



THE UNIVERSITY
of ADELAIDE

TRADE TOOLS, MARKETS AND BENEFITS FROM FTAS

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adelaide.edu.au

ROADMAP



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- 2. Steps to Decide on New Markets**
- 3. Identifying Demand and New Markets**
- 4. Accessing (New) Markets**
- 5. Preferential Trade Agreements (PTAs, RTAs, FTAs)**
- 6. Wrap up, Q&A and Next Steps:
Case studies**
- 7. Trade Promotion**



1. BRIEF INTRODUCTION

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1. BRIEF INTRODUCTION

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1. BRIEF INTRODUCTION

OECD Services Trade Restrictiveness Index (STRI): Brazil, China, India, Indonesia, South Africa

Assisting Timor-Leste in Regional Economic Integration (ASEAN and WTO membership)

ASEAN-Australia-New Zealand Free Trade Area: Review of Non-tariff measures:

<https://blogs.adelaide.edu.au/iit/2018/06/07/anzfta-non-tariff-measures-tariff-transposition/>



1. BRIEF INTRODUCTION

International Trade is a Puzzle

Product
Export
Import
Partners
Markets
Regulations

A cluster of approximately ten black puzzle pieces arranged in a roughly triangular shape, positioned to the right of the text.



Vietnam's PTAs

Trade Agreements: Signed and in Effect

ASEAN Free Trade Area
ASEAN-Australia and New Zealand Free Trade Agreement
ASEAN-India Comprehensive Economic Cooperation Agreement
ASEAN-Japan Comprehensive Economic Partnership
ASEAN-People's Republic of China Comprehensive Economic Cooperation Agreement
ASEAN-[Republic of] Korea Comprehensive Economic Cooperation Agreement
Chile-Viet Nam Free Trade Agreement
Japan-Viet Nam Economic Partnership Agreement
Viet Nam - Eurasian Economic Union Free Trade Agreement
[Republic of] Korea-Viet Nam Free Trade Agreement

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Vietnam's PTAs

Trade Agreements: Signed but not yet in effect

ASEAN-Hong Kong, China Free Trade Agreement
Comprehensive and Progressive Agreement for Trans-Pacific Partnership

Trade Agreements: Negotiations launched/under way

Regional Comprehensive Economic Partnership
Viet Nam-European Free Trade Association Free Trade Agreement
Viet Nam-European Union Free Trade Agreement
Viet Nam-Israel Free Trade Agreement

ADB ASIA REGIONAL INTEGRATION CENTER

<https://aric.adb.org/fta-country>

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2. STEPS TO DECIDE ON NEW MARKETS

1. **Do I have the capacity? Can I supply?**
2. **Is there demand for my product? Is there interest? Where? Which markets?**
3. **Who are my main competitors? Am I price competitive?**
4. **What are the market access regulations? Tariffs? PTAs/RTAs/FTAs? What are the best market entry points?**
5. **Know your INCOTERMS**
6. **How do I identify my client? Whom do I partner with? Who is the best trade forwarder/agent?**
7. **A lot of other things to consider not mentioned above**



3. IDENTIFYING DEMAND AND NEW MARKETS

Information is the key

- **Know your product!!!**
- **Know your product's HS Code:**
 VIETNAM CUSTOMS
 FIND HS
 ITC TRADE MAP
 UN COMTRADE
- **Analyze/identify demand:**
 ITC TRADE MAP ITC INVESTMENT MAP
 UN COMTRADE ITC EXPORT POTENTIAL
- **Analyze/identify regulations:**
 ITC MARKET ACCESS MAP & ITC STANDARDS MAP
 WTO TARIFF ANALYSIS ONLINE
 WORLD BANK'S DOING BUSINESS
 UNCTAD - TRADE ANALYSIS INFORMATION SYSTEM (TRAINS)
 OECD SERVICES TRADE RESTRICTIVENESS INDICATORS
 WORLD BANK'S SERVICES TRADE RESTRICTIVENESS INDICATORS
 COUNTRY SPECIFIC FTA PORTALS



HS CODE – WHAT IS IT?

