Date: Fri, 18 Nov 2011 17:45:36 -0500 [19 Nov 11 06:45 am MYT]
From: "management@ssrn.com" <management@ssrn.com>
To: evelyns@um.edu.my
Subject: SSRN Revision Email

Dear Evelyn Shyamala Devadason,

We are happy to inform you that your revisions for Do Non-Tariff Measures in the EU, Japan and the ASEAN Matter for Export Consignments from Malaysia? have been made and are viewable at http://ssrn.com/abstract=1950131.

The revision was submitted by Evelyn Shyamala Devadason on 11/18/2011.

The following sections were changed:

Authors

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Thank you,
SSRN Management
Do Non-Tariff Measures in the EU, Japan and the ASEAN Matter for Export Consignments from Malaysia?

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October 2, 2011

Abstract:
This paper explores the impact of non-tariff measures (NTMs) on Malaysian exports to the markets of the European Union (EU), Japan and the Association of Southeast Asian Nations (ASEAN), spanning the period 2000-2009. The empirical findings reveal the presence of a dual effect of NTMs on Malaysian exports; NTMs can facilitate trade or restrict it. From the Malaysian experience in the trade of broad categories of products, NTMs appear to exert a beneficial impact on industrial exports but not on agricultural exports. Similarly, positive effects of NTMs are noted in trade with ASEAN and Japan but not with the EU. A possible reason why NTMs act as a catalyst for trade is that its high export concentration in both products and markets results in an 'offensive' approach that ensures sustained market access in major importing countries.

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