

# Making trade easier for everyone

New rules of origin and new customs procedures Simpler and more relaxed rules for developing countries

## **Welcome by Karel De Gucht**

European Commissioner for Trade

Dear reader,

My recent visit to Papua New Guinea allowed me to witness, once more, the profound changes taking place in developing countries and also to note the gathering momentum of our trade relationship, thanks to the recent ratification by the European Parliament of our bilateral EPA.

Steady increases in exports from developing countries have significantly transformed the overall picture over recent years and allowed our partners in the developing world to become ever more integrated into the international trading system. Such changes have

also highlighted the important challenge of border procedures for governments and businesses in today's economic reality. Governments may face smuggling and fraud, while businesses pay the price of slow and unpredictable goods delivery, costly customs procedures and even lost business opportunities.

This is a concern for all trading nations. Even modest reductions in the cost of trade transactions would have a positive impact on trade for the developing and the developed world alike. Finding ways to make the whole process of trading simpler and smoother is therefore a key objective of EU trade policy.

Against this background, the EU has recently adapted its procedures to make trade easier for everyone. This newsletter provides information on how the rules of origin for 176 developing countries under the EU's Generalised System of Preferences (GSP) regime have now been made more simple and development-friendly. You can also find out how the European customs code has been modified to speed up the entry and exit of goods at the EU border.

Policy changes, operational changes and personnel changes too – with Jean-Luc Demarty recently joining the EU trade department as the new Director-General. The EU is changing but the goal remains the same: to make trade easier for everyone.

And the Export Helpdesk is here to inform you about how to take full advantage of these changes. I hope you enjoy reading this newsletter!



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New Rules of Origin under GSP

## Simpler and more relaxed rules for developing countries

The Generalised System of Preferences (GSP) trade arrangement gives a preferential tariff to imports from developing countries. Businessmen from GSP beneficiary countries can receive a partial reduction or total elimination of import duties when exporting to the EU.

As the preferential tariff is only granted to imports from certain countries, rules of origin are needed to determine whether goods "originate" from these. To be considered as originating from these specific countries, and consequently to be eligible for preferential treatment, goods must be wholly obtained (e.g. grown, mined) or have been sufficiently processed in that country.

The rules of origin define "sufficient processing" in a list of criteria that vary from product to product. You can find detailed information at the Export Helpdesk's preferential arrangements section

The EU has just modified the GSP rules of origin to make them simpler and more development-friendly, while at the same time improving management and control procedures to combat fraud. As a result, key features of the **new rules of origin** include:

Simpler and more relaxed rules, especially for Least Developed Countries (LDCs) are now in force. The rules determining whether goods have been sufficiently worked or processed are adapted to each sector. They are based on a calculation of the content of non-originating materials, change of tariff heading, a specific processing requirement or the use of wholly obtained inputs, according to the case.

Countries can easily join forces. Businesses from countries with identical rules of origin can work together and still benefit from preferential tariff treatment. For instance, if a textile exporter buys cotton from a country with the same GSP benefits, the whole manufactured product will benefit from the preferential tariff. This is referred to as **cumulation of origin**.

The new rules are more relaxed and efficient in that respect. New types of cumulation are introduced, notably between countries of different regions and sometimes between GSP beneficiary countries and EU Free-Trade-Agreement partners. In addittion, a new regional cumulation, including Mercosur countries is added.



A re-balancing of rights and obligations of both operators and administrations has been established. From 2017 onwards, the certificates of origin delivered by public authorities will be replaced by statements on origin to be given directly by registered exporters. This will help country authorities to concentrate on more effective post-export controls.

#### Making trade easier for the most in need

The new rules will facilitate trade from developing countries. Less stringent rules for LDCs are laid down to help them access the international trading system. They will enable many small and medium-sized enterprises to export to the EU. However, non-LDCs also benefit from the changes. In the textiles and clothing sector single-stage processing -manufacture from fabric- is allowed in many cases, instead of the two stages of processing -manufacture from yarn- previously required. Besides, allowing exporters to give evidence of origin themselves will also substantially reduce red tape for everyone.

The new rules will also help to prevent fraud. In the past, customs authorities were often not able to do proper checks to determine the legality of exported goods. Henceforth, the authorities will be able to concentrate their resources on post-clearance controls. Requiring exporters to register will also ensure that the authorities know who they are dealing with.

