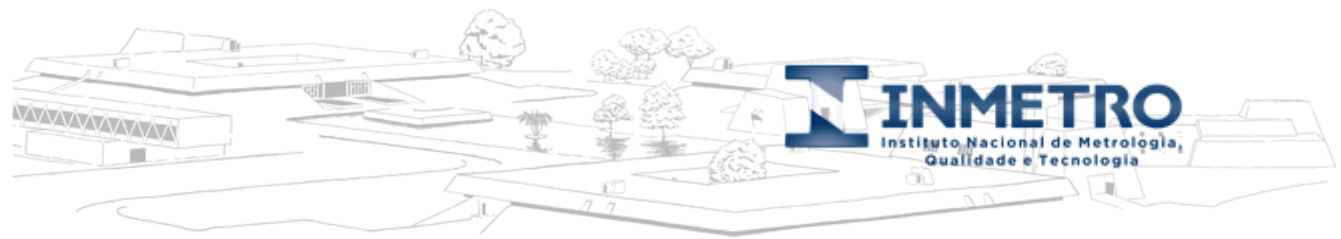


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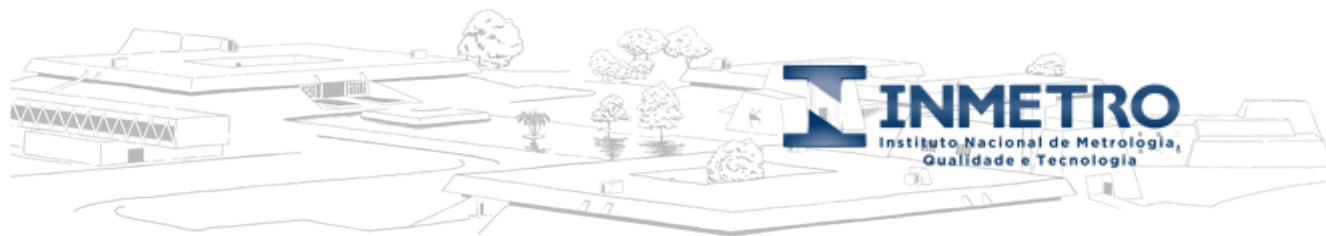


## **Apresentação de Preocupações Comerciais Específicas**

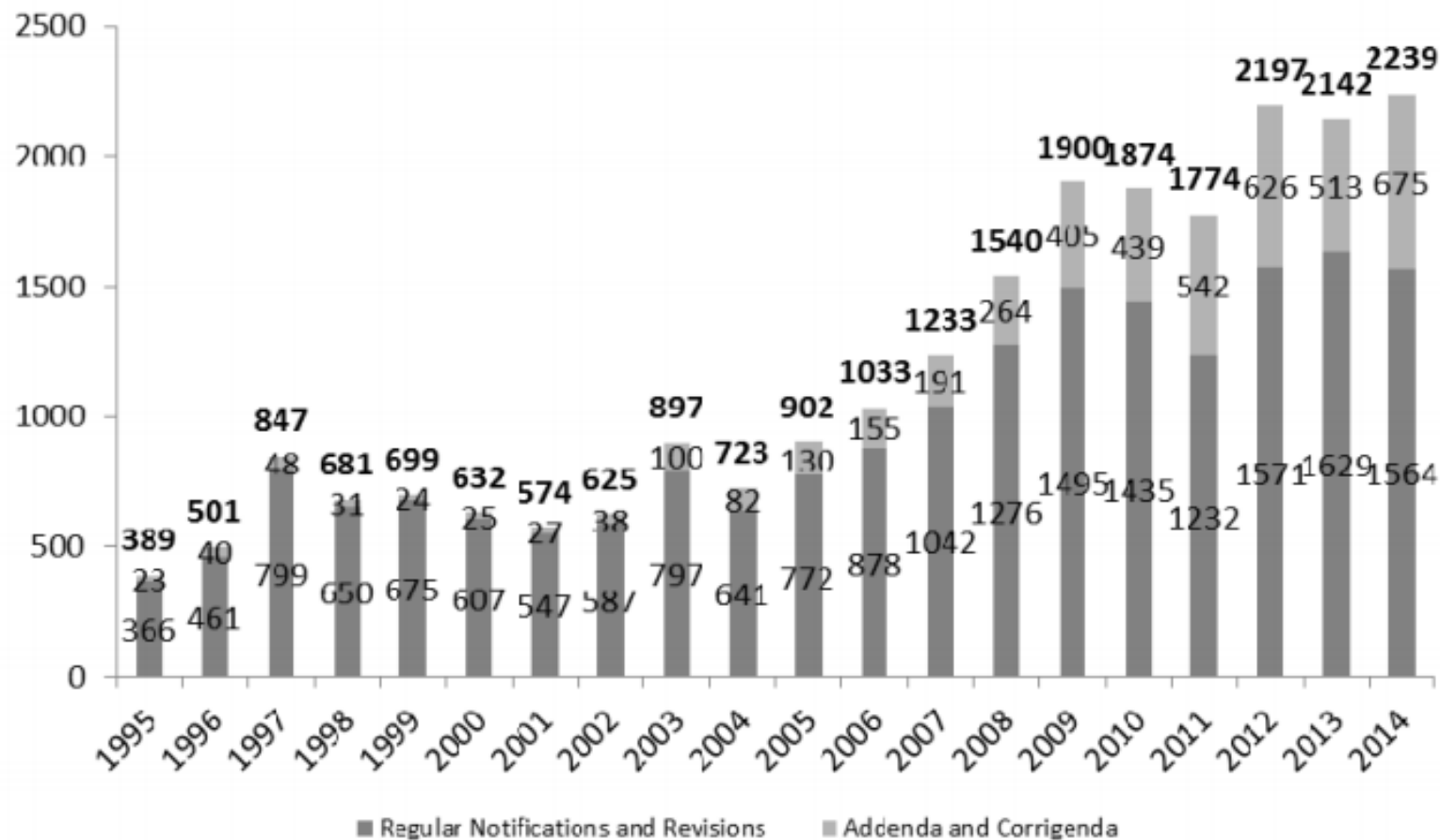
**Reflexões acerca do aperfeiçoamento do processo no CBTC**

