

## Rules of origin in ASEAN : a way forward

Inama, Stefano, author

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### Abstrak

Rules of Origin in ASEAN is the first in-depth exploration of the complex rules of origin in ASEAN's trade agreements. Written by two leading practitioners, it explains with clarity the existing ASEAN Rules of Origin (RoO) practices and their administration regimes in a comparative context and provide a recommendation for reform. The ASEAN RoOs can be simplified by imparting transparency and predictability to the legal drafting, focusing on a calculation method based on value of materials and lowering the regional value content required to qualify as ASEAN origin. The administration of ASEAN RoOs can be improved by expanding the use of self-certification, moving away from document-based verification to more modern post-entry audit and trade facilitation approaches. This is a timely and important topic which will be insightful to practitioners, policymakers and businesses in understanding how commerce and trade are conducted in Southeast Asia.