

The Influence of China's Export Trade on Technical Barriers to Trade and the Countermeasures

Yaxing Zhang, Xiaolin Sun, Longzhong Yi, Xue Yuan

School of Economics and Management, Shaoyang University of Foreign Trade, Human, China

Abstract: With the continuous development of China's economy, foreign trade in the national economy has been increasing. In foreign trade, export trade accounted for a large proportion, but due to technical level, export product structure, trade surplus and other reasons, in recent years China's export products frequently encountered technical barriers to trade (TBT) in developed countries. In the development of contemporary international economic and trade, TBT are playing an increasingly important role, its influence and role has been far beyond the general trade measures. In the world, especially the developed countries, on their own technical advantages, apply more and more targeted, flexible, extensive, covert and mandatory TBT as an important means of protecting their industries. TBT has become the main means and advanced forms of national trade protectionism. China's accession to the WTO faced dual challenges in breakthroughs in foreign technical barriers and the protection of the domestic market. Due to the concentration of China's export market, the weakness of export products and the fact that China has not yet established its own TBT system, early warning mechanism and other reasons, TBT impact on China is significant. According to statistics, nearly five years, 71% of China's export enterprises, 39% of the export products are foreign TBT restricted, and thus cost and risk losses of Chinese enterprises are increasing year by year. In 2005 and 2006, about 25.1% and 31.4% of China's export enterprises were affected by foreign TBT, with total losses of US \$ 28.8 billion and US \$ 35.92 billion respectively. Agricultural products, electrical and mechanical, energy, mining, textile and other products are the main target products that developed countries implement TBT towards China. Therefore, our government and enterprises must take corresponding measures to resolve these unfavorable factors to ensure China's position and interests in international trade.

Keywords: Technical Barriers to Trade; Economic Globalization; Export Trade

1. Introduction

Since the 1990s, with the rise of trade liberalization and the deepening trend of global economic integration, trade barriers have been gradually reduced under the norms of international organizations and the coordinated efforts between countries. However, countries around the world, especially the developed countries, on their own technical advantages, increasing deployed technical barriers to trade (TBT) as an important means of protecting their industries. Therefore, the trade barriers in international trade have undergone two obvious changes: First, the focus of trade barriers from tariff barriers to non-tariff barriers; Second, the focus of non-tariff barriers from quantitative restrictions to TBT.

China's foreign trade, especially export trade, is facing more and more challenges from the TBT in developed countries. Export products due to technical standards unable to meet the standards of developed countries and forced to

Copyright © 2020 Yaxing Zhang *et al.*

doi: 10.18282/gfr.v1i1.613

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

(<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

withdraw from the market, This is the most important issues China's exports are facing, almost all of the products have been or will soon be affected by TBT.

My graduation internship is at Nantong Wei Fu Foreign Trade Department 12 as the merchandiser. Department 12 is specially designing and manufacturing Japanese and United States girls fashion and women's fashion, while the main customers are Teijin Trading company, Hachiboku, Sankei and so on. During working I witnessed the company's product exports encountered TBT and loss suffered. Hence I think it is necessary to conduct some research on TBT.

1.1 What is technical barrier to trade?

In international trade, trade barriers are divided into two categories: physical barriers and intangible barriers. Tariffs and quantitative restrictions are physical barriers, and TBT are intangible barriers. TBT refers to the complex and harsh technical standards, notarized inspection standards, health and quarantine regulations, relevant provisions on packaging, labeling and marking of the importing country in order to restrict imports. These standards and regulations, although themselves may not be intended to set trade barriers, but are conducive to the modernization of large production, protecting the health and safety of consumers and protecting the environment and safeguard the interests of consumers. But in practice, standards and regulations used by some developed countries, through technical advantages, commodity laws and regulations, development and implementation of technical standards, commodity inspection and certification work, are imposing restrictions on the import of goods and tools, ultimately restricting imports as non-tariff barriers. TBT's main characteristics are: First, the development of harsh technical standards; Second, strict product certification system; Third, the cumbersome inspection procedures.

