

Notifications Relating to Alcoholic Beverage Products

1st -31st August 2024

Under the WTO's Agreement on Technical Barriers to Trade, member states, for valid reasons, are allowed to regulate markets, protect their consumers, and preserve their natural resources, using tools such as rules for product weight, size, or packaging; ingredient or identity standards; shelf-life restrictions; and import testing and certification procedures.

However, often these measures result in perceived discrimination against imports in order to protect domestic industries.

The TBT Agreement seeks to ensure that standards, technical regulations, and conformity assessment procedures are non-discriminatory and are applied on a non-discriminatory basis.

This Newsletter captures NTBs notified by WTO members and their relevance to Alcoholic beverage products for the month of August 2024. It also highlights the potential impact of these NTBs on India's exports.

TBT Notifications Issued by WTO Member Countries

The various WTO Member countries issued 381 TBT notifications during August 2024. Only one notification is relevant to alcoholic beverages.

Country-wise Break-up of NTB Notifications

Review of TBT Notifications relating to alcoholic beverage products for the month of August 2024 Macao issued one notification. See Figure 1 for the distribution of TBT Notifications against alcoholic beverage products.

Potential Impact of TBT Notifications on Alcoholic Beverage Products

A review of data relating to India's export of the one product against which Notifications have been issued reveals that India does not export the product to the Macao market. Therefore, this notification will not impact India's exports.

A description of products and the Notifications issued is presented in Table 1.

Table 1. Details of Notifications

Sl. No.	Notifying Member	Distribution date	Document symbol	Description	HS code(s)	India's Exports of the product to issuing country in 2022 (Value in US \$ Million)	Notifying Member Country's World Import in 2022 (Value in US\$ Million)
1	Macao, China	12-08-2024	G/TBT/N/MAC/28	Under paragraph 1, Article 9 of Law No. 6/2023, it is mandatory to clearly and prominently label the alcohol content, expressed as a percentage by volume, on the largest surface area of individually packaged alcoholic beverages sold or provided in Macao, China. Furthermore, as stated in subparagraph 2, Article 2 of the same law, the term 'alcoholic beverage' refers to a drink that has undergone fermentation and distillation or contains additives with an alcohol concentration higher than 1.2%. However, this definition excludes registered proprietary Chinese medicines with specific therapeutic functions registered legally in Macao, China or prescription-only.	2203 to 2208	0	942.65