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Standards and Technical Regulations: Do They Matter to Export Success in Developing Countries?

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要旨

Standards and technical regulations are an increasingly prominent part of policy debate. In particular, regulations imposed at the border are directly linked to factors affecting trade facilitation, the costs associated with trade logistics, and export prospects for developing countries. In this paper, we analyze how meeting foreign standards affects export success, reflected in export propensity and market diversification. The analysis draws on the World Bank Technical Barriers to Trade (TBT) Database of 619 firms in 17 developing countries. Our results indicate that technical regulations in developed countries adversely affect firms' propensity to export in developing countries. In particular, testing procedures and lengthy inspection process reduce export shares by 9% and 3%, respectively. Furthermore, in our model, the difference in standards across foreign countries tends to segment markets, harms a firm's scale economy, and affects export decisions. The empirical evidence implies that standards impede exporters' market entry, reducing the likelihood of exporting to more than three markets by 7%. Firms that outsource are more challenged by compliance with multiple standards.