1.2 The main features of technical barriers

(1) Official legitimacy. Developed countries actively develop technical standards and technical regulations to provide legal support for TBT. WTO is also developing international technical standards and technical regulations, so that the TBT has a formal legitimacy.

(2) Hidden implementations. Technical barriers, indirectly in the field of international trade, its protection is subtler and more difficult to predict the impact. In the seemingly fair laws and regulations, the differences and human factors of the level of development between the countries are incorporated, intended to complicate some of the standards or regulations so that foreign imports are difficult to meet the requirements of these regulations. This is an excuse by a number of countries for restricting the entry of foreign goods into the domestic market.

(3) Extensive. Technical barriers involve a very wide range. In terms of product, it does not only to include primary products, but also all the intermediate products and industrial products. In terms of processing, it covers the research and development, production and processing, packaging, transportation, sales and consumption of the entire product life cycle. It encompasses tangible goods to finance, information, other services trade, environmental protection and to other fields.

(4) Statute strictness. Countries, to effectively protect their markets, hindering the entry of foreign goods, constantly work hard in the standards and regulations, making the original standards and regulations increasingly stringent.

(5) Controversy on standards. WTO principles allow countries to develop different technical standards from other countries according to their own characteristics (such as geography and consumption habits). Thus, many countries can use the inconsistencies of national standards and flexibly choose standards that are favorable to themselves, thus increasing the difficulty of coordination between different countries.

1.3 Trends in technical barriers to trade

In recent years, the number of TBT cases has increased in quantity and complexity, covering almost all technical areas. TBT developed mainly in the following areas:

(1) The impact of technological progress on the development of TBT is growing. With the progress of science and

technology, new technical regulations and technical standards continue to emerge. Detection equipment, means and methods are more advanced. In some countries, especially TBT developed by the developed countries, the TBT is being upgraded and the requirements for imported products are becoming more and more strict.

(2) Increasing in number of TBTs, involving a wide range of products and countries. Developed countries in order to continue to maintain the competitive advantage in international trade and technological advantages, impose more TBT in more products. Developing countries have begun to pay attention to the establishment of TBT system in order to adapt to the needs of economic development, enhance international competitiveness and protect their own markets. TBT is currently accounting for 45% of the non-tariff trade barriers in international trade and is an important means of non-tariff barriers and trade protection.

2. The impact of technical barriers to trade on China's export trade

China's total import and export trade in the past five years to an average annual rate of 26.4% increase, and exceeded 2 trillion US dollars in 2007. Foreign trade accounted for the proportion of the world from 2002 to 3% to nearly 8%. Foreign trade in the world ranking jumped from sixth to third, making China a veritable foreign trade power. However, China's exports are more seriously impacted by foreign TBT. According to statistics, out of China's 71% of export enterprises, 39% of export products affected by foreign TBT restrictions, and thus cost and risk losses of Chinese enterprises were rising year after year.

2.1 The main technical barriers to trade encountered by China's export trade

(1) Technical standards barriers

It is one of the main means of implementing TBT abroad in recent years by setting the technical standards of imported goods to discriminate against foreign goods and to restrict its imports. Often encountered by China's exports in the mandatory technical standards are: pesticide residues in food, ceramic lead content, leather PCD residues, tobacco organochlorine content, safety indicators in mechanical electrical products and toys, gasoline lead content, vehicle emissions standards, packaging materials' recyclability indicators, textile dye indicators and controlled substances to protect ozone layer.

(2) Packaging and labeling

In Europe and the United States and other developed countries, environmental regulations, the packaging materials easy handling and recyclability have a higher demand and standards. Packaging materials require first of its safety, followed by harmless to human and natural environment. The China's packaging materials are far behind, difficult to deal with, and low recyclability, causing importing country's serious environmental pollution hence making many of our products cannot be exported due to packaging problems.

(3) Green barriers

At present, the green barrier measures have gradually penetrated, from the preparation of the product to the production process, packaging sales, consumer use, disposal management and other aspects of treatment. The contents include: green technical standards, green environmental signs, green packaging system and green health quarantine system.

