

China' s Government Choice against Technical Trade Barriers

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Abstract. With the development of international trade, technical trade barriers has become the important factor of market access, which will gradually replace tariff barriers and become a kind of new technical measures to trade. Since China's accession to the WTO, export trade have suffered serious obstacles by the technical trade barriers. Therefore, our government must take active measures, in order to promote the development of foreign trade. According to the characteristics of technical trade barriers and its influences on the export of our country, combine the national conditions of our country, from the government level to promote exports, improve the competitiveness of enterprises, promote the development of China's enterprises to do the necessary research.

1. Introduction

1.1 technical barriers to trade impede China's export products to expand the international market

At present, China's labor-intensive products as the main export products, and these products by the impact of environmental factors. According to the survey, the establishment of technical barriers to trade and the impact of China's exports of large countries and regions in the top five are the European Union, the United States, Japan, Russia and Latin America countries[1]. Precisely in these countries and regions, which is focused on the area of China's export market and consideration for the protection of national economic, these countries often in product safety, environmental protection and other developed involving quality, packaging and labeling or even the entire production process a series of high standards, making China's exports in a short period of time is difficult to achieve, seriously hindered the export products of our country develop the international market.

Because of the technical barriers to trade has hidden features, many developed countries on the surface not to differentiate our product to treat, but as China's exports to the importing country, they often to protect its own environment, national health, health and quarantine grounds, they make expensive certification for our products, even if the products of our country has been in line with international standards by the international certification[2]. This has been repeated certification, directly lead to increased costs. And our country export enterprises, and the low level of economic development of small and medium-sized enterprises in the majority, their economic strength is weak, to deal with technical barriers to trade is relatively poor.

1.3 technical barriers to trade have raised the threshold of international trade"

Developed countries to develop strict, harsh, cumbersome market access conditions, raising the threshold of international trade barriers to the export of our products.

1.3.1 technical standards and regulations

In international trade, the developed countries is often international standard makers, they in order to protect their own products, by virtue of its advantages in economy and technology, with a dominant position in World Trade formulated a variety of harsh, tedious, and compulsory execution, the many developing countries at a loss as to what to do[3]. Results or withdraw from the international market, or pay a higher cost, the competitiveness of products greatly reduced, Japan specified technical regulations and standards, most with international standards is not consistent, but when foreign products to enter the Japanese market, both to meet international standards, but also with their own standards and regulations. Such as cosmetics in line with Japan's cosmetic ingredients standards, additives standards, pharmacological standards, as long as one of the indicators are not qualified, will be rejected because of substandard quality. For example, Japan of Chinese rice were 104 drug and

pesticide residue testing, not only the technical indicators of the project, and test means is complicated, which China's rice exports to bring serious obstacles[4].

1.3.2 packaging and labeling

With the prevalence of technical barriers to trade in international trade, packaging and labels are increasingly becoming an important form of impact on China's exports. Due to the negative impact of packaging on the environment, different packaging materials will form a different packaging waste, and some are unable to recycle and reuse. Developed countries on the one hand is out of consideration for their own environment, in order to prevent the introduction of pests and diseases, to protect the safety of users, to develop a series of regulations, standards. On the other hand, for the protection of its economy and the export of the restrictions on the country's exports, if the packaging is not qualified or not get the label, it will prohibit the import. In many countries, the shape of packaging materials, packaging and packaging are clearly defined, and the regulations of different countries are not the same. this The export enterprises of our country increased the burden of technology and cost, and reduced the competition of the products.