Read more





Making customs more dynamic for all

## Looking for a way to speed up Customs clearance? Remember to register your product BEFORE entering the EU

Since 1 January 2011, traders need to make an electronic declaration to customs before goods enter or leave the EU. This will allow customs to speed up processing and release of goods at entry or exit and ensure smoother trade

Since 1 January 2011, international traders have been required to provide security data through electronic declarations before goods are brought into or out of the EU.

The major changes to the Customs Code are:

- Requiring traders to provide customs authorities with information on goods prior to import to or export from the EU, namely the Entry summary declaration (ENS) to be sent electronically to your destination country
- Providing reliable traders with trade facilitation measures
- Introducing uniform EU risk-selection criteria for controls, supported by computerised systems for goods brought into or out of the EU
- Introducing an EU database to consult all national registration numbers (EORI)

These measures will help to:

- · Avoid delaying consignments pending the results of the risk analysis, and
- · Allow carriers to deal with a single customs office instead of several different ones.

In principle, since 1 July 2009 relevant security data had to be provided before goods entered or left the EU customs territory. However, since 1 January 2011 this advance declaration has become an **obligation** for traders, and is no longer an option. Now, relevant security data has to be sent electronically before the arrival of the goods in the EU

The type of security data requested from traders varies according to the means of transport and the traders involved in the operation. It can include, for example, a description of the goods, information on the exporter, the route of the goods, and any potential hazards. The time limits for submitting advance security data also vary according to the means of transport: from 24 hours in advance of loading for maritime cargo to 1 hour before arrival for road traffic or even less for certain air transport.



Since 1 July 2009 it had been possible for traders to submit their advance declaration on an optional basis. From 1 January 2011 it will be compulsory. If for any reason goods were not declared in advance, they have to be declared immediately on arrival at the border, which can delay the customs clearance of consignments at the border pending the results of risk analysis for safety and security purposes.

Recent air cargo security incidents have shown that the reinforcement of customs risk analysis systems is essential for good security. Access to security data before goods physically arrive at the border will allow cargo movements to be more efficiently screened and make the process more dynamic.

From now on, customs will better focus controls on high risk cargo, while speeding up processing and release of goods at entry or exit ensuring smooth trade. Read more















# Do you know...

what Combined Nomenclature is?

When you browse the Export Helpdesk, one of the first things you need to do is to fill in an input form with your product's code. But, why can this code be 2, 4, 6, 8 or 10 digits?

The international trade Harmonized System classifies the products within 6-digit categories.

The European list of goods called the Combined Nomenclature adds another layer of information to better describe the type of product and hence uses the 8-digit form.

Then , when it comes to import tariffs, the European custom tariff database (TARIC) adds another layer of information, a 10-digit code, to integrate all EU import and export measures, such as tariff suspensions, tariff quotas, tariff preferences, antidumping duties, quantitative restrictions, embargoes and export refunds. By doing so, TARIC secures their uniform application all around the EU and gives you a clear overview of all measures to be undertaken when exporting goods. It also makes it possible to collect EU-wide statistics.

Read more in the Export Helpdesk glossary.

Enter a product code (2,4,6,8 digits)	Browse or Search.
Select a country of origin	-
Select a destination country	- •
	View

Europe answers to you

## Questions about the EU?

You have questions on EU procedures, documents or jargon and never dare to ask? Please, do! The EUROPE DIRECT Contact Centre can give you practical information on the European Union and help you to better understand EU policies, laws and activities. They answer your questions by email and phone and provide you with sources for further information.

#### Who is this service for?

Businesses or anybody who has a question on the EU *What does the service offer?* 

- General information on the EU in any of the <u>23 official EU languages</u>
- Practical information on specialised themes, including the Export Helpdesk
- A reference to further sources of information *How to contact Europe Direct?*
- a free phone number 00 800 67891011from inside the EU
- a phone number from outside the EU +32 2 299 9696
- an e-mail service and
- a real-time web assistance service through the website

The Export Helpdesk and Europe Direct services have been collaborating since 2007 to provide you with detailed responses to your questions on how to export to the EU. If you can not find all you need at the Export Helpdesk website, you can ask us your question via the contact section.

In our newsletters you will find examples of the most frequently asked questions and their replies. Something is not clear to you? Please contact us!