2.2 Full analysis of technical barriers to trade

As the world's largest developing country, China's foreign trade, especially export trade, is facing more and more TBT measures, and these challenges are mainly from developed countries. At present, China's annual exports affected by anti-dumping measures accounted for about 1% of annual exports, while TBT-related exports accounted for about 25% of total exports. TBT has replaced anti-dumping, and it is China's exports first major non-tariff barriers to face.

China's major trading partners: United States, Japan, the European Union's TBT measures are numerous, technologically complex, and have a wide range of influence. In recent years, with their advantages in science and

technology, environmental protection, management and other aspects of the export products set very strict standard and rules, making exports of countries and regions including China greatly limited. Japan's imports of agricultural products, livestock products and food quarantine and epidemic prevention system is very strict. For entry of agricultural products, firstly goes through the Animal Quarantine and Plant Epidemic Prevention of the Agriculture, Forestry and Fisheries Department. At the same time, because of the large part of agricultural products are used as food, after receiving animal and plant quarantine, but also inspection by the Japanese Ministry of Health and Labor under the quarantine of food products. As China has become Japan's second largest agricultural products and food supply countries, TBT losses are particularly serious. In terms of vegetable exports, Japan has always been an important market in China, with 99% of Japan's imports of spinach coming from China each year. Japanese Ministry of Health and Welfare developed pesticide residue standards (MRLS) is much more stringent than the world standard. In April 2002, Japan announced a new standard for pesticide residues in vegetables which is five times higher than the international standard. Adopting of international standards only reduced failure rate of China's frozen spinach pesticide residue rate by 50%. Japan's pesticide residue standards not only doubled the cost of China's agricultural products inspection and quarantine, but also led to China's agricultural imports slow down and decline of product quality, a serious impediment to China's agricultural exports.

According to the annual report of China's State Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China – “Annual report of China's Technical Trade Measures” published in 2006 and 2007, in 2005 and 2006, about 2.5% and 31% of China's export enterprises suffered from abroad. The total amount of direct trade losses was \$ 28.8 billion and \$ 35.9 billion, respectively. In addition, from Table 1 can be seen from 2005 to 2006, agricultural products, electrical and mechanical, energy, mining, textile and apparel products become the main targets from China to implement TBT by developed countries; Table 2 shows that the United States, Japan, Europe and other developed countries' TBT is causing very serious losses to our country. The proportion of total losses is on the rise.

Category	Agricultural	Electronic	Mining	Textile and	Plastics
Year	products	machinery		clothing	
2005	42.0%	21.7%	26.2%	21.5%	22.4%
2006	23.7%	24.2%	23.2%	7.7%	9.3%

Table 1. Proportion of total loss of export products from total exports in 2005-2006

Source: 2006 and 2007 State Administration of Quality Supervision, Annual report of China's Technical Trade Measures

Country	United States	Japan	European Union
Year			
2005	23.3%	10.3%	35.2%
2006	23.7%	19.1%	43.5%

Table 2. Total proportion of the loss accounted to United States, Japan and Europe on China's export enterprises from 2005 to 2006

Source: 2006 and 2007 State Administration of Quality Supervision, 'China's technical trade measures annual report'

2.3 The impact of technical barriers to trade on the export of several major industries in China

(1) Agricultural products and food

Although China's total exports of agricultural products and food in 2006 amounted to 26.32 billion US dollars increasing up to 12.8% over the previous year, the export of agricultural products in Japan, amounted to more than 5 billion US dollars, growth rate is almost zero. The total share of Japan's agricultural exports from 35.79% in 2005 fell to 31.73% in 2006. Other than Finland's growth of export by 8.5%, the rest of the EU's agricultural products export

were lower than the previous year, and exports fell by 15.9% from US\$ 2.83 billion in 2005 to US\$ 2.48 billion in 2006. As a result of the impact of TBT, in 2006 more than 20 kinds of agricultural exports reduced more than 500 million US dollars, especially in EU exports from China, more than 100 kinds of animal-derived food ban are imposed causing loss China's exports of US\$ 400 million in over more than 20 kinds of agricultural products. Japan has imposed stringent requirements on pesticide residues in China's agricultural exports, especially vegetables, aquatic products and poultry products, and has caused losses of US\$ 440 million in exports of dozens of agricultural products of China [Source: Ministry of Foreign Trade and Economic Cooperation, 'Impact of Technical Trade Measures I am outside the economic and trade development of the investigation report ', 2006].

