



KENYA EXPORT
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Tradealert

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INTERNATIONAL TRADE BARRIERS

Technical Barriers to trade (TBT) are mandatory technical regulations and voluntary standards defining specific characteristics a product must possess so that it is accepted in each market. The characteristics could include its size, shape, design, labelling, marking, packaging, functionality or performance. Products undergo a conformity assessment and can include product inspection, product testing and other product certification activities.

Standards are an important tool in international marketing of products and services because they convey

information that makes it easier for the buyer to understand and trust in their quality and specifications. Buyers may be hesitant to purchase products that are based on standards which are different from the buyer's own country. Complying with these standards could be time consuming and costly and most exporters regard TBTs to be a major barrier to free trade. Like everything else, standards change, and exporters should stay on top of these changes. Kenya Bureau of Standards provide the latest information on standards (Otsieno, 2007).

READ MORE:

<https://www.makeitkenya.go.ke/about-keproba/news-room/latest-news/international-trade-barriers>

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