NZ Government’s key policies/objectives

- Provide a clear focus on public health and reduce foodborne illness and protect consumers
- Equally provide a clear focus on Biosecurity and New Zealand’s animal and plant health (productive base) as well as biodiversity and general wellbeing
- Trade and commerce in animal and plant products, including wine, is facilitated
Reduce barriers to trade

- Greater information exchange: regulations and labelling issues leading to increased confidence
- Eliminating/reducing certification (e.g. mutual acceptance of oenological practises)
- Electronic Certification (where certification is required)
Export certification required?

- Sanitary and Phytosanitary (SPS) Export Certificates are G2G documents issued to facilitate trade of agricultural products by assuring that the commodity has met the importing government requirements.

- Exchange of information for traded agricultural products between government regulators involved in cross border trade, where export certification is required to facilitate the entry of product into a country.
Do we really want to continue this practice?
The solution requires wide recognition

- WTO
  - SPS
  - TBT
- WHO / FAO
  - CODEX
    - CCFICS
- IPPC
  - Plant Health
- OIE
  - Animal Health
- ISO
- EDIFACT
- Aligned Format
- Bilateral Agreements
A solution to manage certification volume

- Australia and New Zealand combined for export:
  - 1900 paper templates in use
  - trade with 120 economies
  - 30 + languages supported
  - 250 000 + certificates issued each year
  - 16,000 of these are exchanged between AU & NZ
eCert is The Solution

• APEC Pathfinder programme
• Multilateral and bilateral agreements for SPS certification
  – CODEX
  – ICPM
  – OIE
• UN/CEFACT
• World Customs Organisation (WCO)
UN/CEFACT Standard

• Recognition of a standard amongst our trading partners
• Simplify system requirements to enable multiple country exchanges
• Improve business processes for import clearance by providing consistent quality data
• Facilitate real time clearance
eCert deliverables

- **Early notification** of shipments
  - Personnel/equipment management
  - Pre-clearance
  - Manage import risks
  - **Product inspections** can be organised in advance

- **Improved product supply chain**
  - Reduction in costs
  - Increased speed
  - Greater transparency
eCert deliverables

• True Government to Government
• Paperless
• Increased Trust and Confidence
• Greater Transparency
• And... very important
Fraud prevention

• Fraudulent Activity:
  • Fake or modified documentation
  • Falsified labeling, packaging and general misrepresentation
  • Concealment of products
Easy to identify a fraud?
How to ensure authenticity in G2G data exchange?
• Paperless G2G real time data exchange
• Supports standards set by international professional bodies
• UN/CEFACT based
• Recognised by international standards setting organisations
• Tested, adopted and used internationally by government organisations
Thank you