(2) Textiles and clothing

At present, the main obstacle to the export of textiles and garments in China is the quota restrictions imposed by foreign countries, abuse of anti-dumping measures and the increase of low-cost-low-grade product, and lack of international famous brands. However, the influence of TBT system is becoming more developed in developed countries. After the abolition of foreign textile and apparel quotas in 2005, TBT, especially green barriers, will become an increasingly important trade barrier in Europe and the United States to replace quota restrictions. Many foreign customers put forward the ecological issues of export products especially in Europe, as the ban on azo dyes and formaldehyde content restrictions and other special attention are imposed [Textile Industry Standardization Institute, on the textile product technical regulations and standards of the investigation report, 2006 December] .

(3) Exports of electromechanical products

Foreign TBT mainly works as mandatory safety and certification requirements, international standards and product quality and management system certification requirements, and energy-saving requirements. Increasingly stringent environmental requirements, especially electromagnetic wave pollution requirements have a growing impact on the mechanical and electrical products exports. Mobile phone radiation problems have also attracted the attention of all parties. Small appliances almost faced with the total import ban on security issues in EU before finally forced into the statutory test.

EU's implementation order of the recovery of electrical products will have an impact on China's exports. Applying the increase of 1% -3% cost, from January to November 2006, China's export of electromechanical products will increase the cost of 2-7 billion US dollars to the total of export of EU in 24.2 billion US dollars, thus affecting the competitiveness.

Data source: Organize according to Wind information data

Figure 1; China's exports in 2006 by TBT restrictions.

(4) Chinese medicine

China's traditional Chinese medicine exports took a variety of restriction of technical barriers, mainly: GAP and GMP standards, animal/ plant quarantine and environmental standards, effective ingredient identification standards, GCP standards and GLP standards. Although China's use of Chinese medicine has 5,000 years of history, and its unique, but the international standardization of traditional Chinese medicine is very weak, with so far, no system. The reason why traditional Chinese medicine is difficult to enter the mainstream of the international pharmaceutical market, mainly importing countries often require Western medicine imposed on standard Chinese medicine, thus restricting its market access. These have seriously hampered the expansion of Chinese medicine in developed countries to gain market share. It can be said, TBT is , the main obstacle currently affecting China's traditional Chinese medicine into the

mainstream of international pharmaceutical market [Chinese Academy of Traditional Chinese Medicine, to promote the export of Chinese medicine research report, 2006].

China's trade losses due to TBT in 2006 were as high as \$ 17 billion, or 95% of the total losses, higher than in 2005. From the export of TBT by industry, the 21 categories of products classified by customs tariffs are further divided into six categories: food and animal husbandry, light industry, textile, electromechanical, five main mining metals and medical insurance. The limit is shown in **Figure 1**, with the most severe proportion of the food and livestock industry, as high as 90%. [Source: Wind].

3. Reasons that China's export products will suffer from technical barriers to trade

TBT, which is dominated by developed countries, has the dual application of technology and system to increase the difficulty of developing our international products, so that our products are passively adaptable. The main causes of this situation are analyzed as follows:

3.1 Non-reciprocal effects of TBT

From the practical use of TBT towards the developed countries possessing a high level of technology and advanced technological detection means, some standards are set even higher than international standards, hence making the impact of imposed TBT is relatively small. TBT has a more serious impact on developing countries where technology is low and standards are mostly lower than international and foreign advanced standards.