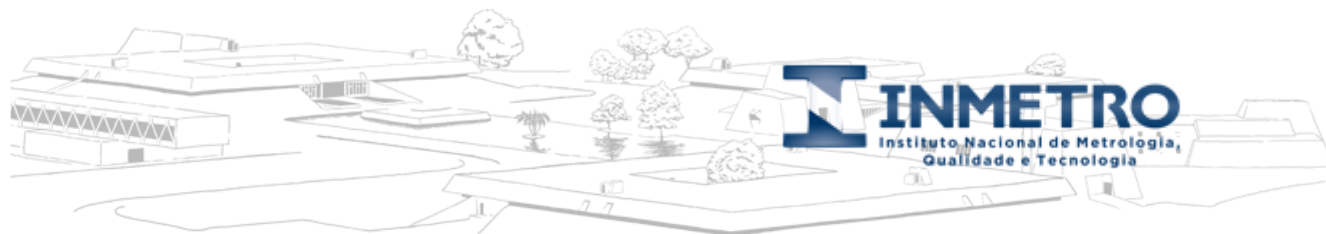
**Diego Eugenio Pizetta**

**Inmetro – Divisão de Superação de Barreiras Técnicas**

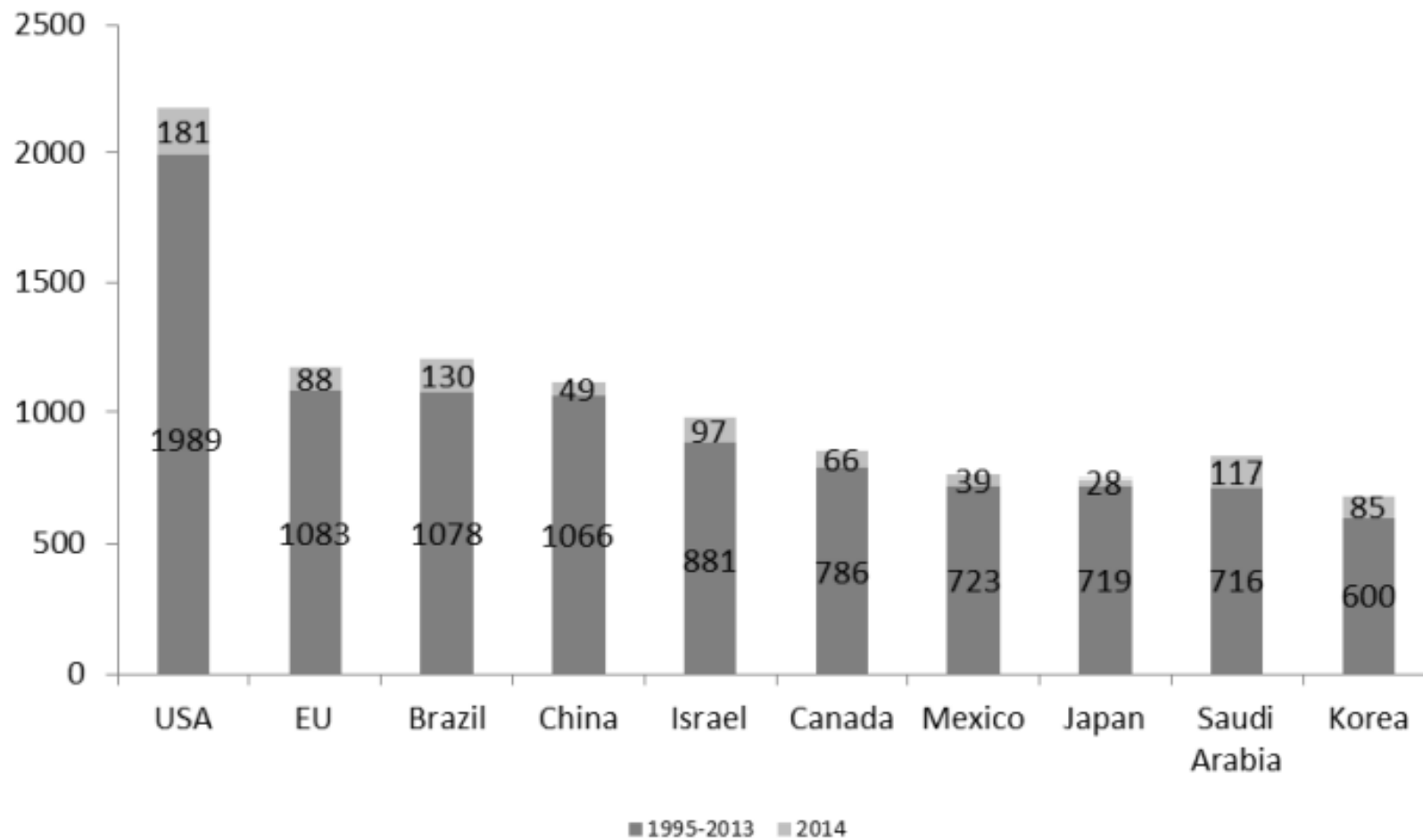


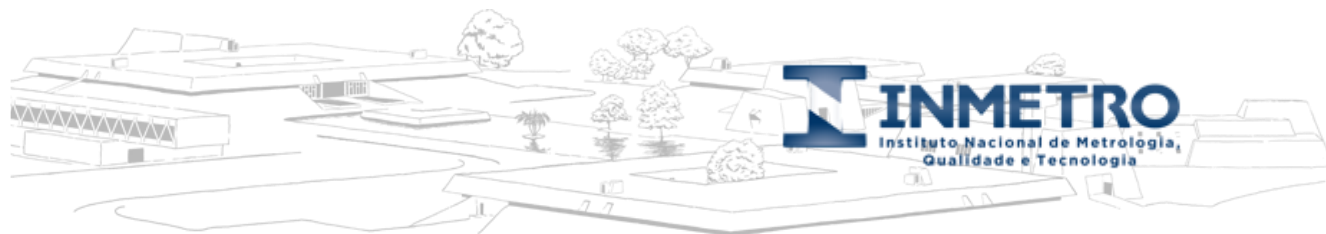
**Chart 1: Total TBT notifications, 1995-2014**



