

### **Abstract**

Technical barriers to trade include regulations, standards and testing and certification procedures. Its purpose is to protect the quality of products, human, animal and plant life or health, environment, national security and so on. Member countries are encouraged to use international standards where they exist. Although it is difficult to give a precise estimate of the impact on international trade of the need to comply with different foreign technical standards, it certainly involves significant costs for producers and exporters. In order to promote international trade, and enhance international competitiveness of the herbal drug industry, this thesis provides a detailed analysis of the EU herbal drug standards.

The mainly objective is to break through the international trade barriers, expand the international market. The thesis will analysis the international drug market and international herbs and supplements market, compare the difference between the EU and the China standards, and evaluative the impact of the EU herbal drugs standards. It will study the ginseng standards in different country as a case.

This article will use the method such as literature review, comparative study and case study. Reference material includes official documents from the government of China, the European Union, the United States, Japan, Korea and the international organizations such as WTO,WHO, CAC, study reports from NIH, IMS, Phytopharm, NBJ, American Botanical Council and other institution, and papers from PubMed, Ebscohost, CNKI database.

The United States, Western Europe, Japan and China, sharing 80 percent of the supplements market of the world, are the major market for supplements. Western Europe is the largest market for herbal drugs. The major export of China is herbal substance and herbal extracts. China is the most important medicinal plants and aromatic plants exporting country in the world, the Chinese mainland exports account for 24.6 percent, Hong Kong, China exports account for 8.1 percent. China

exports herbs extracts from Pieces of exports 86.5% of the total. The herbal products made in China have seldom exported because the production companies and products are hard to meet the standards of the importing country. Targeted at China, the herbal standards barriers are mainly embodied in the pesticide residue standards, microbial limit, testing methods, the use of materials, updating the standard speed, and so on. Herbal substance quality and residue of pollutants such as continuously updated to meet the EU standards causes the reduction in the number of exports, increases the cost. On the extract, the improvement of the standard production process and production equipment, increased costs, changes in the prices of exports will have an impact. Herbal products seldom export to EU export, mainly by the quality of adverse reactions, and other factors. Improving the standards will be conducive to consumer confidence in the establishment of herbals, increase the use of herbs.

Article proposal to the full implementation of GAP standardized plants cultivation, improving the quality of plants; using science, a workable target, using modern technology to establish a scientific basis for the international standards; active participation of the herbal drugs standards international cooperation, mutual recognition system and third-party certification standards in time.

**Keyword:** herbal drug, trade barriers, standards, ginseng