3.2 The concentration of export markets

As the technical standards are developed and controlled by the importing country, the developed countries have the advantages of technology, capital advantages and personnel advantages, new technology and new products are often developed and produced by these countries first, where new technical standards are mostly developed and controlled. Second, product testing, especially high-tech product quality testing, also requiring importing country's testing sector possessing certain technical equipment and personnel. The United States, Japan and the European Union have all the advantages in terms of the use of technical trade measures, so that although tariffs are lower than those of developing countries, TBT can be used to restrict the import of products from other countries. These countries for many products has a very tedious technical standards and inspection standards, imported goods have to meet these standards in order to be imported. According to customs statistics, in 2003 China's exports to the United States, Japan, and EU accounted for 51.17% of total exports. The three major economic entities has a clear advantage in the implementation of technical trade measures. This concentration of China's export market, means that the export of China's products have to inevitably face the threat of TBT.

3.3 Weakness of export products

Studies have shown that in international trade, agricultural products are affected by TBT more over than industrial products. Labor-intensive products are easier to be affected by TBT more than technology and capital-intensive products. TBT at the same time affect products of developing countries more than developed countries. China's technological level are behind the developed countries, which led to low technological content of export products, competition are still remaining at the pricing level. China's export-oriented commodity structure are dominated by, low value-added labor-intensive and capital-intensive products, while high value-added technology-intensive exports comes second. The main export products are mechanical and electrical products, high-tech products, spun fabric products and light industrial products. High-tech products accounted for only 21% of total exports. With the global quality standards and environmental protection requirements continue to improve, the technical barriers to export products increased. The weak nature of China's export products makes China's export trade vulnerable to TBT.

3.4 Imperfect warning mechanism

At present, China's technical regulations and standards are not perfect, far behind in establishment of their own TBT system, technical information intelligence system is relatively weak and early warning mechanism is imperfect. On the one hand the lack of the technical means major trading countries, on the other hand cannot be timely resolve discriminatory technical restrictions through WTO/TBT mechanisms. Macro management are unable to guide the export enterprises in a timely manner, coupled with the opacity and suddenness of TBT itself, causing export trade to face great difficulties. In recent years, China's exports of many products are blocked due to unfamiliar changes in other national technical standards, according to the Ministry of Commerce survey shows that more than 1/3 of the enterprises that cross the main difficulties of TBT is 'unclear messaging'.

4. China's countermeasures to cross the technical barriers to trade

4.1 Lessons from foreign experience

The international community has accumulated a certain amount of experience in dealing with TBT. These experiences have important lessons for our country, and we can draw the following useful ideas: First, strategy of implementing standardization and build a sound technical regulation and standard system to ensure sustainable development. The implementation of the standardization strategy can improve the international competitiveness of domestic products, and improve the domestic technical regulations and standards system can in turn become TBT system of developed countries as an effective mean to protect the domestic market. Developing countries should be able to recognize that the best way to get through foreign barriers is to improve the quality standards of their products. At this end, both developed countries and some developing countries, are focused on building their own technical regulations and standards system, on the one hand to improve the competitiveness of their products, on the other hand protect the domestic market. The second is to establish and improve the TBT early warning mechanism and taking the initiative. Both major developed countries and some developing countries attach great importance to the tracking and research of the TBT measures of their trading partners, and some have established a mature early warning mechanism. The third is to focus on bilateral and regional cooperation and coordination mechanisms to facilitate trade. In addition to the flexible use of the multilateral trading system to safeguard the interests of the country, the major developed countries and a growing number of developing countries pay special attention to bilateral, regional cooperation and coordination mechanisms, mutual recognition of agreements and trade facilitation.

4.2 Measures to be taken by Chinese government

4.2.1 Technical level is the key to cross TBT

From TBT's mechanism of action, the technical surpassing is the most fundamental response. The impact of technological progress on the development of international trade is self-evident. The technical gap between countries is the root cause of TBT. If there is no technical gap, TBT lacks the basis for its existence. There is a big gap between China's technical level and the developed countries, so improve the technical level and narrow the technical gap is a fundamental solution for TBT.