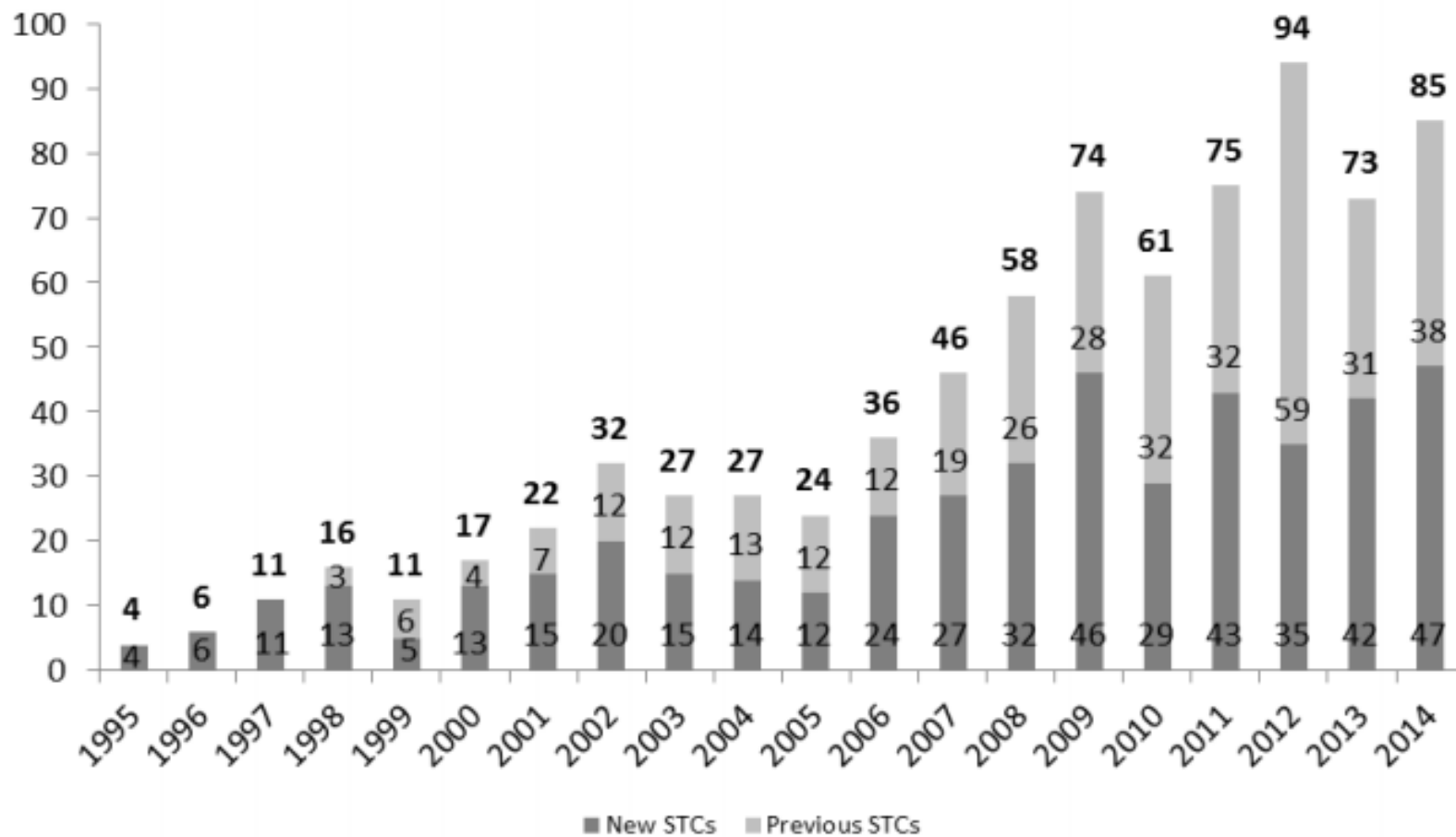


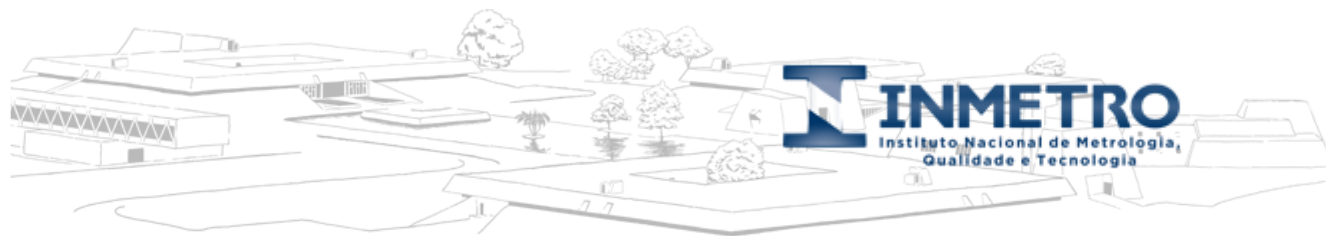
**Chart 7: Most active notifying Members, 1995-2013, and 2014**