- **Internationally Standardized Product Code**
- **Harmonized System (HS) Product Classification**
- **Several Levels: 2-4-6-8-... digits**
 -> **The more digits, the more detailed the description of the product**

EXAMPLE: Wooden Office Desk

LEVEL	HS CODE	DESCRIPTION
2 digits	94	Furniture
4 digits	94.03	Other furniture and parts thereof
6 digits	94.03.30	-- Wooden furniture of a kind used in offices
8 digits	94.03.30.11	-- Desks



HOW TO IDENTIFY MY HS CODE

Vietnam Customs:
<https://www.customs.gov.vn/SitePages/Tariff.aspx>

Find HS Codes:
<http://www.findhs.codes/>

Trade Map:
<https://www.trademap.org/Index.aspx>

UN Comtrade:
<https://comtrade.un.org/db/dqBasicQuery.aspx>



HS Example: Wooden Office Desk (Furniture)

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HOW TO IDENTIFY DEMAND AND MARKETS

ITC Trade Map:

<https://www.trademap.org/Index.aspx>

ITC Export Potential

<http://exportpotential.intracen.org/>

UN Comtrade:

<https://comtrade.un.org/db/dqBasicQuery.aspx>



4. Accessing (New) Markets

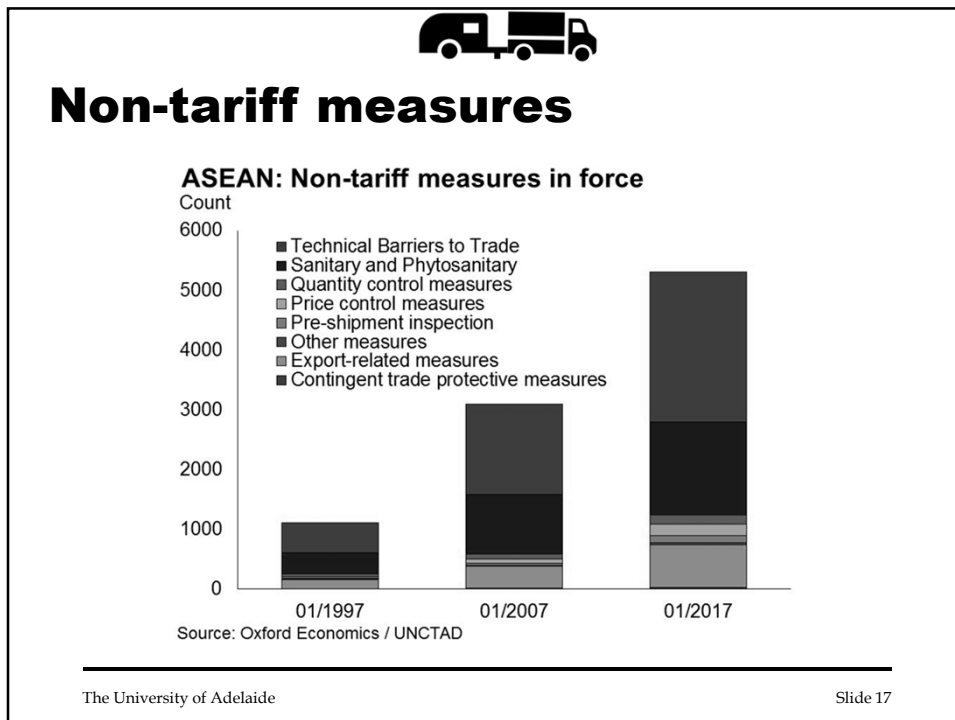
- **Understand your country's export and import regulations**
HOW? -> PARTNERS
(e.g. Trade Forwarders/Agents, Business Associations, Government Departments)
- **Understand your new market's export and import regulations**
HOW? -> PARTNERS
(e.g. Trade Forwarders/Agents, Business Associations, Government Departments)
- **Is there a preferential market access option?**



4. Accessing (New) Markets

- **Understand your country's export and import regulations**
HOW? -> PARTNERS
(e.g. Trade Forwarders/Agents, Business Associations, Government Departments)
- **Understand your new market's export and import regulations**
HOW? -> PARTNERS
(e.g. Trade Forwarders/Agents, Business Associations, Government Departments)
- **Is there a preferential market access option?**

