

**DIREKTORAT JENDERAL PERDAGANGAN LUAR NEGERI**

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Nomor : 225/DAGLU.5.5/SD/IV/2020  
Sifat : **PENTING**  
Hal : Informasi Notifikasi Peraturan Baru di  
Myanmar berlaku 16 Maret 2021

Jakarta, 20 April 2020

Yth. Bapak/Ibu  
(Mohon lihat lampiran)  
di  
Tempat

Sehubungan dengan penyampaian notifikasi peraturan baru oleh Myanmar kepada WTO No. G/TBT/N/MMR/3 tanggal 24 Februari 2020, terkait *Directive of Myanmar Consumer Protection Commission*, berjudul "*The Labelling of Goods in Myanmar Language or in Myanmar Language in Conjunction with one or more other languages*" (sebagaimana terlampir), yang akan berlaku mulai 16 Maret 2021, bersama ini kami sampaikan beberapa poin penting untuk menjadi perhatian sebagai berikut:

1. Eksportir harus mencantumkan label dalam bahasa Myanmar saja, atau bahasa Myanmar dengan bahasa lainnya pada produk makanan, rumah tangga, anak, komunikasi, obat-obatan dan suplemen, barang konsumen dan bisnis. Hal ini dilakukan dalam rangka perlindungan konsumen di Myanmar.
2. Pencantuman label harus berisi informasi mengenai: (i) tipe produk, (ii) ukuran dan jumlah produk, (iii) petunjuk, (iv) efek samping, (v) pencegahan alergi, dan (vi) peringatan terkait kandungan produk, tempat penyimpanan, dan peringatan serupa lainnya.
3. Pelaku usaha harus memenuhi peraturan dimaksud sebelum produknya dipasarkan di Myanmar.

Kepada seluruh pihak sebagaimana tersebut pada tujuan surat, agar persyaratan tersebut menjadi perhatian dan dapat dipenuhi guna mencegah penolakan barang ekspor Indonesia di Myanmar. Kami himbau kepada para Pejabat Penerbit Surat Keterangan Asal dan para Ketua Asosiasi-asosiasi Ekspor untuk dapat menginformasikan hal tersebut pada kesempatan pertama kepada pihak-pihak yang membutuhkan.

Demikian, atas perhatian dan kerjasama Saudara/i kami ucapkan terima kasih.

Direktur Fasilitasi Ekspor dan Impor



Johni Martha

Tembusan:

1. Direktur Jenderal Perdagangan Luar Negeri (sebagai laporan);
2. Sekretaris Direktorat Jenderal Perdagangan Luar Negeri.

Lampiran

No : 225/DAGLU.5.5/SD/IV/2020

Tanggal : 20 April 2020

## DAFTAR PEJABAT

1. Para Pejabat Penerbit Surat Keterangan Asal;
2. Para Eksportir;

Para Ketua dan Anggota Asosiasi-Asosiasi Ekspor

3. Asosiasi Pengusaha Indonesia;
4. Asosiasi Usaha Menengah Indonesia;
5. Himpunan Pengusaha Muda Indonesia;
6. Himpunan Industri Mebel dan Kerajinan Indonesia;
7. Asosiasi Eksportir dan Produsen Handicraft Indonesia;
8. Asosiasi Eksportir Dan Industri Kopi Indonesia;
9. Asosiasi Eksportir Lada Indonesia;
10. Asosiasi Eksportir Perkulitan Indonesia;
11. Asosiasi Gula Indonesia;
12. Asosiasi Kakao Indonesia;
13. Asosiasi Niaga Pupuk Indonesia;
14. Asosiasi Panel Kayu Indonesia;
15. Asosiasi Pengusaha Gula & Terigu Indonesia;
16. Asosiasi Persepatuan Indonesia;
17. Asosiasi Pertambangan Batubara Indonesia;
18. Asosiasi Pertekstilan Indonesia;
19. Asosiasi Perusahaan Ban Indonesia;
20. Asosiasi Perusahaan Alat & Mesin Pertanian Indonesia;
21. Asosiasi Semen Indonesia;
22. Asosiasi Rumput Laut Indonesia;
23. Asosiasi Teh Indonesia;
24. Asosiasi Pulp dan Kertas Indonesia;
25. Gabungan Pengusaha Jamu dan Obat Tradisional;
26. Gabungan Pengusaha Kelapa Sawit Indonesia;
27. Gabungan Perusahaan Eksportir Indonesia;
28. Gabungan Perusahaan Karet Indonesia;
29. Gabungan Pengusaha Makanan dan Minuman Seluruh Indonesia.