Export Helpdesk informs exporters

# Does the same tariff apply when exporting to Germany or to Spain?

The Export Helpdesk information is based on "harmonised regulations". That means that they apply to all 27 countries in the European Union (i.e. Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom).

Therefore, when you browse the Export Helpdesk to find the import tariff for your product, you are not required to specify a country of destination. Indeed, with the customs union, the import tariff information applies to all countries of the European Union.

However, if you are looking for the value added tax (VAT) on a product in the requirements and taxes section of the Export Helpdesk, you are required to specify your country of destination as indeed VAT rates vary from one EU country to another.

Find detailed information in the Export Helpdesk import tariff section

INPUT FORM		INPUT FORM	
Enter a product code (10 digits)	Browse <b>or</b> Search	Enter a product code (2,4,6,8 digits)	Browse or Search.
Select a country of origin	- 🔻	Select a country of origin	¥
Select a simulation date	08 V February V 2011 V	Select a destination country	v
	View	Vie	ew

## EXPORT **ELPDESK**

### News in brief

What's on in the Trade & Development world

#### Something to say on Trade and Development?

The EU is analysing how to shape its current Trade policy with regard



#### EU seeks ways to improve food safety training

Since 2006, the EU has trained 23,000 professionals worldwide to improve food safety through its 'Better Training for Safer Food initiative' (BTSF). Now, the EU is seeking to further improve this initiative and gathered all key stakeholders in a high-level conference in Brussels in January. The Conference analysed BTSF's core training activities inside and outside the EU and especially the actions taken in Africa on sanitary and phytosanitary procedures.

**EU Trade Commissioner De Gucht's** visit to Paraguay and Uruguay Trade Commissioner Karel De Gucht visited Paraguay and Uruguay on 7-9 February to discuss the ongoing negotiations with the Southern Common Market, also called Mercosur. Both countries belong to this trading bloc and Paraguay currently holds the Mercosur presidency. The EU is an important trading partner for both countries, which have achieved remarkable growth rates. Read more

#### Plant origin products list updated

The EU has recently updated its control system for products of plant origin. As a result, some products have been removed and some added to the list of imports of plant origin that are subject

to official controls at national level.

While Dominican mangoes, Chinese trace elements and Vietnamese groundnuts will be removed from the list of stepped-up controls, other products will be added such as South African groundnuts (for the possible presence of aflatoxins) and Indian okra (for pesticide residues). Besides, the testing frequency currently applicable to chilli products and red palm oil will be lowered (from 20 to 10%). Increased checks will apply to the newly listed imports as of 1 April 2011, while de-listings and lowering of frequency will be effective at an earlier time. Read more



#### Safe herbal medicines in the EU

A healing product containing herbal substances traditionally used for more than 30 years is considered a traditional herbal medicine. Although many of these products do not comply with EU marketing standards, the Traditional Herbal Medicinal Products Regulation facilitates their access to the EU market, while ensuring consumer safety. Due to these medicines' long tradition, they have a special, simplified registration procedure. No experimental documentation is reguired. Instead, sufficient evidence of the product's medicinal use throughout a period of at least 30 years, including at least 15 years in the EU, is required. The regulation, approved in 2004, has provided manufacturers with seven years to submit an application for registration. This deadline will soon be over so it is now time to submit the application to the country authorities.

Read more



#### EU – Pacific interim EPA approved

The European Parliament has approved the EU-Pacific interim EPA. Initialled in 2007, and signed in 2009 by Papua New Guinea and Fiji, the agreement grants unconditional duty free quota free access to EU markets, while committing the countersigned countries to an asymmetric opening of their markets. This interim EPA also grants favourable conditions on fisheries rules of origin, an especially important sector in the Pacific. This approval is a step forward towards the goal of signing a regional comprehensive EPA with the 14 Pacific countries. Read more

#### Trading with the antipodes

Trade can overcome distance. At least, that is what the EU believes as they are investing another €30 million to enhance the trade capacity in the Pacific region. This new programme will focus on improving technical capabilities for negotiations, customs management and productive export capacity in agriculture, forestry and tourism. The regional agencies, namely the Pacific Islands Forum Secretariat, the Secretariat of the Pacific Community, the Oceania Customs Organisation and the South Pacific Travel Organisation will work together to implement the programme. From the €95 million, the EU has earmarked for the Pacific during 2008-2013, €45 million will be devoted to economic integration.

