlane, General Manager
20 May, 2010



**SEAFOODINDUSTRY
COUNCIL**

The New Zealand Seafood Industry Council Ltd



Introduction

- A short overview
- The latest from the WTO on subsidies
- New US food safety legislation
- EU Catch Certification
- Review of Eco-labelling schemes



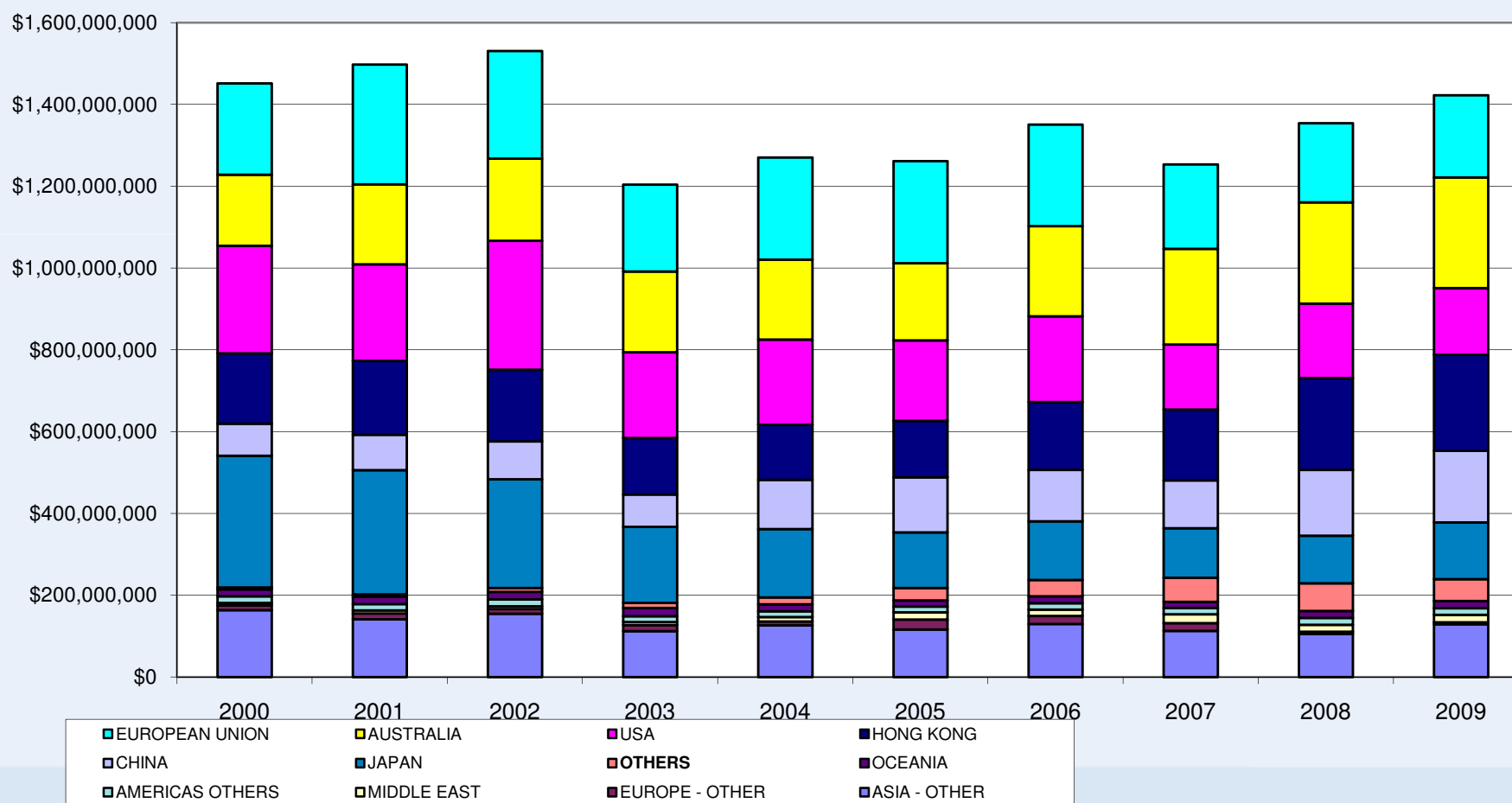
Overview

- Evolution of NZ's seafood exports
- Key market access concerns
 - Tariffs or non-tariff barriers?
 - FTA progress
 - Private versus Public standards