(1) Technology transfer

The technology gap can be narrowed through technology introduction. First, through the trade link can promote the study of the production and organization of other countries. Again, the international relations to promote the cross-border imitation and the use of foreign countries to promote the use of foreign products and equipment, and make it suitable for domestic use. Finally, international trade can make a country to develop or imitate new technology of productivity, indirectly affecting the overall economic productivity level. For our country, the transfer of technology mainly achieved through the introduction of technology . The introduction of technology can produce a technology spillover effect on the product, helping to cross TBT. Technological progress and TBT improvement are a dynamic process, for a country's overall technical level, only that the pace of technological progress should be faster than the TBT rise in order to improve trade profits. In the introduction of technology, at the same time we must focus on

importance of technological innovation, strengthening their independent development capabilities as soon as possible to improve the export of new products, up to achieve the comparative advantages to competitive advantage of export products, and then enhance the product competitiveness on international level.

(2) Establish and improve China's technical trade measures system

Establish and improve the technical regulations system, and actively adopt international standards to establish a sound TBT. This is the way to deal with foreign TBT, with reasonable protection of industrial development and consumer health and safety, safeguarding the basic security of the national economy. To establish a sound TBT system, the primary task is to establish and improve China's technical regulations system, which is the basis for the establishment of China's TBT system.

4.2.2 Use of foreign direct investment

With the means of introduction often difficult to get more complex system of advanced technology. The direct use of foreign investment is often able to complete the introduction of advanced technology, while the TBT dynamic changes can be timely understanding and mastered. It should be noted that, in the introduction of foreign investment, at the same time ensure so that to avoid the developed countries' outdated and environmentally harmful technologies. The introduction of technology and production of products have to be closely linked with the latest TBT. Active encouragement of foreign investment should be in areas that have a significant impact on sustainable development, such as clean energy, transportation, communications, technology and agriculture.

4.2.3 Focus on importance to emerging green trade barriers, adhere to sustainable development

Green trade barriers can be seen as more demanding, more stringent technical regulations and standards. This requires China to adhere to sustainable development, improve environmental awareness and level of the environment as an important factor in production, and actively develop the introduction of environmental technology, energy reduction and raw material consumption, reduce the pollution of exports, and transformation of traditional export industries.

4.2.4 Using TBT agreement as establishing trade barriers investigation system

The establishment of a set of strict industrial and product protection legal procedures to improve the awareness of self-protection, industry associations and the import and export chambers of commerce to assume the responsibility of protecting the enterprise. This involves complaints, filing, investigation, demonstration, take measures and other steps to form a useful TBT's rapid response to industry and product protection.

4.3 Measures to be taken by the enterprise

Business is also the main body across TBT. From the previous analysis, we can see that the impact of TBT on China's enterprises is mainly due to the increase in cost and the decline in competitiveness. The TBT can produce the role of that fundamentally lies in the technical gap, so for enterprises to cross TBT, we must first establish a scientific and technological awareness, change product weaknesses and improve their competitiveness.

4.3.1 Improve the technical level of enterprises

China's core competitiveness of enterprises is from the enterprise's technological innovation. The higher the technological content of the product, the less it is affected by the market's unfavorable factors and the product is stronger in competitiveness. For enterprises, to improve the technological content of products is a fundamental way to break through TBT. At present, most enterprises are passive to solve the problem by taking some improvement measures, making these products can only be a low level of the international market cycle. In the long run, the new standards emerge endlessly, enterprises should not only be strengthening the technological transformation, improving product quality, but also should continue to develop new products, pursuing of the world's latest technology trends and eliminate and abandon backward technology and equipment.

4.3.2 Improve the management level of enterprises

Enterprises' organizational structure, strategic management and management must meet the needs of the development of science and technology era. Enterprises can be ISO9000, ISO14000, other management standards combined with the actual situation of enterprises to create a suitable management methods as a system to ensure product quality and environmental quality, putting enterprises in the international market in a favorable competitive position.