Read more











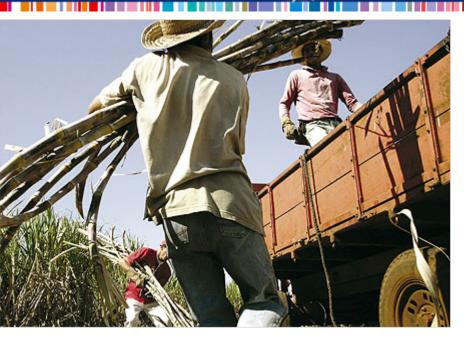








## EXPORT **ELPDESK**



#### Belize, Swaziland and Congo exports to the EU get sweeter

The EU will support the sugar industry in Belize, Swaziland and Congo with grants of about €19 million, €12 million and €1 million respectively. The reform of the EU sugar regime has required sugar dependent countries to embark on major adjustments and transformation in order to enhance the industry competitiveness and the development of complementary economic diversification initiatives.

The EU supports these adjustments with grants, targeting particularly the rural population dependent on the sugar sector. Read more

#### EPA talks in Zimbabwe

The Eastern and Southern Africa (ESA) Group and EU representatives met in Zimbabwe in December 2010. This was the first technical meeting following the signing of the EU-ESA interim EPA by the EU, Mauritius, Seychelles, Zimbabwe and Madagascar in 2009. This stock-taking exercise was based on a joint EPA draft text including interim EPA provisions. Mauritius, Seychelles, Zimbabwe and Madagascar also informed the EU about progress with the ratification of the interim agreement. Read more

#### Central African EPA moves forward

After meeting in Cameroon with Central African regional organisations, civil society and businesses in December 2010, EU negotiators meet their Central African counterparts in Belgium last month. These meetings offered the opportunity for taking stock. Both parties reaffirmed their intention to conclude a comprehensive regional agreement by the end of 2011, and established a roadmap for the rest of the year. Market access, rules of origin, services and accompanying measures were tabled for discussion. Working groups will meet in the spring

to prepare negotiations in June.

Read more.

costs. Read more

#### E-knowledge centre for **ACP** businesses

An online platform, called COM4DEV, has been launched to support networking and information exchange between African SMEs. An overview of EU funded projects for economic integration in the ACP region is also available. Users can now find information about projects and identify donors, persons involved, problems encountered, results and

Cape Verde and EU fishing together

A new term under the EU Fisheries Partnership Agreement with Cape Verde has just started. The new protocol, with an EU financial contribution of €435,000, will come into force on 1 September 2011. It will establish fishing possibilities for EU vessels in Cape

Verde with reference tonnage of €5,000 tonnes/year. The total contribution will also include €110,000 to support the Cape Verde fisheries sector. The EU and Cape Verde are committed to adopting a multi-annual plan for sustainable and responsible fishing by November 2011. Read more

#### Six dangerous chemicals to be phased out by the EU

Six chemical substances will be banned from the EU within the next three to five years. These substances are carcinogenic, toxic for reproduction or persist in the environment and accumulate in living organisms. Operators wishing to sell or use these substances will need to demonstrate that the required safety measures have been taken to adequately control the risks, or that the benefits for the economy and society outweigh the risks. Where feasible alternative substances or techniques exist, a timetable for substitution will also have to be submitted. This action is part of the **REACH programme**, Europe's initiative to make the use of chemicals safer. Read more



#### What do you think about the EU trade website?

Your feedback is important to us. Answering a few questions will help us understand what you expect from the website and keep on informing you. Participate



















### Events in brief

The Export Helpdesk on the ground

#### Africa

The Export Helpdesk was part of the International Leadership Training "Global Trade" organised in March by the German Development Agency (GiZ) and designed for young African professionals in customs authorities and ministries. Participants came from the South African Development Community, East African Community and The Economic Community of West African States to increase their know-how and practical expertise on the European custom procedures.

#### Africa

The Chamber of Commerce and the Investment Authority in Kenya; the Manufacturers Association and the Private Sector Foundation in Uganda; as well as the Chamber of Commerce and the Exporters Association in Tanzania participated in the Pro€Invest export training last month. Key to exporters is knowledge of market size, market participants and market access conditions. Consequently an integral part of the training focused on the Export Helpdesk. "While the Export Helpdesk cannot replace expertise on market access, it clearly allows exporters to identify what those issues are" said Mr Charalambides, economic development trainer.