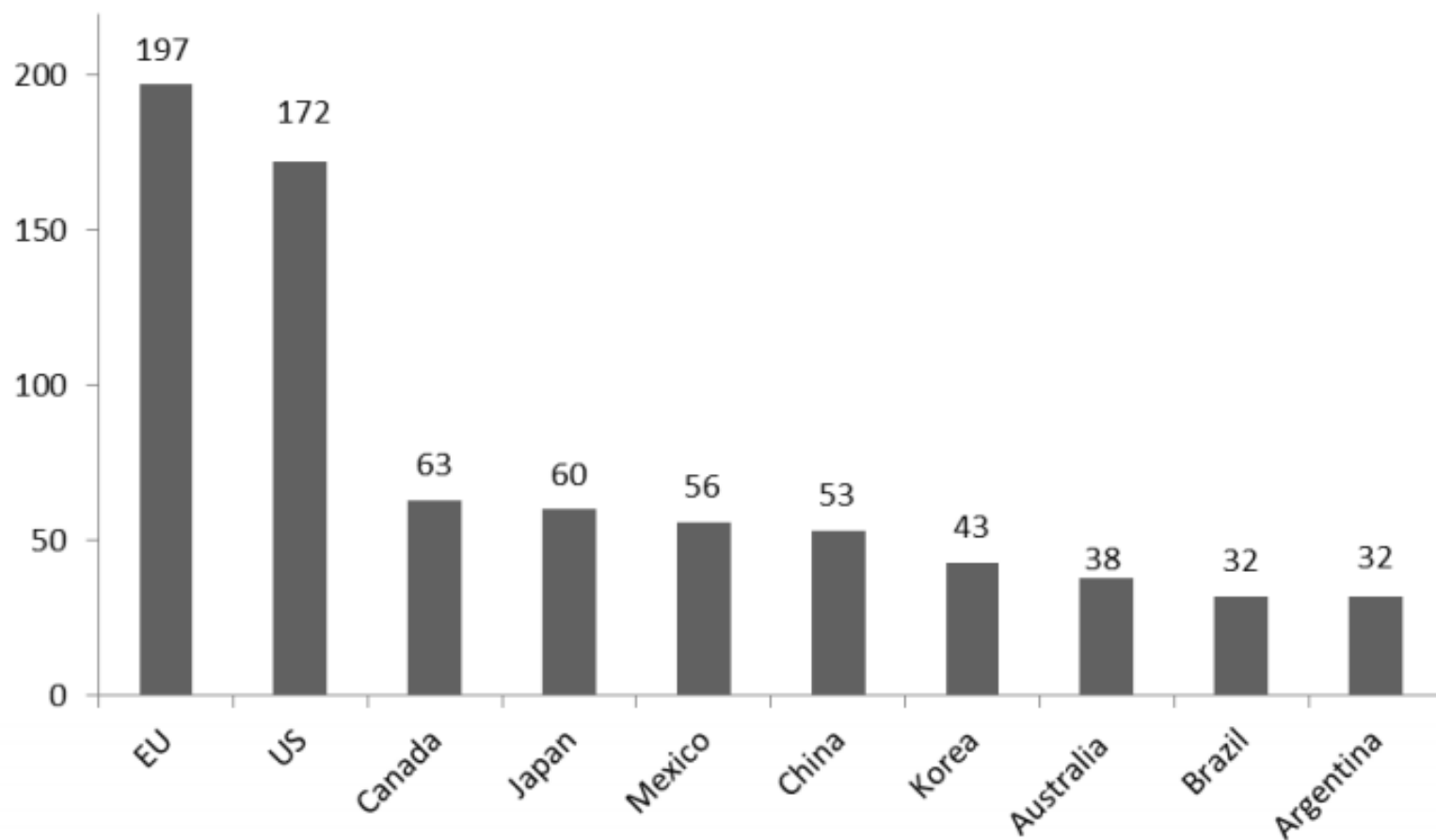


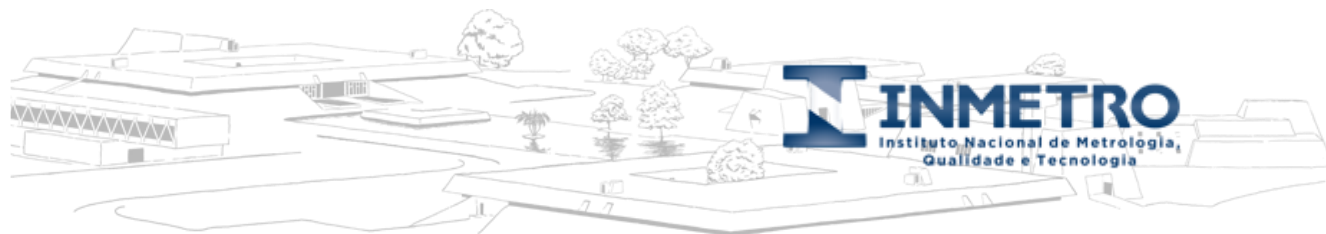
**Chart 16: STCs raised, 1995-2014<sup>24</sup>**



