



Addressing Non-Tariff Measures to strengthen Regional Integration and Sustainable Growth

Wednesday, 16th December 2015
11:30 - 13:00 Churchill Ball Room, Hotel Stanley Sarova
Nairobi, Kenya

With the general reduction of tariffs, the ability to gain market access depends increasingly on compliance with trade regulatory measures. Many non-tariff measures (NTMs), such as TBT and SPS measures protecting health and the environment, are directly linked to the Sustainable Development Goals. But NTMs increase costs for exporters and consumers. Balancing the different effects of NTMs is a core challenge for trade policy makers.

The number and scope of NTMs is increasing. The plurality creates a complex system increasing trade costs. Often, Regional Trade Agreements attempt to address the resulting challenges through harmonization or mutual recognition to deepen their regional economic integration. The multilateral trading system plays an important role to ensure regulatory convergence at the global level. Discussions will address

- NTMs as building blocks for regional integration: defining venues for NTM coherence and harmonization in RTAs
- NTMs as sustainability policies: maximizing their effectiveness for the attainment of the SDGs
- The important role of the multilateral trading system for regulatory convergence

Key note address

Mr. Mukhisa Kituyi, Secretary-General of UNCTAD

Ms. Amina Mohamed, Cabinet Secretary, Ministry of Foreign Affairs and International Trade of Kenya (tbc)

Followed by comments by:

Ms María Luisa Flores, Vice Minister for Integration and Foreign Trade, Ministry of Economy, Guatemala

Mr José Luis Cancela, Head of Delegation and Vice Minister, Ministry of Foreign Relations of Uruguay

Mr Laohoua Cheuching, Director General, Foreign Trade Policy Department, Ministry of Industry and Commerce of the Lao PDR

Ms Hiswani Harun, Deputy Secretary General, Ministry of International Trade and Industry, Malaysia

Ms Moono Mupotola, Director Regional Integration & Trade Department, AfDB

Mr Alejandro Jara, Counsel, former Deputy Director-General WTO and King & Spalding

Mr Stephen Lande, former USTR negotiator and President Manchester Trade

Mr Melitón Arrocha, Minister of Trade and Industry, Panama (TBC)

Mr Arnold Nicholson, Minister of Foreign Affairs, Jamaica (TBC)

Mr Lim Hng Kiang, Minister of Trade and Industry, Singapore (TBC)

You are cordially invited to attend and actively take part in the discussion.