#### Europe

To prepare the future report on "Trade and Development", foreseen by the end of the year, the European Commission met civil society representatives on 31 March. The Export Helpdesk was presented as a key link between trade and development policies. This meeting prepared the public consultation the EU will launch shortly.

#### India

Last month, the EU-India Study Centre organised a series of seminars on European Affairs at the Mangalore University. Five lectures were held by Dr. C. Gallez to present the EU Trade Policy and the Export Helpdesk to Indian MBA students. Products like cashew or fish oil were particularly interesting for the students who careful analysed the EU export requirements at the Export Helpdesk.

#### Latin America

The conference "Investing in Latin America's boom: Can its 'jaguars' catch up with Asia's 'tigers'?" organised by Eurochambres in March under the AL-Invest programme debated on how and why EU-Latin American trade relations should be reinforced. A face2face brokerage event followed to generate contacts and discussion between Latin American Chambers of Commerce and their European counterparts. The Export Helpdesk was presented as a tool for Chambers of Commerce to guide SMEs interested in internationalisation and how.

#### Mauritius

The EPA seminar organised by Pro€invest on 22-23 February gathered intermediary organisations from Comoros, Madagascar, Mauritius, Seychelles and La Reunion to discuss the private sector involvement in the EPA negotiations. Synergies between the EPA and a wider regional integration in the Indian Ocean in issues such as tourism, rules of origin or sanitary-phitosanitary rules were explored.

#### South Africa

The Johannesburg Chamber of Commerce and Industry and the German Cooperation course concluded the 3.532.839 "Train for Trade"

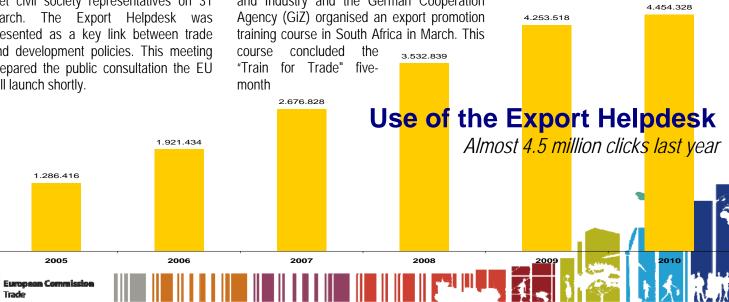
seminar in the SADC Region. Ms Nada Reyneke, head of international trade at the Chamber of Commerce presented the Export Helpdesk as the tool where the theory learned during the seminar can be applied to real-life situations.

#### Nigeria

On March 22, the EU trade representative in Abudja presented the EU-Nigeria trade relations and export opportunities to the Nigerian Export Promotion Council, the Nigerian Export Processing Zones Authority and local business representatives. The participants, gathered at the International Institute of Trade and Agriculture of Ibadan, were particularly interested in the use of the Export Helpdesk to find details on the sanitary and phytosanitary requirements to export and the practical consequences the EPA agreement has on them.

#### Worldwide

The Academy of International Trade, organised each year by Eurochambres, gathers Chambers of Commerce managers to analyse the latest trends on international trade and customs procedures. This interactive debate offers an opportunity to trade executives to identify best-practices, discuss barriers and develop joint projects. This vear the Export Helpdesk was again a regular collaborator of this seminar which gathered participants from 26 nations.



Story from the ground

## Fruitful trade in Madagascar

European demand for exotic fruits increases at the end of the year. That is clear for the lychees exporters from the Indian Ocean, with 80% of their annual exports concentrated at that time. Madagascar holds around 70% of this market.

The Madagascan lychee trade is concentrated on its east coast where this very seasonal activity provides income to some 30 000 producers. This "Christmas" revenue accounts for half of the annual income for many families in the region. The EU helped Madagascar's producers to enhance product quality by:

- giving growers access to quality plants and the technical guidance needed to ensure volume and crops timeline;
- assisting the producers to test new lychee products and hence increase their markets;
- training processors to master post-harvest operations such as sulphuring, automatic sorting, etc;
- informing processors on how to reinforce commercial relations;
- informing exporters on the EU regulations on traceability and food safety as well as commercial norms and standards;
- assisting the government to promote the Madagascan lychee and to improve the product's image in order to access new markets



#### **Export boosters**

By complying with the EU food safety requirements, the Madagascan lychees benefited from a heavy increase in exports. An effective commercial policy from European importers and Madagascan exporters and an improved management of freight explain, in part, the good performance.

