



Parallel event Trade related regulations

23 October 2025
Room Concordia 1, Geneva
11.30 am – 1.00 p.m



Non-tariff measures for economic integration and sustainable development

Description

The event will explore how data-driven policymaking can enhance trade, support economic integration, and strengthen supply chains for sustainable development.

Since 2012, UN Trade and Development has led global efforts in collecting, classifying, and analyzing trade related regulations, particularly non-tariff measures (NTMs). Its comprehensive NTM database covers 150 countries and reflects evolving regulatory policies. UNCTAD research reveals that NTMs are three times more costly than tariffs, yet they are important for health, security and the environment.

The event will discuss how transparent and harmonized NTMs can align public policy objectives with private sector needs, facilitate international trade and contribute to sustainable development, especially taking into account recent global challenges. Updated NTMs data for ASEAN plus Australia, China, India, Japan, Korea and New Zealand collected with ERIA will be launched. Participants will also be introduced to the NTM Cost-Effectiveness Toolkit developed by UNCTAD.



Programme

Introductory remarks: Ms. Luz María de la Mora, Director, Division on International Trade and Commodities (DITC), UN Trade and Development (UNCTAD)

Questions for discussion:

- How important are NTMs to global trade and to regional economic integration?
- How important is transparency and market intelligence for companies, especially when exporting to new markets? How can transparency be improved?
- With several countries taking unilateral measures, causing uncertainty in global trade, how can we come back to the negotiation table? Does the WTO framework provide sufficient regulatory flexibility?
- How can the UNCTAD Toolkit on NTMs be leveraged for regional integration and better market access beyond ASEAN?

Panellists:

H.E. Ms. Sofia Boza, Ambassador of Chile to the WTO

H.E. Ms. Clare Kelly, Ambassador and Permanent Representative of New Zealand to the WTO

H.E. Mr. Syahril Syazli Ghazali, Ambassador of Malaysia to the WTO

Ms. Trudi Hartzenberg, Executive Director of the Trade Law Centre for Southern Africa (TRALAC)

Moderator: Mr. Marcelo Olarreaga, Professor of Economics at the University of Geneva, and Research Fellow at the Centre for Economic Policy Research (CEPR) in London.

Availability of interpretation:

Not available

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