Navigating Non-Tariff Barriers and Technical Regulations Training Course

02 - 06 Nov 2026

Kuala Lumpur

5200 € (Per Person)

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Course Introduction / Overview:

In today's interconnected global economy, tariffs are no longer the primary obstacle to international trade. The real challenge lies in navigating the complex web of Non-Tariff Barriers (NTBs) and technical regulations that can significantly impact market access and supply chain efficiency. This course provides a comprehensive A-to-Z guide to understanding and managing these critical aspects of global commerce. We delve into the core principles of the World Trade Organization's agreements on Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary (SPS) Measures, moving beyond theoretical knowledge to practical application. Drawing on insights from experts like John S. Wilson, whose work on trade facilitation highlights the economic costs of such barriers, this program equips participants with the strategic tools to ensure compliance and turn regulatory challenges into a competitive advantage. BIG BEN Training Center has designed this curriculum to empower professionals to proactively manage trade compliance, mitigate risks, and confidently expand their organization's international footprint in a landscape defined by intricate regulatory requirements.

Target Audience / This training course is suitable for:

- Trade Compliance Managers and Specialists.
- Export and Import Managers.
- Supply Chain and Logistics Professionals.
- Regulatory Affairs Specialists.
- Product Development and Quality Assurance Managers.
- International Sales and Business Development Executives.
- Government Officials from Ministries of Trade, Commerce, and Customs.
- Corporate Legal Counsel and Paralegals.
- Procurement and Sourcing Professionals.
- Entrepreneurs and Business Owners engaged in international trade.

Target Sectors and Industries:

- Manufacturing and Industrial Goods.
- Food and Beverage Production and Agribusiness.
- Pharmaceuticals and Medical Devices.
- Automotive and Aerospace Industries.
- Consumer Electronics and Technology.
- Textiles, Apparel, and Footwear.
- Chemicals and Hazardous Materials.
- Governmental bodies and trade promotion agencies.
- Logistics and Freight Forwarding Services.
- Retail and E-commerce.

Target Organizations Departments:

- Legal and Compliance Department.
- Supply Chain and Logistics Department.
- International Trade and Export/Import Department.
- Regulatory Affairs Department.
- Quality Assurance and Control Department.
- Procurement and Global Sourcing Department.
- Product Development and Engineering Department.
- Sales and International Marketing Department.
- Strategic Planning and Business Development Department.
- Finance and Customs Accounting Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Differentiate clearly between various types of non-tariff barriers, including TBT and SPS measures.
- Analyze the impact of technical regulations and product standards on international market access.
- Interpret key articles and provisions of the WTO's TBT and SPS Agreements.
- Develop robust strategies for ensuring products meet foreign technical and safety requirements.
- Navigate complex conformity assessment procedures, including testing, inspection, and certification.
- Effectively manage trade documentation related to rules of origin and import licensing.
- Identify and mitigate risks associated with non-tariff measures in global supply chains.
- Utilize trade facilitation principles to streamline customs and border procedures.
- Formulate a proactive compliance framework to prevent costly trade disruptions.
- Advocate for their organization's interests in matters of international trade policy.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning to real-world scenarios. We move beyond traditional lectures to foster a dynamic learning environment built on a foundation of expert-led instruction, collaborative problem-solving, and peer-to-peer knowledge sharing. The course heavily utilizes case studies of real companies that have successfully navigated complex non-tariff barriers or faced significant compliance challenges. Participants will engage in group workshops and simulation exercises to analyze trade scenarios, develop compliance strategies, and practice risk assessment. Interactive Q&A sessions are integrated throughout the program to address specific challenges and clarify complex regulatory concepts. Constructive feedback is a cornerstone of our approach, provided by both the instructor and peers during practical activities. This blended learning model ensures a deep and lasting understanding of the material, empowering attendees with both the knowledge and the confidence to master technical trade regulations.

Course Agenda (Course Units):

Unit One: Foundations of Global Trade and Non-Tariff Barriers

- Introduction to the modern international trade landscape.
- Defining tariffs versus non-tariff barriers (NTBs).
- Historical context and the evolution of NTBs in trade policy.
- Categorization of Non-Tariff Measures (NTMs) by UNCTAD.
- The role of the World Trade Organization (WTO) in regulating NTBs.
- Overview of key WTO agreements: GATT, TBT, and SPS.
- Economic impact of NTBs on businesses and consumers.
- Identifying common NTBs in your target export markets.

Unit Two: Mastering Technical Barriers to Trade (TBT)

- Deep dive into the WTO Agreement on Technical Barriers to Trade (TBT).
- Distinguishing between technical regulations, standards, and conformity assessment.
- Principles of non-discrimination and national treatment under the TBT Agreement.
- The concept of legitimate objectives for technical regulations.
- Understanding the role of international standards (ISO, IEC, etc.).
- Navigating conformity assessment procedures: testing, certification, and accreditation.
- Transparency requirements: notification procedures and TBT enquiry points.
- Strategies for influencing the development of foreign technical regulations.

Unit Three: Navigating Sanitary and Phytosanitary (SPS) Measures

- Comprehensive overview of the WTO Agreement on the Application of Sanitary and Phytosanitary Measures (SPS).
- Protecting human, animal, and plant life or health.
- Key principles: scientific justification, risk assessment, and harmonization.
- The role of international standard-setting bodies (Codex Alimentarius, OIE, IPPC).
- Understanding equivalence and its application in trade.
- Managing SPS-related import requirements: inspections, testing, and quarantine.
- Addressing regionalization for pest or disease-free areas.
- Case studies on major SPS-related trade disputes.

Unit Four: Addressing Other Significant Non-Tariff Measures

- Understanding quantitative restrictions such as quotas and import prohibitions.
- Navigating complex import licensing procedures.
- Rules of Origin: preferential vs. non-preferential.
- Pre-shipment inspection and customs valuation challenges.
- Trade remedies: anti-dumping, countervailing duties, and safeguards.
- Government procurement policies as potential trade barriers.
- Investment measures and their impact on trade in goods.
- Analyzing the cumulative effect of multiple NTMs on a single product.

Unit Five: Strategic Compliance and Trade Facilitation

- Developing a corporate strategy for managing NTBs.
- Integrating NTB compliance into the product development lifecycle.
- Building a robust internal trade compliance program.
- Leveraging the WTO Trade Facilitation Agreement (TFA) to your advantage.
- Utilizing national enquiry points and notification systems for market intelligence.
- Dispute resolution mechanisms for NTB-related conflicts.
- Future trends: digital trade, sustainability standards, and carbon border adjustments.
- Final workshop: creating a compliance and market access plan for a target country.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

To what extent can the harmonization of international standards truly eliminate technical barriers to trade, or will it inadvertently create new forms of protectionism for technologically advanced nations?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely academic or legalistic overview of trade regulations to offer a deeply practical and strategic framework for real-world application. While other programs may focus on simply listing the types of non-tariff barriers, we emphasize the "how-to" – how to analyze their business impact, how to build a proactive compliance system, and how to leverage regulatory knowledge for a competitive edge. Our curriculum is built on a foundation of current, real-world case studies that explore both successes and failures in international trade, providing participants with actionable insights. The course uniquely integrates the perspectives of business strategy, risk management, and supply chain logistics, ensuring that compliance is not viewed as an isolated function but as a core component of successful global expansion. We foster a problem-solving environment where participants work through complex scenarios, learning to think critically about regulatory challenges and develop innovative solutions. The focus is less on memorizing clauses and more on mastering the strategic thinking required to navigate the future of global trade, including emerging issues like sustainability standards and digital trade regulations.