About Requirements Import tariffs Preferential Trade Links What's New arrangements statistics



Export Helpdesk informs honey producers

## How to export honey?

Honey, as for any animal product intended for human consumption, needs to meet EU rules relating

to the monitoring of veterinary medicines residues. Therefore it is important that analytical methods used in third

countries to control the level of residues are reliable to provide guarantees that honey exported from third countries comply with EU rules. As a honey producer, the first thing to do before exporting to the European Union is to check if your country has complied with the residue monitoring requirement and is in the list of countries authorized to export honey to the EU. If not, honey exports are not allowed. In that case, we advise you to

Code

Natural honey

Specific requirements for 04090000

Control of contaminants in foodstuffs

Control of pesticide residues in plant and animal products intended for human consumption

Control of residues of veterinary medicines in animals and animal products for human consumption

Health control of products of animal origin for human consumption

Health control of products of animal origin not intended for human consumption

Labelling for foodstuffs

Products from organic production

contact your government to express your interest in exporting honey to the EU. A formal application by a government is necessary and has to be accompanied by a residue monitoring plan for honey which should include: information on the structure of the competent authority (central public body) responsible; description of the legislative framework, list of approved laboratories for residues controls and the accreditation status of these laboratories; rules covering the collection of official samples; details on measures to be taken in the event of an infringement. When your country is authorized for the monitoring of the veterinary medicines residues in the honey, no further EU-wide export conditions apply.

Read more or consult the list of countries approved to export honey to the EU.





## EXPORT HELPDESK

## Voice of the Delegations

News from the field

Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua Panama and the EU concluded an Association Agreement in May

2010. The signalling took place on 22 March 2011 and paves the way for the formal process of translation, signature and ratification. The EU already accounts for 10% of Central American trade and all countries of the region have benefitted from GSP+ preferences. But this new agreement aims to further liberalise trade in a reciprocal manner and reinforce regional integration in Central America, so as to attract investment and help businesses strengthen in their regional market to compete internationally.

The agreement will lead to increased trade, helping to diversify Central American exports. It will also increase the variety of products available to Europeans.

On one hand, Central American exporters will see the elimination or reduction of duties for many products and the opening of quotas for sugar, beef and rice. On the other hand, Europeans may benefit from the strategic position of Central America, between North and South America, and reinforce their services and investment opportunities there.

The EU delegation in Nicaragua has been very active in promoting the benefits of the trade agreement. EU representatives have informed the Central American businesses and Universities about the opportunities that this trade deal creates. For example, the EU delegation joined forces with the European Chambers of Commerce in Nicaragua and the Nicaraguan Trade Ministry to run a common seminar for local businesses.

For further information, please visit the EU Delegation to Nicaragua <u>website</u> or contact them at <u>delegation-nicaragua@eeas.europa.eu</u>



Your opinion counts

# Dressing Europe

The Export
Helpdesk met Mr
Mosoti Nyagari,
Trade Policy
Manager at the
Ugandan African
Cotton and Textile
Industries
Federation



#### How did you get to know about the Export Helpdesk?

I was preparing a proposal to the Centre for the Development of Enterprise (CDE) for funding a supply side analysis for the cotton, textile & apparel value chain in East Africa. I needed a reliable source of information to assess the existing share of textile exports to the EU from the East African region in comparison to global exports. Following a recommendation by my organizations' Chairman, I got to learn about the Export Helpdesk and I was able to access the information needed. The proposal was finally successfully approved and the activity is currently in the initial stages of implementation.

#### When was the last time you used it and why?

Quite recently. I was reading the Export Helpdesk newsletter and I had to access the tool to check out some of the new information that had been reportedly added to its database.

#### What, in your opinion, is the main advantage of this tool?

This tool makes it easier for anyone targeting the EU market to understand the key requirements as well as providing information on the organisations that can help you achieve the required standards.

#### What would you change to improve it?

Apart from the EU, many other regions across the globe increasingly depend on the regional blocs for trade development. It would therefore be of great help if the tool could be modified to include a possibility to aggregate the partner countries as well as recognising some of the existing trade blocs as a single partner.

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