



## PRONTO Workshop

### Non-tariff measures: Data, methods, and future challenges

*Co-organized by the International Trade Centre and ECORYS*



*Wednesday, September 24, 2014*

*Venue: World Trade Organization, Rue de Lausanne 154, Room S3, 1202 Geneva*

Over the past fifty years, there has been significant progress in lowering tariff barriers to international trade. This has led to a growing awareness of the importance of what are termed the “new” Non-Tariff Measures (NTMs). The relevance of these new NTMs has grown with the rising importance of global sourcing and multinational enterprises. Today, with the dominance of global value chains and the increased tradability of non-tangible products, we are confronted with new and important question about the impact of NTMs on competitiveness and productivity.

The EC funded research project “Productivity, Non-Tariff Measures and Openness” (PRONTO) strives to develop new indicators, better methods, and a better understanding of these NTMs on international trade and investment.

This workshop is jointly organized by the International Trade Centre and Ecorys, and hosted by the WTO. Its purpose is threefold: First, to get a deep understanding of NTM data provided by international agencies (ITC, OECD, UNCTAD, WTO, and World Bank). Particularly, this concerns data collection methods, and geographical and indicator coverage. Second, a session will be dedicated to a summary of available methods measuring the presence and trade effects of NTMs. Attention will also be paid to how agencies’ primary data collection has contributed to better analyses. And third, the workshop will close by looking at the trade-off of negative trade and positive environmental and social effects of certain NTMs, and how regulatory convergence can solve this puzzle. A policy panel will add further perspectives on this.



## Agenda

9.30 to 9.45

### Opening words

- *Marion Jansen (ITC)*

9.45 to 11.00

### Session 1: Primary data collection,

chaired by Marion Jansen (ITC)

NTM-related data are the foundation for any methodological approach to measure the presence and impact of NTMs. International institutions (ITC, OECD, UNCTAD, WTO, and World Bank) have ample experience in gathering these type of data, making use of multiple collection methods. This session will not only give an overview of experiences with these collection methods, but also elaborate on the status quo of collection efforts, i.e. what has been achieved in the past and what activities are ongoing. A joint presentation by the different international institutions involved in data collection will form the core of this session.

- NTM Data Collection: status quo and ongoing collection efforts
  - *Joint Presentation by agencies (Lead speaker Ralf Peters, UNCTAD)*

11.00 to 11.15

Coffee break

- Discussion with:
  - *Alessandra Tucci (DG Trade)*
  - *Olivier Cadot (HEC Lausanne)*

12.00 to 13.00

Tour Centre William Rappard & Break

13.00 to 14.00

Lunch  
New Gallery

14.00 to 15.30

### Session 2: NTMs and trade effects,

chaired by Ron Davies (UCD)

Due to firm heterogeneity, the impact of NTMs will differ among exporters. Not all firms will be affected evenly. Their adjustment to the presence of the NTM will differ accordingly, impacting the extensive and intensive margins of exports. NTM presence is also shaping competition in the protected markets, with expected impacts on the pricing strategies of exporters. Finally, the product mix, or the destination served by exporters offer additional margins of adjustment. Properly addressing these issues is very data demanding, constraints heavily the country coverage of the studies and raises difficult econometric issues (e.g. endogeneity). Notwithstanding these challenges, firm level evidence on the impact of NTMs is usefully complementing more aggregated approaches and related data collection should be prioritized. Both, aggregated and firm-level approaches will be discussed in this session.

- NTMs and firm-level evidence
  - *Presentation by Lionel Fontagné (PSE/CEPII)*
- Gravity, NTMs, and CGE
  - *Presentation by Joseph Francois (UBERN/WTI)*



- Discussant:
  - *Alessandro Nicita (UNCTAD)*

15.30 to 15.45 Break

**15.45 to 16.45: Session 3: Sustainability perspectives on NTMs,**  
chaired by Koen Berden (ECORYS)

While ongoing research by and large focusses on expressing NTMs as trade cost equivalents, only limited attention has been given to the interaction of possible trade restricting effects and the positive effects intended by establishing these measures in the first place (e.g. health and safety standards, environmental regulation, etc.). However, within the scope of future trade agreements these aspects will become more and more relevant. PRONTO sets out to start filling this analytical gap.

- Evaluating the interaction of environmental, social, and trade effects of NTBs
  - *Presentation by Chad Bown (World Bank)*
- Discussant:
  - *Marc Bacchetta (WTO)*

16.45 to 17.00 Coffee break

**17.00 to 18.00: Session 4: NTM policy panel,**  
chaired by Bernard Hoekman (EUI)

- Panel discussion with
  - *Lucian Cernat (DG Trade)*
  - *Robert Koopman (USITC)*
  - *Ken Kawasaki (GRIPS)*
  - *Christopher Alexander (UKBIS ITEC)*

18.00 to 18.15 Break

**18.15 to 18.30: Closing**

- Closing words - Outlining the road ahead
  - *Koen Berden (ECORYS)*

**19.00 to 21.00 Dinner**  
La Perle Du Lac