

Committee on Technical Barriers to Trade

NOTIFICATION

The following notification is being circulated in accordance with Article 10.6.

1.	Member to Agreement notifying: <u>REPUBLIC OF KOREA</u> If applicable, name of local government involved (Articles 3.2 and 7.2):
2.	Agency responsible: Ministry of Health and Welfare Agency or authority designated to handle comments regarding the notification can 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): Health supplement foods and special dietary foods
5.	Title, number of pages and language(s) of the notified document: Establishment of a Guideline on a Pre-Approval System for the Advertisement of Health Supplement Foods and Special Dietary Foods (Follow-Up Measure to the Amendment of the Ministerial Ordinance of the Food Sanitation Act, see paragraph 8)
6.	Description of content:  Advertisement of health supplement foods and special dietary foods (dietary fibre foods for special dietary uses with low calorie) in newspapers, magazines, pamphlets, leaflets, products description, and on vehicles shall be subject to a pre-approval by Committees which will be set up by Korea Health Food Association and Korea Foods Industry Association.  Advertisements regarding price and names of manufacturer, seller, product only can be exempt from the pre-approval requirement.
7.	Objective and rationale: To protect consumers from false and misleading advertisement of health supplement foods and special dietary foods.

8.	Relevant documents: G/TBT/Notif.96.268 (20 August 1996)
9.	<div>Proposed date of adoption:        } Proposed date of entry into force: } 1 March 1997</div> <p>Provisions relating to the advertisements in pamphlets, leaflets and products description will be effective on 1 October 1997.</p>
10.	Final date for comments: 18 April 1997
11.	<div>Texts available from: National enquiry point [X] or address and telefax number of other body: Food Industry Division Ministry of Health and Welfare 1 Chungang-dong, Kwachon, Kyungii-do 427-760 Republic of Korea Tel.: (82-2) 504-6206 Fax: (82-2) 504-6207</div>