

New Paradigms in Free Trade

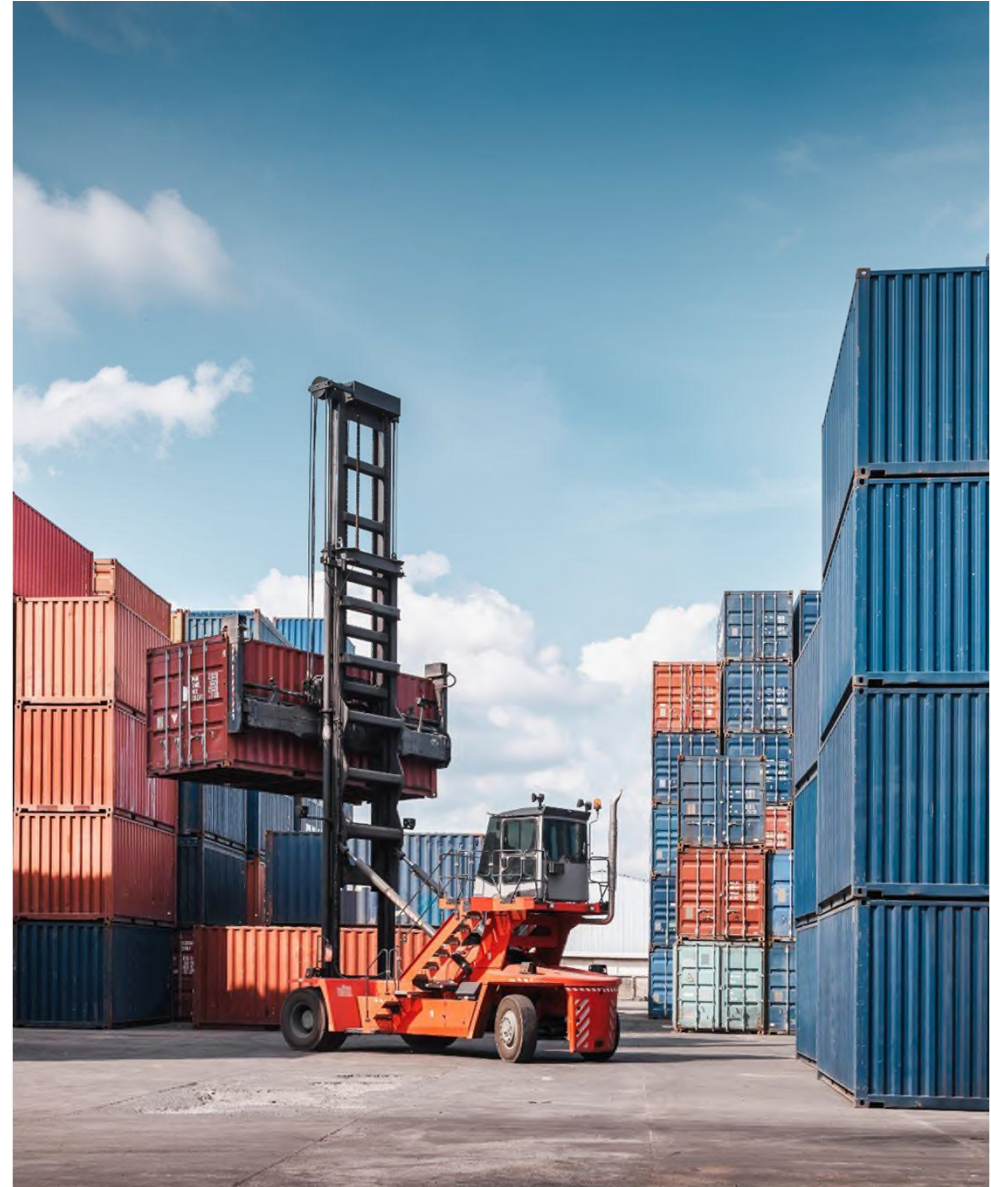
Norway-Asia Business Summit 2023

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Current state of FTA's

- ATIGA vs ACFTA vs AANZFTA vs RCEP vs CPTPP
- 'Free Trade' is not actually Free Trade
- Enforcement around ASEAN and beyond
- Making it work for you



Future of FTA's

- Increasing complexity
 - Rules of Origin
 - Labour standards, movement of people
 - Services and market access
- Impact of Carbon?
- Time to negotiate and implement
- Role of WTO
- Impact for Norway



How to Deal with the Issues

- Awareness and influence
- More regulation is coming, not less
- Senior oversight of the trade function, with appropriate technical experts



Thank you

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