TARIFF AND NON-TARIFF MEASURES



Non-tariff measures

- **SPS/Quarantine regulations (SPS)**
- **Technical barriers to trade (TBT)**
- **Quantitative measures**
- **Pre-shipment inspections**

Report to the Review of NTMs in AANZFTA:

<https://blogs.adelaide.edu.au/iit/2018/06/07/aanzfta-non-tariff-measures-tariff-transposition/>

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HOW TO IDENTIFY/ANALYZE REGULATIONS

ITC MARKET ACCESS MAP

<http://www.macmap.org/Main.aspx>

ITC STANDARDS MAP

<http://www.standardsmap.org/identify>

WTO TARIFF ANALYSIS ONLINE

<https://tao.wto.org/welcome.aspx?ReturnUrl=%2f>

WORLD BANK's DOING BUSINESS

<http://www.doingbusiness.org/>

UNCTAD - Trade Analysis Information System (TRAINS)

<http://databank.worldbank.org/data/reports.aspx?source=UNCTAD--Trade-Analysis-Information-System-%28TRAINS%29>



HOW TO IDENTIFY/ANALYZE REGULATIONS

ITC INVESTMENT MAP

<https://www.investmentmap.org/>

OECD Services Trade Restrictiveness Index

<http://www.oecd.org/tad/services-trade/services-trade-restrictiveness-index.htm>

World Bank Services Trade Restrictiveness Index

<https://tcdata360.worldbank.org/indicators/trade.stri.stri>



4. Accessing (New) Markets

- **Identifying the clients/customers**
MARKETING
NETWORKING
TRADE FAIRS/SHOWS/EXPOS
BUSINESS MATCHING
- **ASEAN SME Services Center**
<http://www.aseansme.org/home>



5. Preferential Trade Agreements (PTAs, RTAs, FTAs)

- **Offers preferential/beneficial market access to selected countries**
Tariff reductions and/or eliminations
Special tariff rate quotas
Services and Investment opportunities
Trade Facilitation
- **Requirements:**
Rules of Origin (ROO)
Certificates of Origin (COO)
ITC MARKET ACCESS MAP
<http://www.macmap.org/Main.aspx>



5. Vietnam's PTAs

Trade Agreements Signed and in Effect

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<https://aric.adb.org/fta-country>



Certificates of Origin (COO)

- **Determines eligibility of preferences based on HS and ROO**
- **Differ from agreement to agreement:**

=> ASEAN: Form D (Now also e/COO)

=> AANZFTA:

<http://aanzfta.asean.org/preferential-tariff-application-steps/>

- **VCCI and MOIT: COO issuing body**



5. Vietnam's PTAs

- **FTA/PTA portals of partner countries:**

Australia: FTA Portal
<https://ftaportal.dfat.gov.au/>

New Zealand:
<https://www.mfat.govt.nz/en/trade/free-trade-agreements/about-free-trade-agreements/>

<https://www.customs.govt.nz/business/tariffs/free-trade-agreements/>

Unites States:
<https://www.trade.gov/fta/>

European Union:
<http://trade.ec.europa.eu/tradehelp/free-trade-agreements>



Some Country specific Portals

- **Agricultural products:**

AUSTRALIA: BICON
<https://bicon.agriculture.gov.au/BiconWeb4.0/ImportConditions/Search>

UNITED STATES: FDA
<https://www.fda.gov/food/guidanceregulation/importsexports/importing/>

EU: Import Conditions
https://ec.europa.eu/food/safety/international-affairs/trade_en



6. Concluding remarks (Part 1) & Next steps: Case Studies

- **International Trade is a puzzle**
- **Know your capacity (limitations)**
- **Know your product**
- **Undertake a demand analysis**
- **Know your potential market**
- **Know your regulations & INCOTERMS**
- **Identify your partners**
- **Find clients**

BE PERSISTENT



6. Concluding remarks (Part 1) & Next steps: Case Studies

BE PERSISTENT

“Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

Calvin Coolidge



7. TRADE PROMOTION E-COURSE:

<https://360.articulate.com/review/content/1653984b-278e-470a-a617-b55f0aea82dc/review>