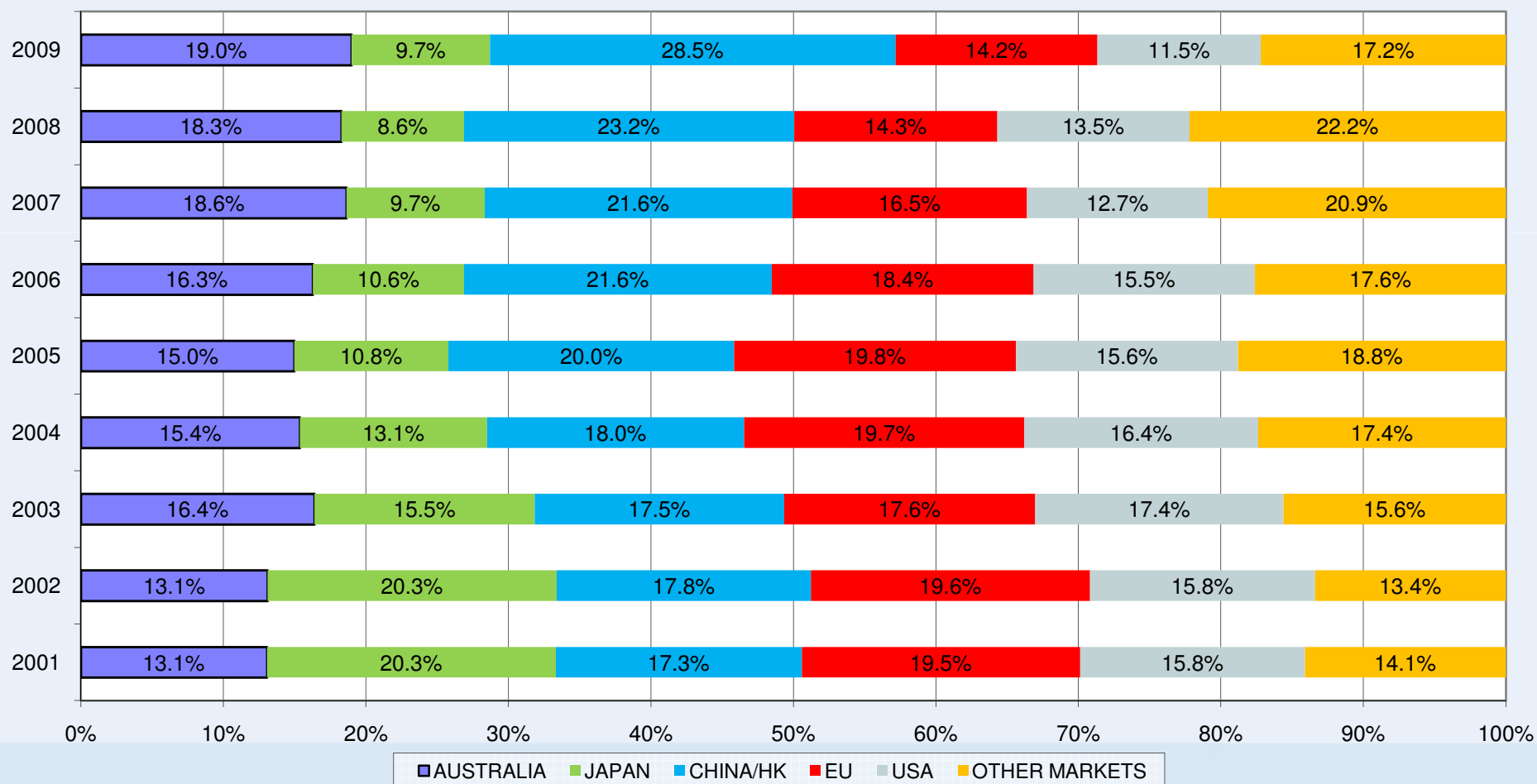
Evolution of Seafood Trade

Seafood Exports by Market Share - 2000 to 2009



Evolution of Seafood Trade

Evolution of Market Shares - All Seafood Exports - 2001 to 2009



Market Access Concerns

- Tariffs or non-tariff measures?
 - Australia: no tariffs, some NTBs
 - Japan: uniform, low tariffs, limited NTBs
 - China: Tariffs going, NTBs growing?
 - EU: significant tariffs NTBs growing
 - USA: NTBs growing



FTAs

- WTO market access negotiations stalled;
- China FTA will produce tariff free trade by end of 2011;
- AANZFTA produced mixed results and slow tariff reduction;
- Korea FTA misunderstanding on fish trade;
- Trans Pacific Partnership will be slow going at best

NTBs – Public V Private Standards

- Public standards must meet WTO requirements;
- They can be contested through Dispute Settlement;
- Private standards amount to contract conditions and are difficult to contest;
- Meeting customer demands are the real conditions determining sales!