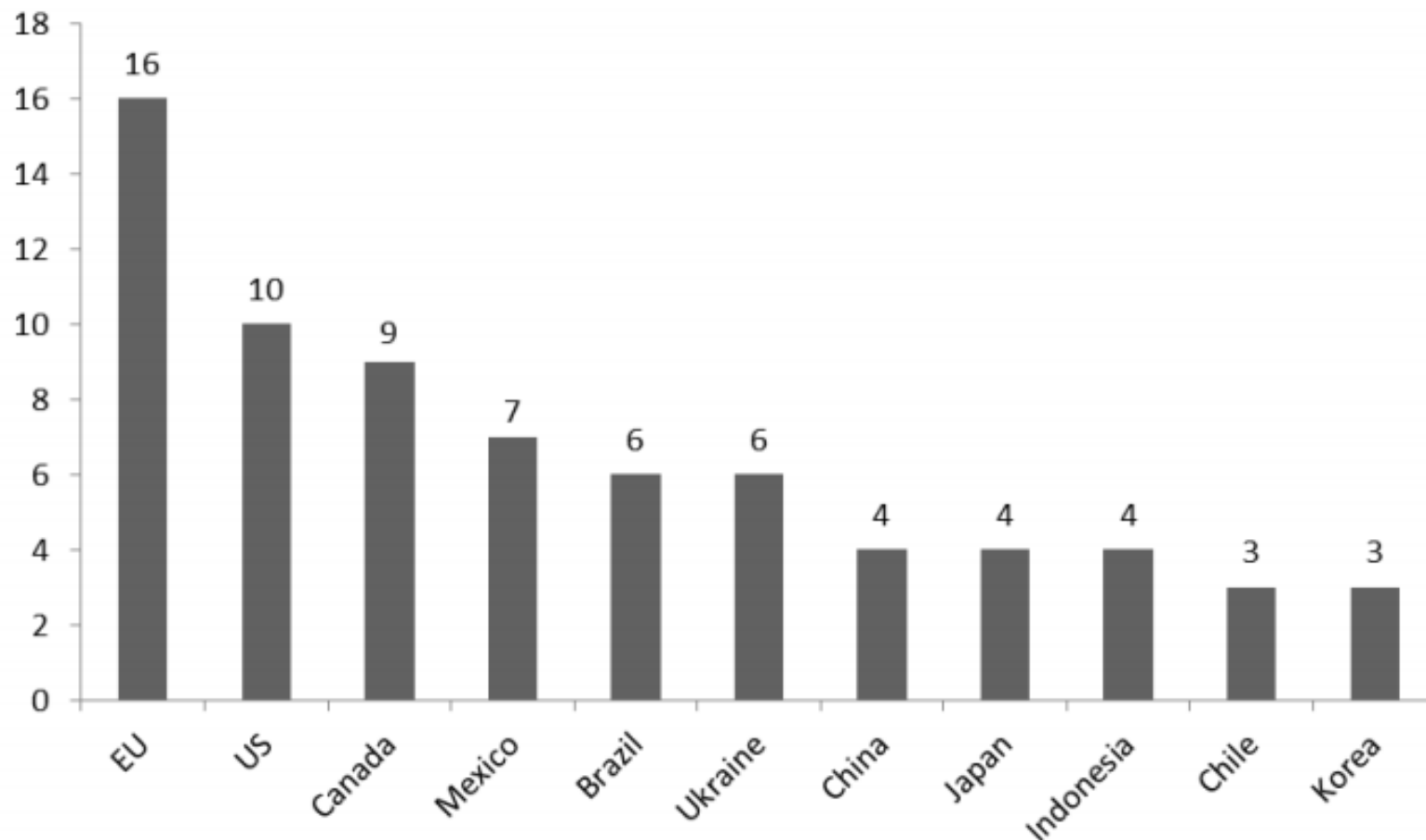


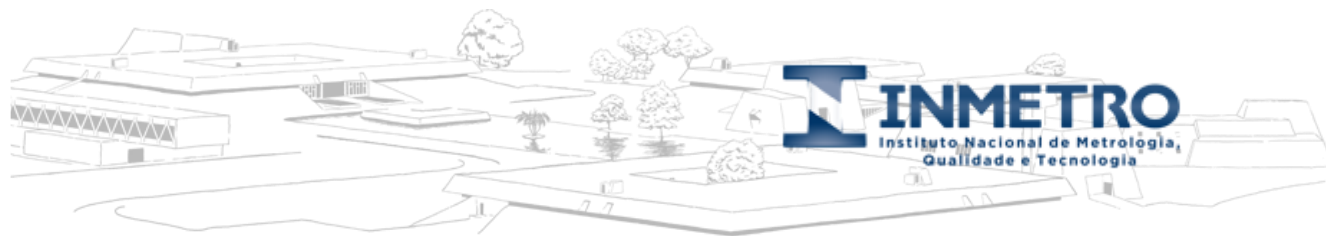
**Charts 19: Members most frequently raising STCs, 1995-2013<sup>27</sup>**



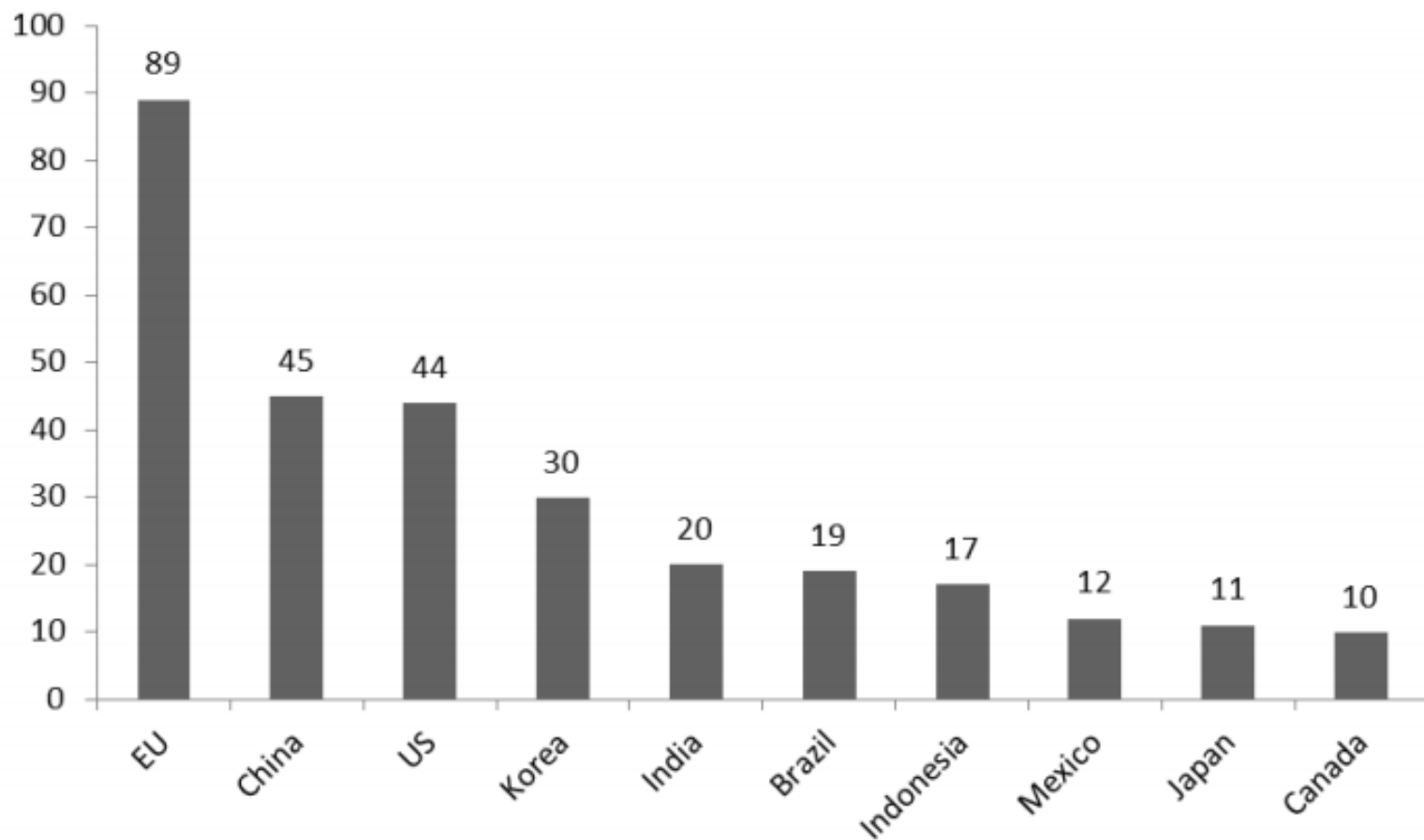


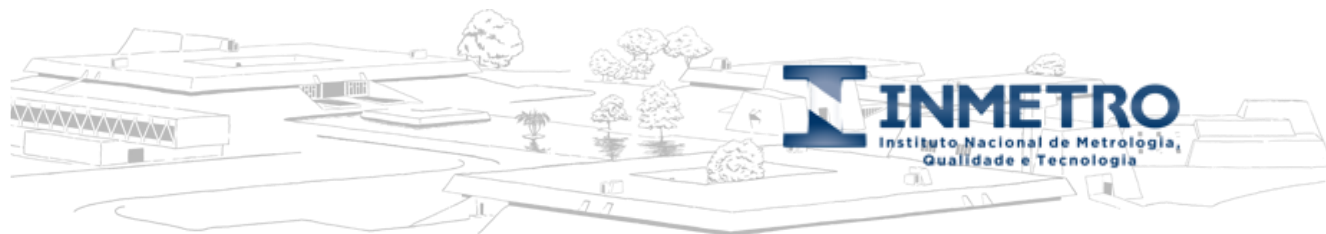
**Charts 18: Members most frequently raising STCs, 2014<sup>26</sup>**