1.3.3 standards for conformity assessment

Quality certification and conformity assessment standards play a prominent role in the protection of the import market. Therefore, the export oriented developing countries, the obstacles are. At present, the world's widely used quality certification standards are ISO9000 series standards and ISO14000 environmental management system, in addition, the United States, Japan, Europe and the respective technical standard system. The rapid development of science and technology, so the product renewal speed is increased, standard of technical barriers to trade has also changed, developed countries as the standard formulation of continuous selection of her strong standards and standards of different countries are not the same, export country in order to achieve these standards had to pay a considerable cost. For example, China's exports to Japan's rice, in the process have a procedure for the selection of Leis, grain, and the only Japanese production equipment, therefore, in order to meet the requirements of China's producers have to pay high prices to purchase the equipment. In this way the cost of exports will be greatly increased, natural on the export of rice of our country produced the effect.

2 Technical barriers to trade barriers to China's exports of products

2.1 the export of our products is too concentrated

China's foreign trade is mainly concentrated in the European Union, the United States and Japan. According to statistics, 75% of China's exports are exported to these areas. The European Union, the United States, and Japan is the birthplace of the technical barriers to trade, and technical barriers to trade actively advocates, due to the strong economic and technical strength of the developed countries. Therefore, to develop technical standards, is relatively high. These standards are often in order to protect human health, to protect the ecological environment on the ground, but also to be recognized WTO. According to the "Chinese technical barriers to trade measures for annual report (2007)", the European, American and Japanese technical barriers to trade in effect of our country enterprise export countries and regions ranked in the top three, respectively, accounting for total direct loss of 43.59%, 23.67%, 19.07%. It can be seen that the direction of the trade concentration determines the negative impact of the technical barriers to trade.

The technical level of China's export products is far behind the developed countries. The product technology content is low, with weak. According to statistics, the actual level of product quality in China is about 20 to 10 years behind the developed countries. The technical standard of our country is about 70% - 80% lower than the international and foreign advanced standards, and the quality control level is low, the detection equipment is backward. Therefore, once the developed countries to improve technical standards, to our current level of technology, in a short period of time can not be achieved. In addition, China's exports of goods mainly concentrated in the low added value of labor intensive products, according to relevant statistics, in China's manufactured goods, 72.3% of the

products is labor-intensive, capital and technology intensive products accounted for 27.7%, and in developed countries and China compared to just the opposite, labor intensive products accounted for the proportion of exports an average of less than 30%, capital and labor intensive products an average of 70%. In summary, if developed countries improve the import of the "threshold" will increase the cost of enterprise of our country, and the labor intensive product price increases space is limited, difficult to offset the finished product will obviously lead to a decline in the competitiveness of export products.

2.3 the technical and regulatory system is not perfect, technical standards and international standards are far from

Our country do not know enough to international technical standards, and the level of management exist some loopholes, lack of macro guidance, techniques and methods of main trade partners not profound study, lead to the domestic technical standards and international standards there is a big gap. This makes our country's export products in the international trade competitiveness of the decline, the results of the light is the enterprise can not

Make full use of the conditions of international standards to protect themselves, while heavy penalties for violations and suffered huge losses. In addition, China's technical regulations system is not perfect. Although in line with the requirements of the technical regulations of the WTO/TBT agreement, but the procedures are not very standardized, the subject is too fragmented, and a small number of. At present, only the the people's Republic of China Standardization Law, the law of the people's Republic of China Quality Law "and other for the few several legal, and technical regulations in developed countries is very comprehensive, such as the United States have more than 50000 technical regulations and government procurement rules.

3 China's government to deal with technical barriers to trade

3.1 to establish and improve the technical barriers to trade early warning mechanism and information service system

At this stage, the information is not clear, the effective advisory service has become one of the reasons why many enterprises in China have experienced technical barriers to trade. Information is not smooth, the latest developments of the enterprises will not be able to timely and effectively understand the trade duixiangguo; there is no effective consulting and service system, in the face of new changes, enterprises will not be able to take effective measures to deal with. Therefore, it is very important to establish the early warning mechanism and the Advisory Service System of technical barriers to trade, and to obtain and make use of the effective information will be the key to successfully deal with the technical barriers to trade.