24 February 2020

(20-1378)

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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

<b>1. Notifying Member:</b> <u>MYANMAR</u> <b>If applicable, name of local government involved (Article 3.2 and 7.2):</b>
<b>2. Agency responsible:</b> Department of Consumer Affairs, Ministry of Commerce <b>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:</b>  Product Safety Division Department of Consumer Affairs, Ministry of Commerce Tel: 067430509 Fax: 067430218 E-mail: <a href="mailto:productsafety52@gmail.com">productsafety52@gmail.com</a> Website: <a href="http://www.doca.gov.mm">www.doca.gov.mm</a>
<b>3. Notified under Article 2.9.2 [X], 2.10.1 [ ], 5.6.2 [ ], 5.7.1 [ ], other:</b>
<b>4. Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable):</b> Food, household goods, children's goods, communications goods, drugs and supplements, consumer goods and business goods
<b>5. Title, number of pages and language(s) of the notified document:</b> Directive of Myanmar Consumer Protection Commission, entitled "The Labelling of goods in Myanmar Language or in Myanmar Language in conjunction with one or more other languages" (6 page(s), in Burmese)
<b>6. Description of content:</b> The Myanmar Consumer Protection Commission, in exercising the power conferred under sub-section (b) of Section 83 of the Consumer Protection Law, issues the Directive for labelling of the goods as follows:  (a) In accordance with the Section 1(b) of the Consumer Protection Law, provisions related with labelling in Chapter 18 will come into effect one year after the date of promulgation of the Law, which will be on 16 March 2020.  (b) The Directive mentions detailed labelling requirements for each group of goods: food, household goods, children's goods, communications goods, drugs and supplements, consumer goods and business goods which must be in Myanmar Language or Myanmar Language in conjunction with one or more other languages based on the following criteria:  (i) type of the product; (ii) size, quantity and net amount; (iii) guideline; (iv) usage instruction; (v) side effects; (vi) allergic precaution; (vii) warnings  (c) According to the Directive, the imported goods are needed to fulfil the labelling

<p>requirements before market. (sticker labelling or new packaging)</p> <p>(d) Entrepreneur who does not comply with the labelling requirements described under the above mentioned paragraph (b) shall be punished in accordance with the Section 73 of the Consumer Protection Law.</p> <p>The English translation of detailed description for labelling requirements table is attached.</p>
<p><b>7. Objective and rationale, including the nature of urgent problems where applicable:</b></p> <ul style="list-style-type: none"> <li>• To ensure the fulfilment of consumer's rights;</li> <li>• To distribute and inform clear, accurate and correct information related to consumer protection;</li> <li>• To fulfil the high quality goods or services which can guarantee for safety, healthy and satisfaction of consumers;</li> <li>• To ensure the compliance of business person in respect consumer protection law</li> </ul>
<p><b>8. Relevant documents:</b></p> <ul style="list-style-type: none"> <li>• Consumer Protection Law 2019</li> </ul>
<p><b>9. Proposed date of adoption:</b> 3 December 2019  <b>Proposed date of entry into force:</b> 16 March 2020</p>
<p><b>10. Final date for comments:</b> -</p>
<p><b>11. Texts available from: National enquiry point [ ] or address, telephone and fax numbers and email and website addresses, if available, of other body:</b></p> <p>Product Safety Division,  Department of Consumer Affairs, Ministry of Commerce  Tel: 067430509  Fax: 067430218  E-mail: <a href="mailto:productsafety52@gmail.com">productsafety52@gmail.com</a>  Website: <a href="http://www.doca.gov.mm">www.doca.gov.mm</a>  <a href="https://members.wto.org/crnattachments/2020/TBT/MMR/20_1252_00_e.pdf">https://members.wto.org/crnattachments/2020/TBT/MMR/20_1252_00_e.pdf</a></p>