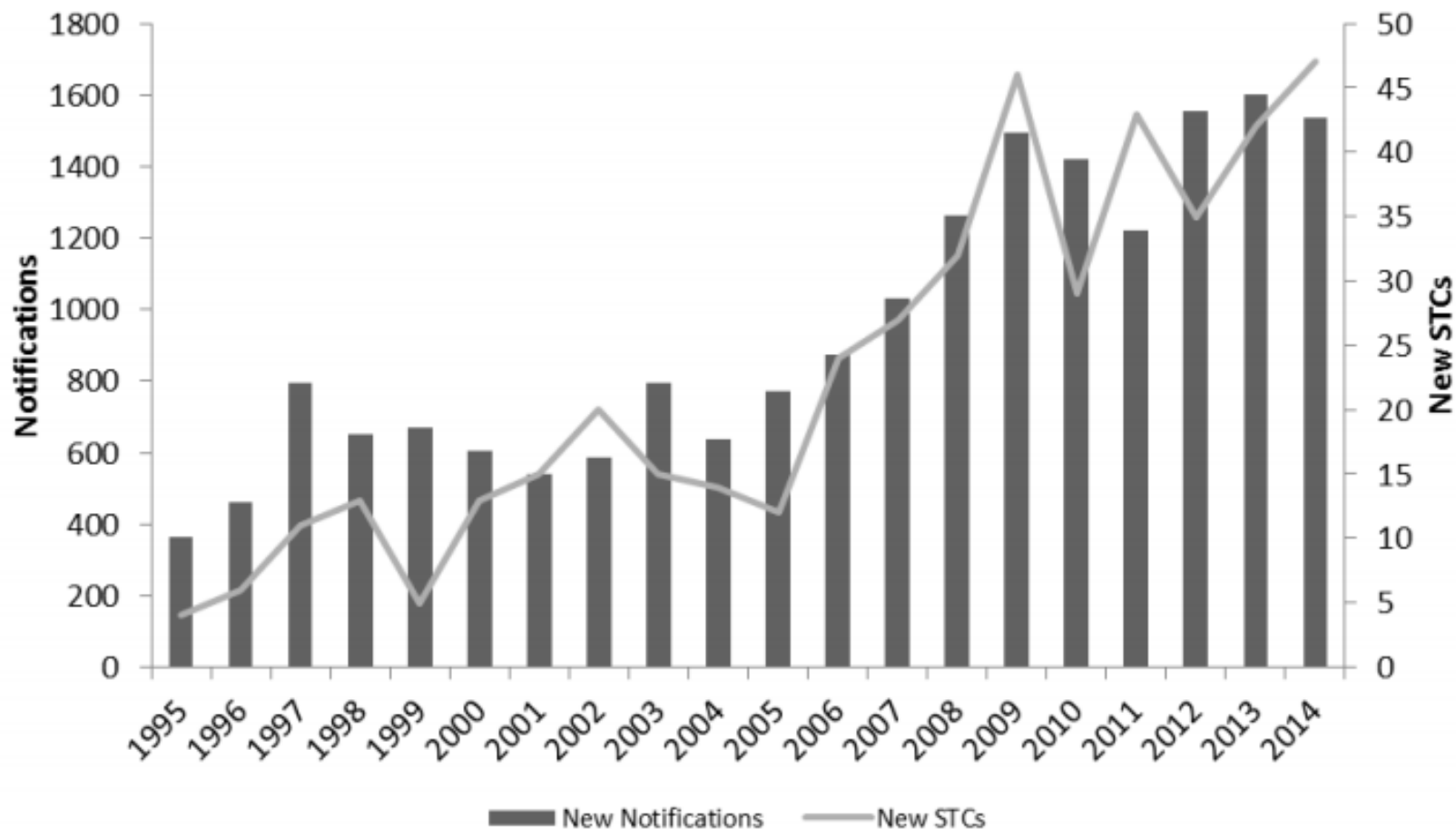


**Chart 21: Members most frequently subject to STCs, 1995-2013<sup>29</sup>**

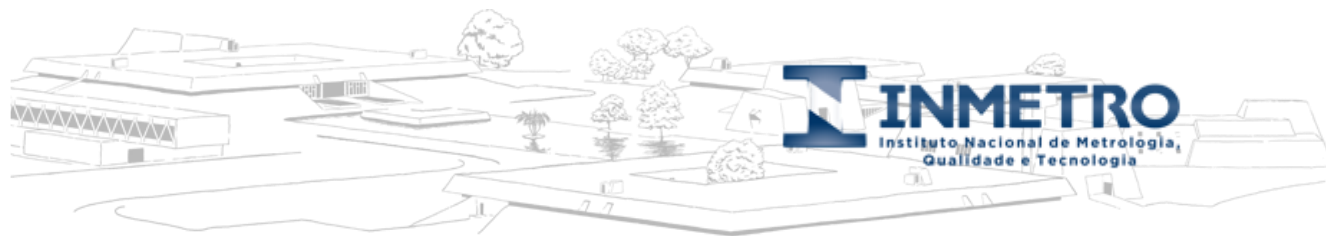




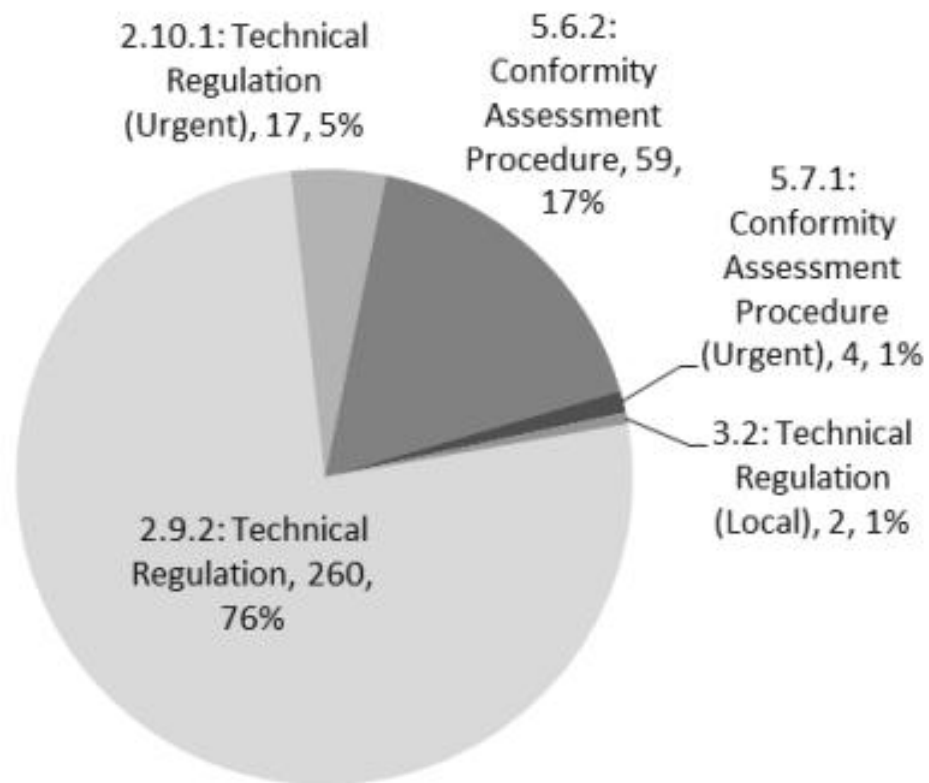
**Chart 30: Trends in notifications and STCs**