Second, we must strengthen the training of workers to improve their scientific and technological level, so that advanced technology and equipment and technology through a certain quality of labor skills are able to generating benefits.

4.3.3 Strengthen standardization

Standard internationalization is conducive to standardize the healthy development of the entire industry. Enterprises should strengthen the awareness of standardization, use of reasonable application of international standards, strict implementation of standards, and continue to innovate in technology to promote the positive cycle of enterprise technological innovation and technical standards. At the same time, companies should not be satisfied with the passive adoption of international standards. They should make sure that enterprise is the main body of standardization work, standards are beneficial of standardization. In the government's active guidance and creating conditions, enterprises should actively participate in the development of self-developed product standards and improve the international competitiveness of China's products.

4.3.4 Actively carry out certification work

At present, the quality certification system has become a market trend. Certification has become a business's entry into the international market. China's enterprises to speed up the quality of certification work to drive product quality and technology to improve, so as to cross the TBT. Countries are trying to meet national quality certification system close to the international standards. Now out of China's 138 million enterprises, enterprises that obtain ISO9000 certification are less than 10,000, and ISO14000 standard certification are less than 100. Therefore, our enterprises have to strengthen the quality of certification work to promote product quality and technology to cross the TBT.

4.3.5 To improve the import/export commodity structure and implementing diversified market strategy

Green barriers are increasingly valued by all countries, and the green concept is reflected in all aspects of TBT. China's enterprises should focus on the development of green products exports, and protect the ecological environment as the main content of product quality. At the same time production process should pay attention to pollution control, natural ecological protection and other aspects. In the improvement of product quality and optimizing the structure, strictly limitations and even prohibition of producting of high-polluting products and imports should be enforced. The impact of biodiversity protection products should be strictly in accordance with the relevant international conventions to limit or prohibit the export. At the same time, it is important to expand the export market and international trade's geographical structure and diversifying market strategy. In consolidating the market in United States, Japan, the European Union and other developed countries, at the same time actively develop new markets, including the CIS, Middle East and Latin American market.

5. Conclusions

In short, with the rapid development of international trade, TBT has increasingly become an important means of non-tariff barriers. In trade practice, TBT gradually show the characteristics of diversification, wide range and diffusion effect, and becomes the main means and advanced form of national trade protectionism. In the development of foreign trade, China should have correct understanding on the TBT, facing the reality adapt to the challenges. It is necessary to resolutely oppose the TBT on China's export products as harsh discriminatory practices, and also actively improve China's export commodity structure and quality of export commodities. While actively dealing with foreign technical barriers at the same time, China should also establish a scientific and rationality in line with the actual technical barriers to the system and early warning mechanism to nurture the competitiveness of China's foreign trade. Initiative should be created amidst the struggle, and development amidst cooperation. This is in order to make China's export products to have a stronger competitive edge, to push our country from the trading country to a strong trading power.

References

-
1. Wang Xiaocun, Liu Houjun. Foreign practice to deal with technical barriers to trade and the latest practice of China's enlightenment [J], Economics, 2003.2
 2. Han Yong, Yu Bin. Green barriers on China's agricultural trade and its countermeasures [J], academic exchanges,

2005.8

3. Zhang Qing. US market economy under the conditions of standardization of China's standardization work [J], Metallurgical Standardization and Quality, 2006.1
4. Shihua. Major developed countries trade technical barriers to the status quo [J], light industry standards and quality, 2004.5
5. Application of the sea, Shao Honghua. Responding to new trade barriers [J], macroeconomic research, 2003.4
6. Wang Xiaocun, Liu Houjun. Foreign practice to deal with technical barriers to trade and the latest practice of China's enlightenment [J], Nanjing Social Sciences, 2005.1
7. Yu Hongfang, Han Fulong. Technical barriers to trade and its countermeasures [J], World Standardization and Quality Management, 2002.3
8. Feng Xianzong, Ke Dagang. International trade barriers under open economy [M], Economic Science Press, 2001 edition.