

Vietnam's export dealing with non-tariff measures in the Japanese market

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Abstract:

Over the past decades, Japan has always been in the group of the four largest trading partners in more than 200 countries that import and export with Vietnam. Although Vietnam has bilateral and multilateral agreements with Japan, to take advantage of preferential tariffs, an important issue that Vietnam businesses need to consider is to recognize and find ways to deal with Japan's non-tariff measure (NTMs) against Vietnam exports. This paper reviews the definition of NTMs, the backgrounds of Vietnam's export to Japan, the reasons why Vietnam fails to surpass the NTMs of Japan, and the solutions to Japanese NTMs.

Keywords: *Non-tariff measures, Vietnam, Japan, export, free trade agreements*