University of Laarbi Tebessi

Faculty of Economic, Commercial and Management Sciences

Level: 2nd year master (services marketing+ banking marketing) Lesson: 01

Module: English Teacher: Miss. Ahlem Litim

**Tariffs, Non-Tariff Barriers and the New Protectionism**

 Trade barriers are government-induced restrictions on [international trade](https://en.wikipedia.org/wiki/International_trade).

Economists generally agree that trade barriers are detrimental and decrease.

 Most trade barriers work on the same principle: the imposition of some sort of cost on trade that raises the price or availability of the traded [products](https://en.wikipedia.org/wiki/Product_%28business%29). If two or more nations repeatedly use trade barriers against each other, then a [trade war](https://en.wikipedia.org/wiki/Trade_war) results. Barriers take the form of [tariffs](https://en.wikipedia.org/wiki/Tariff) which impose a financial burden on imports, and [non-tariff barriers to trade](https://en.wikipedia.org/wiki/Non-tariff_barriers_to_trade) which use other overt and covert means to restrict imports and occasionally exports.

 Non-tariff barriers are trade barriers that restrict imports or exports of goods or services through mechanisms other than the simple imposition of tariffs. The Southern African Development Community (SADC) defines a non-tariff barrier as: "any obstacle to international trade that is not an import or export duty. They may take the form of import quotas, subsidies, customs delays, technical barriers, or other systems preventing or impeding trade". According to the World Trade Organization, non-tariff barriers to trade include import licensing, rules for valuation of goods at customs, pre-shipment inspections, rules of origin, and trade prepared investment measures.

**1) - Reading Comprehension:**

Activity 1: Answer the following questions:

1-What are trade barriers?

2-Which forms can non- tariff barriers take?

3-What is the difference between tariff and non-tariff barriers?

Activity 2: Find in the text words that are closest in meaning to the following:

Limitation= harmful= exploitation=

Activity 3: Find in the text words that are opposite in meaning to the following:

Increase=/= imports=/= ignorance=/=

**2) – Mastery of Language:**

Activity 1: Fill in the table with the appropriate words:

|  |  |  |
| --- | --- | --- |
| Adjective | Noun | Verb |
|  |  | To invest |
|  | Decrease |  |
| Detrimental |  |  |
|  |  | To impose |
| Preventive |  |  |

Activity 2: Translate the following paragraph into Arabic:

Personalizing your customer’s experience is a non-negotiable in present-day marketing. Those who work in financial services know more than anyone that one of the most important ways to gain trust and credibility is by meeting your customers where they’re at. What does that mean exactly? It means that customers are savvy, and they know when they’re being marketed to in a broad, impersonal way. And that means that when customers are communicated to in a helpful and genuine way, tailored to their specific needs, they’ll think a lot more highly of the company. Keep in mind your various audience personas and what type of messaging they’d like to hear on each step of their buyer’s journey, whether you’re constructing your email campaign plan, creating audiences for social ads or planning out your content calendar.