First, in obtaining the information, the government should build up a database of foreign technical barriers to trade, is responsible for the collection, collation, analysis of the latest developments in related trade, technology to the enterprise and dissemination of early warning information, while providing partners on policies, regulations, standards of new change.

Secondly, in information utilization, to establish special institutions to analyze the main trade partners in the market, the information predicted it may take measures, and puts forward the corresponding countermeasures. This will for enterprises to provide timely notice. Through the specific measures enhanced ability to resist risks. Also should study seriously and learn the experiences and lessons of other countries to cope with technical barriers to trade, from the director to use. Finally, the establishment of advisory services system. In the serious analysis and Study on the basis of relevant information, enterprise solutions on technical barriers to trade, and to develop appropriate emergency defense measures, to help enterprises overcome technical barriers to trade, in order to achieve export products to expand exports

3.2 to strengthen the technical support for enterprises, to adjust the structure of export products

The government should speed up the adjustment of export product structure. As is known to all, China's export products, low additional value of labor intensive type products, the technological

content of products low, by the environment, impacts the health, safety, international standards and in constant variation, once the technical standards of developed countries change will make China Mongolia by the huge losses. Therefore, the government should make full use of high and new technology, enhance the scientific and technological content of products, and promote the emergence of high technology and high value-added products.

First of all, to develop national standards consistent with international standards, to achieve national standards and international standards. In the eighties of the 20th century, major developed countries, such as Britain, France, Germany and other adopt international standards has reached 80%, Japan formulated the national has 90% is the adoption of international standards, and our country adopt international standard ratio is only 40% or so. After joining the WTO, the degree of China's opening to the outside world has increased, which has determined that China should speed up the pace of international convergence in order to be based on the international market. In addition, the docking of national standards and international standards is also an important measure to reduce trade friction, increase product export volume and effectively deal with technical barriers to trade.

Second, to actively participate in international standardization activities, including the drafting of international standardization, formulation, revision. Work and coordination. Active participation in international standardization of the drafting, we will be able to learn the background of the development of new international standards, and be able to timely understand the new trends in international standards. On the one hand, it is conducive to the analysis of it with our country: on the other hand, even if it is eventually implemented, because of our prior knowledge, but also to make timely and effective adjustment of domestic standards. Our government should also take the initiative to participate in the formulation, revision and coordination of international standards, and strive to put our country in the world's leading technological achievements into international standards.

The establishment of China's technical and regulatory system, first of all can not be contrary to international practice, international regulations in line with international standards on the basis of the establishment of China's characteristics of the regulatory system. Secondly, from the national conditions of our country, to meet with me China's economic development level and technical level.

China's government to organize and modify the relevant laws and regulations of the technical barriers to trade, for those out of date does not conform to the provisions of the technical barriers to trade and those who cannot meet the current needs of the development of China's foreign trade development technical regulations should be abandoned. To combine the actual situation of China's economic construction and foreign trade development, in view of China's current stage in dealing with the problem of technical barriers to trade, improve the legislation. At the same time, we should learn from the successful experience of the developed countries in the establishment of the technical regulations, the relevant technical standards to choose the introduction to technical regulations is technical standards implemented by voluntary to mandatory conversion, also make the implementation of technical regulations has a sufficient legal basis, is conducive to the effective implementation of technical standards, so enterprises to export products quality and technical level will be improved. In addition, the Chinese government should also use our country's leading technology and research results of the world to develop specific technical indicators. Strive to make our country's technical standards into international standards.

First of all, to technical regulations and standards for service personnel and all aspects of training, update the existing knowledge through abroad investigation, Dapei form so that in-service personnel familiar with international practice, standards, laws and regulations and the main developed countries, technical standards trends.

Secondly, to solicit the Magi, all to meet government needs in terms of technical barriers to trade qualified comprehensive talent, the government should efforts to absorb. Such a high level of talent, the government can choose recruitment in the society, also can be in Colleges and universities, research institutes to hire, recruit the senior experts, professors, specifically addressing the difficult problems encountered by enterprises.

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