

Contents

Preface	VII
Introduction: Thesis and Delineation of the Task	1
A. <i>Private Standards, Economic Integration, and the Comparative Method</i>	7
B. <i>Thesis: Trade and Telos</i>	11
C. <i>International Law and Policy</i>	14
D. <i>Thumbnail Itinerary</i>	21
Part One: The Analytical Framework	24
A. <i>Trade: Protectionism, Fair Trade and Trade Liberalization</i>	24
B. <i>Law: Cooperation and Telos</i>	32
I. International Cooperation	33
II. Telos and Trade Liberalization	34
1. Free Trade: Maximum Regulatory Competition	37
2. Market Building: The Open Level Playing Field	42
3. Protectionism-Free Trade: Limited Regulatory Competition	48
III. Conclusion: Trade and International Order	55
C. <i>Problems and Expectations: Responsibility, Regulatory Autonomy and Legitimacy</i>	57

Part Two: Private Standards and the Problem of Responsibility.....	63
<i>A. The WTO: Protectionism-Free Trade</i>	63
I. First Expectations: The GATT 1947 and Public Order Choices.....	64
II. Changing Context: Politics, Standards, Innovation and the Governance Turn.....	72
III. Negotiating New Public Order Choices.....	87
1. Private Choices and Public Interference in Competition Between Products	90
2. Private Self-Restrictions and the Pre-Determination of the Commercial Success of Imports	99
3. Derogation, Performance Regulations and Private Standards.....	101
4. The Non-Violation Complaint.....	102
IV. Reformulating Public Order Choices: The TBT 1980.....	103
V. A New Old Constitutive Decision: The WTO.....	111
1. The TBT: Old Wine in New Bottles	115
2. The SPS: Not a Code of Good Practice for SPS Standards	118
3. The Telecoms Reference Paper: Limited Context and Aim	125
4. The GATT 1994: True to Purpose	129
VI. Changing Context: A Global Value Chain World, Sustainability and Food Management	134
1. Global Economic Reorganization	134
2. The Politics of Products and Fair-Trade Standards.....	137
3. Food Scares and Retail Standards.....	148
4. Effects on Trading Opportunities	156
VII. Negotiating New Policy: The WTO'S TBT and SPS Committees ..	160
1. Confusion Over Community Expectations: A South/North Debate	160
2. The Real Issue: The Constitutive Decision for Protectionism-free Trade.....	172
VIII. Conclusion and Summary: Responsible by Choice Only	177
<i>B. The EU: Market Building</i>	179
I. First Expectations: The Constitutive Decision for the Market and Public Order Choices	181
II. Changing Context: Disappointing Functionalism	192
III. Considering Constitutive Choices: The "New Legal Order"	194
IV. Changing Context: Deadlock.....	198

V. New Public Order Choices: Experimental Regulation, Market Access and Private Choices200

 1. Private Actors and Expectations Regarding Members' Conduct.....204

 2. Private Actors and Expectations Regarding their Conduct.....207

VI. Changing Context: From Vice to Virtue210

VII. Reformulating Public Order Choices: Targeting the Private211

 1. Mutual Recognition: Private Standards as a Necessary Infrastructure.....211

 2. The New Approach: Harmonized Private Standards for Unconditional Mutual Recognition219

VIII. A New Constitutive Decision: The Single European Act and Private Standards222

IX. Changing Context: The Market's Limits225

X. Implementing Constitutive Choice: Market Access and *de facto* Regulations228

 1. The Real Issue: The Constitutive Decision for the Market-Telos.....228

 2. The Implication for Private Actors: Protecting the Enjoyment of a Public Good.....244

 3. Formalizing Informal Governance: Redefining National Private Standards.....255

 4. Everyday Conditional Mutual Recognition: Strengthening the European Standardization Clubhouse.....271

XI. Conclusion and Summary: The Tripartite Responsibility.....286

Part Three: Private Standards and the Problem of Regulatory Autonomy291

A. *The WTO: Protectionism-Free Trade*291

 I. First Expectations: Regulatory Competition291

 II. The TBT 1980: Not a Choice for Approximation298

 III. The GATT 1947: Not a Choice for Collective Public Interest Protection304

 IV. The Limits of the WTO: Private International Standards and Collective Interests312

 1. Still No Approximation313

 2. Law in the Books: Not Protecting Collective Public Interests.....319

3.	Law in Action: Working Around Limitations	324
V.	Conclusion and Summary: A Strange Marriage Between Law and International Politics	340
B.	<i>The EU: Market Building</i>	342
I.	First Expectations: A Single Competitive Economy	343
II.	New Governance and Approximation: Private Standards as Regulatory Limits	346
III.	New Governance and the Protection of Collective Interests	349
1.	The Scope of the Collective Economic Interest: Something Else that We Share	350
2.	Public and Private Promotion of European Public Interests	359
3.	Protecting Collective Interests with Private Standards.....	367
IV.	Conclusion and Summary: The Dual Nature of European Regulatory Autonomy	374
	Part Four: Private Standards and the Problem of Legitimacy	379
A.	<i>The WTO: Protectionism-Free Trade</i>	379
I.	First Expectations: The TBT 1980 and Private Standards as Information	379
II.	The WTO: Confusion Over Community Expectations.....	386
1.	The TBT Committee Discusses International Standards	387
2.	The Real Issue: The Constitutive Decision for Protectionism-Free Trade	400
III.	Conclusion and Summary: Facts and Legitimacy	405
B.	<i>The EU: Market Building</i>	407
I.	First Expectations: Publicization and the Pareto-Frontier of Legitimacy.....	408
II.	European Harmonized Standards.....	414
1.	Private Harmonized Standards as a Part of European Regulation	415
2.	Private Harmonized Standards and Judicial Review	420
III.	Broader Issues, New Governance and the Legitimacy of Private Standards	443
IV.	Conclusion and Summary: Law and Legitimacy.....	447

Part Five: Comparison	450
<i>A. The Problem of Responsibility and Private Standards</i>	450
<i>B. The Problem of Regulatory Autonomy and Private Standards</i>	455
<i>C. The Problem of Legitimacy and Private Standards</i>	459
Part Six: Appraisal	463
<i>A. The WTO and Private Standards: Pragmatic Cosmopolitanism</i>	463
I. A New Mandate: Law-Mediated Global Governance?	463
1. Theory: The Global Public Turn	466
2. Policy: Responsibility, Regulatory Autonomy and Legitimacy	478
II. In Defense: The Strength in the WTO's Weakness	491
1. Theory: Democracy, Law and Identity	491
2. Policy: Responsibility, Regulatory Autonomy and Legitimacy	505
III. Re-Defining Disallowed Protectionism within a Limited Mandate?	510
<i>B. The EU and Private Standards: The Market Citizen</i>	518
<i>C. Conclusion and Summary</i>	526
Part Seven: Conclusion and Summary	529
Epilog: Ergebnis und Zusammenfassung der Thesen	538
Bibliography	549
Index	573