



28 March 2014

(14-1919)

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Committee on Technical Barriers to Trade

Original: English

NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

1. Notifying Member: <u>THAILAND</u> If applicable, name of local government involved (Article 3.2 and 7.2):
2. Agency responsible: Office of the Alcohol Control Committee Department of Disease Control Ministry of Public Health Tiwanon Road, Nonthaburi 11000, Thailand Telephone: (+662) 590 3032, (+662) 590 3035 Fax: (+662) 590 3032 E-mail: smarnf22@gmail.com ; kpk2553@hotmail.com Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above:
3. Notified under Article 2.9.2 [X], 2.10.1 [], 5.6.2 [], 5.7.1 [], other:
4. Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable): Alcohol Beverages (ICS: 67.160.10) (HS 2203, 2204, 2205, 2206, 2207, 2208).
5. Title, number of pages and language(s) of the notified document: Draft Notification of the Alcoholic Beverages Control, Re: Rules, Procedure and condition for Labels of Alcoholic Beverages, issued under B.E (2 pages, in Thai).
6. Description of content: The Notification G/TBT/N/THA/332 (dated 21 January 2010) which entitled "Draft notification of the Alcohol Beverage Control, Re: Criteria, Procedures and Requirements for Alcohol Beverage Packages or Pictorial Labels/Warning Statements on the Local Manufactured or Imported Alcohol Beverages" is intended to be replaced with The Draft Notification of the Alcohol Beverages Control, Re: Rules, Procedures and conditions for Labels of Alcohol Beverages, issued under BE..., it is specified as follows: <ol style="list-style-type: none">1. The Labels of Alcoholic Beverage shall not use any messages as follows:<ul style="list-style-type: none">- The message which is unfair to consumers or leads to consequentially affected to social although these messages may relate to sources, condition, quality or characteristics of products or services including delivery, procurement or application of products or services;- The messages being regarded as unfair message to consumers or consequentially affected to social are defined as follows:<ol style="list-style-type: none">a. The message which is false or exaggerated;b. The message which misleads the content of products or services although these messages may refer to an academic report, statistical data or unrealistic or exaggerated information;

<ul style="list-style-type: none"> c. The message that directly or indirectly supports an illegal or morality or leads to discredit to the national culture; d. The message that leads to disharmony or prejudice to the social or people. <ol style="list-style-type: none"> 2. The message which directly or indirectly persuades to consume or pretentiously exaggerates the benefit or quality of alcoholic beverage. 3. The action of any following characteristics which are considered to be included in Clause 1 (2): <ul style="list-style-type: none"> a. The message that introduces an attitude that drinking alcohol can lead to social and sexual success including health; b. The message or pictorial athlete; c. The message or pictorial artist or singer; d. The message using pictorial cartoon; e. The message that persuades or convinces to purchase or consume in order to donate money to charity; f. The message that persuades or convinces to participate in activities such as music, sports, contests or recreation. 4. The draft notification shall not be applied to the alcoholic beverages manufactured or imported for distribution out of the Kingdom of Thailand or for the purposes of testing, analysis or research with a clear specification and for non-commercial benefits in the Kingdom; 5. The labels that were used prior to the date of enforcement of this notification can continue to be used not more than one hundred and eighty days after this notification becomes effective; 6. This Notification shall come into force from the day following the date of its publication in the Government Gazette.
<p>7. Objective and rationale, including the nature of urgent problems where applicable: Consumer information.</p>
<p>8. Relevant documents: The Alcohol Control Act B.E. 2551 (2008).</p>
<p>9. Proposed date of adoption: To be determined Proposed date of entry into force: The day following the date of its publication in the Government Gazette.</p>
<p>10. Final date for comments: 60 days from the date of circulation</p>
<p>11. Text available from: National enquiry point [], or address, telephone and fax numbers, e-mail and web-site addresses, if available of the other body:</p> <p>National Bureau of Agricultural Commodity and Food Standards (ACFS) Division of Agricultural Commodity and Food Standards Policy 50 Phaholyothin Road, Ladyao, Chatuchak, Bangkok 10900 Thailand Tel: (+662) 561 4204 Fax: (+662) 561 4034 Email: sps@acfs.go.th Website: http://www.acfs.go.th</p> <p>http://www.inmetro.gov.br/legislacao/rtac/pdf/RTAC001996.pdf http://members.wto.org/crnattachments/2014/tbt/THA/14_1565_00_x.pdf</p>