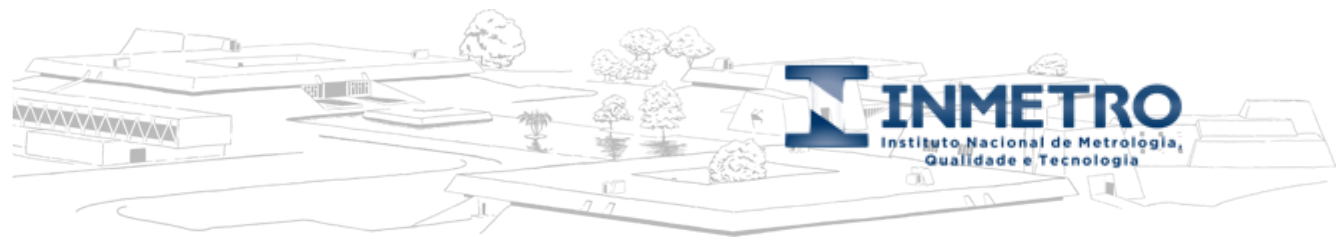






**Chart 31: Measures raised in STCs, 1995-2014, by frequency<sup>37</sup>**





## **Casos: EUA e UE**

### **Estados Unidos**

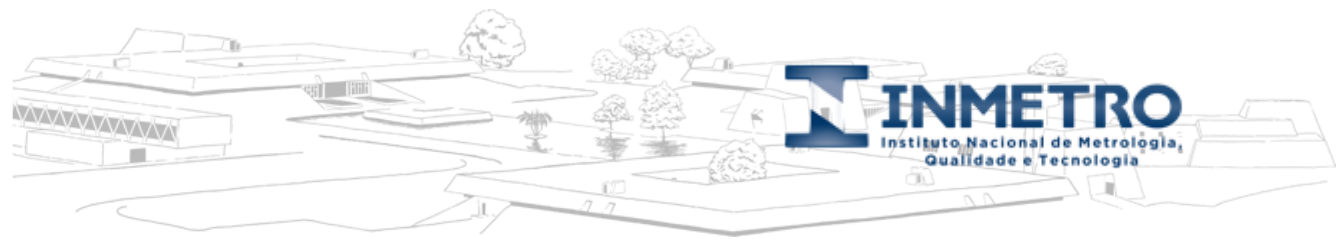
USTR/Department of Commerce/  
International Trade Administration

Advisory Committees

Industry Trade Advisory Committees (ITACs)

Industry Trade Advisory Committee on Standards  
and Technical Trade Barriers - ITAC 16

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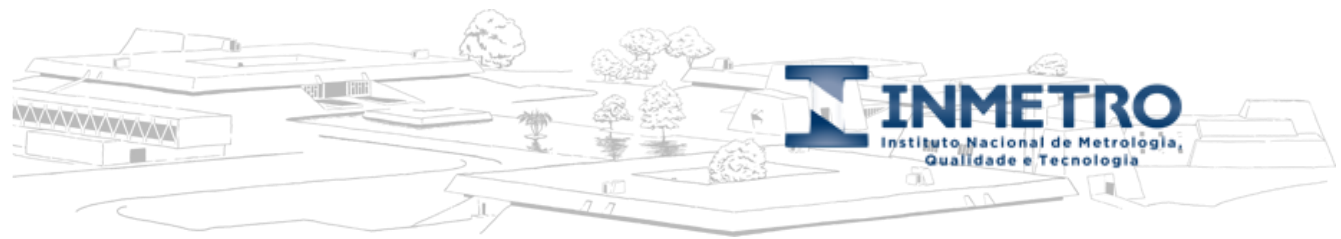


## Industry Trade Advisory Committee on Standards and Technical Trade Barriers - ITAC 16

Chairman

Association of Home Appliance Manufacturers

American National Standards Institute - UL LLC -  
Semiconductor Industry Association - Representing Goruck,  
LLC - Edmund A. Walsh School of Foreign Service - The Coca-  
Cola Company - American Society of Mechanical Engineers -  
American Beverage Association - Mars, Incorporated - American  
Petroleum Institute - Outdoor Power Equipment Institute - Mattel,  
Inc. - Telecommunications Industry Association - Babson Global,  
Inc. - ASTM International - A2LA: The American Association for  
Laboratory Accreditation - Washington Laboratories, Ltd.

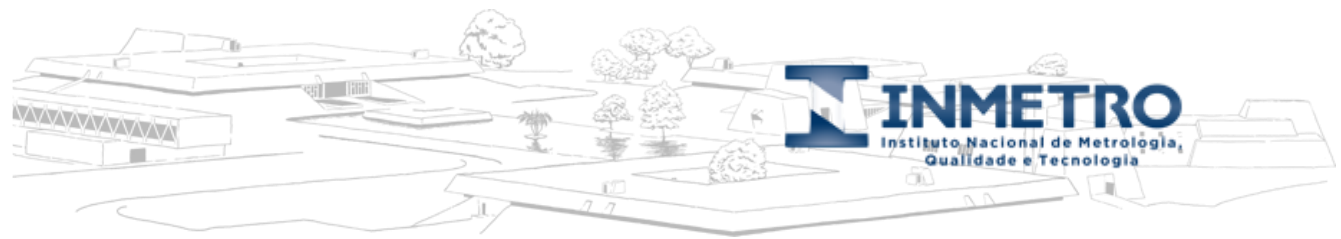


## União Europeia

WTO TBT Enquiry Point  
DG Enterprise and Industry

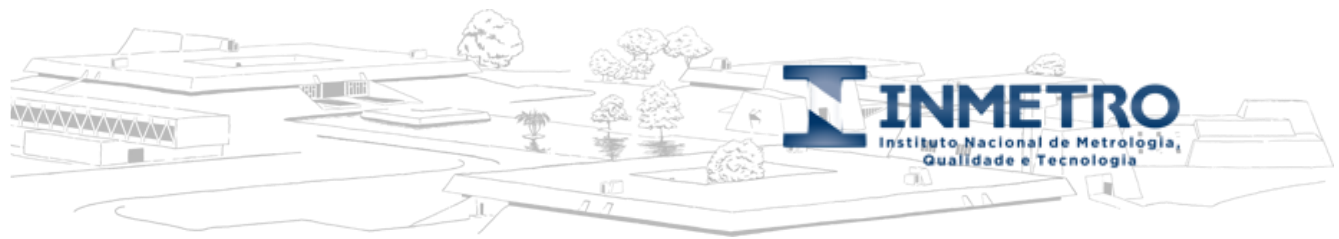
Equipe dedicada especificamente à identificação de  
PCEs

Articulação com outras áreas da DG –  
Competitividade Empresarial, Política Industrial,  
Pequenas e Médias Empresas, Indústria de Defesa e  
Espacial, Departamentos Setoriais: químicos, têxteis,  
TIC, alimentos, complexo saúde e biotecnologia,  
indústria da engenharia, etc.



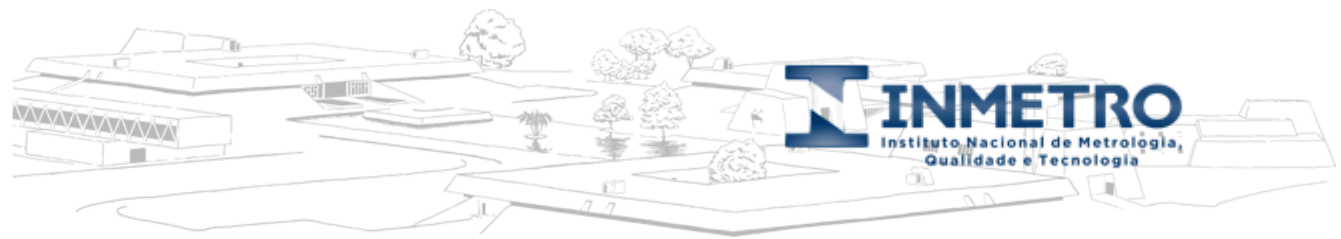
## Canais de Envio de PCEs no Brasil:

- Contato direto das empresas e associações com entidades públicas ligadas ao tema (MRE, MDIC, Inmetro, Anvisa, MAPA, etc)
- Elaboração pelas próprias entidades públicas
  - CBTC – Plenária/Grupos de Trabalho



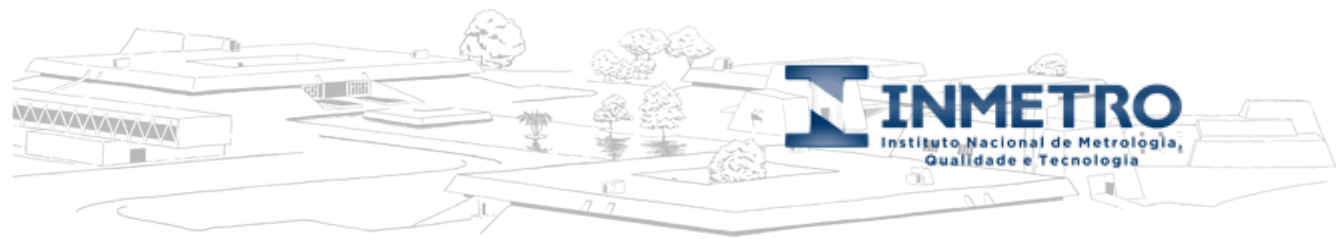
## **Alguns casos tratados nas cinco reuniões anteriores do CBTC:**

- Equador – Diversos Casos
- Rotulagem de Alimentos: Chile, Equador, Peru
  - Reach
  - Padrões Privados



## Reflexões para o aprimoramento do tratamento do tema no Brasil:

- Iniciativa da FIESP – Questionário
- Iniciativa MDIC – Convergência Regulatória Brasil-EUA
  - Importância da criação de canais conhecidos e reconhecidos pelas empresas que permita o “fluxo” sustentado desses casos em maior número e com mais informações sobre seu impacto



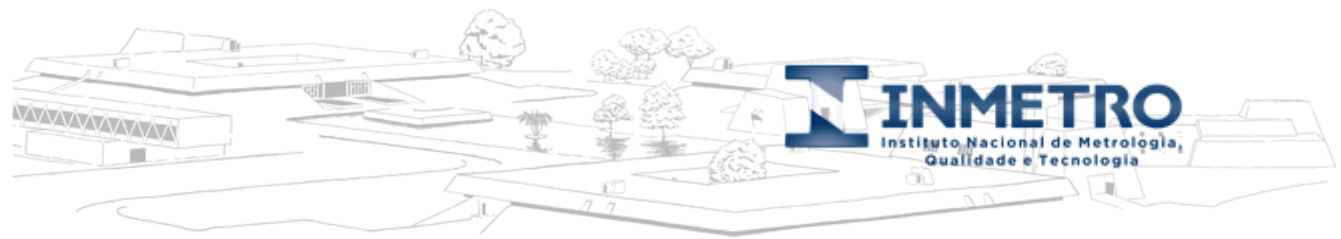
## Reflexões para aprimoramento dos casos apresentados:

Dados importantes:

1. RTs/PACs relacionados
2. Empresas afetadas
3. Impactos Econômicas (valor das exportações afetadas e custo de conformidade)
4. Indicação de Cenários e Estratégias Viáveis (exs. Adiamento da entrada em vigor, solicitação de maiores esclarecimentos, exclusão/modificação da medida, solicitação de cooperação para adaptação, instrumento de negociação, etc)



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**MUITO OBRIGADO!**

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[barreirastecnicas@inmetro.gov.br](mailto:barreirastecnicas@inmetro.gov.br)

Divisão de Superação de Barreiras Técnicas  
Coordenação Geral de Articulação Internacional  
Instituto Nacional de Metrologia, Qualidade e Tecnologia