
Table of Contents

<i>Preface</i>	v
<i>List of Abbreviations</i>	xvii
<i>Table of Cases</i>	xix
<i>Table of European Treaties</i>	lxvii
<i>Table of Other Conventions, Treaties etc</i>	lxxix
<i>Table of European Legislation</i>	lxxxiii
<i>List of National Regulatory and Legislative Acts</i>	xciii
1 Introduction	1
<i>Peter Oliver</i>	
2 Scope: Subject Matter	14
<i>Malcolm Jarvis</i>	
I. The Meaning of “Goods”	15
II. Goods “Originating In Member States” and Goods from Third Countries “In Free Circulation” in the Union	22
A. Goods Originating in the Member States	23
B. Goods from Third Countries in Free Circulation in the Union	23
III. The Nationality of the Owner	27
IV. The Transactions Covered	28
A. General	28
B. Ancillary Movements of Goods	32
(i) Goods and Services	32
(ii) Goods and Workers	39
(iii) Goods and Establishment	40
(iv) Goods and Capital	41
3 Scope: Territory	44
<i>Peter Oliver</i>	
I. Introduction	44
II. The Scope of Articles 34 to 36	45
III. The Scope of the Provisions on Harmonisation	54
4 Scope: Persons Bound	55
<i>Malcolm Jarvis</i>	
I. Member States	55
II. The Institutions of the Union	60
III. Private Parties	67
A. Introduction	67
B. The First Question	68

x *Table of Contents*

C.	The Second Question	77
D.	The Third Question	77
IV.	Conclusion	78
5	Quantitative Restrictions	79
	<i>Malcolm Jarvis</i>	
I.	The Timetable	79
II.	Direct Applicability	81
III.	The Definition of Quantitative Restrictions	81
6	Measures of Equivalent Effect I: General	84
	<i>Peter Oliver</i>	
I.	A Chronological Survey	84
A.	The Original Timetable	85
B.	The Acts of Accession	86
C.	The Single European Act	86
D.	Direct Applicability	86
II.	The Meaning of “Measures”	86
A.	General	86
B.	No <i>de minimis</i> Rule	91
III.	Measures of Equivalent Effect on Imports	93
A.	General	93
B.	The Relationship with Other Provisions	97
C.	“Indistinctly Applicable” Measures under Article 34	104
(i)	The Early Years	104
(ii)	<i>Cassis de Dijon</i>	107
(iii)	The Situation in the Late 1980s	110
(iv)	The Overstretching of Article 34	110
(v)	<i>Keck</i> and its Aftermath	113
(vi)	Assaults on <i>Keck</i> from the Advocates General	122
(vii)	Trailers and Beyond	125
(viii)	Article 34 Confers No General Freedom to Trade	131
(ix)	Conclusion: The Proposed Test	132
IV.	Measures of Equivalent Effect on Exports	133
V.	<i>De Facto</i> Harmonisation	140
VI.	Discrimination and Regional Restrictions	141
VII.	“Purely National” Measures: Reverse Discrimination	142
VIII.	Fundamental Rights	152
IX.	Burden Of Proof	153
X.	Article 4(3) TEU read with Articles 34 and 35 TFEU	153
XI.	Abuse of Right	155
7	Measures of Equivalent Effect II: Specific Measures	157
	<i>Stefan Enchelmaier</i>	
I.	Introduction	157
II.	Measures of Equivalent Effect under Article 34 TFEU	158
A.	Import Licences	158

Table of Contents xi

B.	Import Inspections and Controls	159
C.	The Obligation to Produce a Certificate	159
D.	Certain Sanctions or Fines	161
E.	The Obligation to Make a Declaration of Origin	162
F.	The Prohibition on the Sale of Goods	163
G.	Marketing or Type Approval	165
H.	Requirements as to the Presentation and Labelling of Products	166
I.	Incitement to Purchase Domestic Products	168
J.	The Obligation to Appoint a Representative in the Importing Member State	169
K.	Rules Imposing Liability on the Importer	170
L.	Import Monopolies	171
M.	Conditions of Payment, Obligatory Deposits and Guarantees and Restrictions on Credit	172
N.	Restrictions on Advertising and Promotion	174
O.	Requirements that Goods be Sold by Qualified Persons or Licensed Traders	177
P.	Discriminatory Restrictions on the Time and Place where Goods may be Sold	177
Q.	Restrictions or Requirements on Stocking Goods	179
R.	Reference Back to the Law of the Exporting Member State	179
S.	Discrimination in Public Supply Contracts	180
T.	The Abusive Reservation of Appellations of Origin or Indications of Source	182
U.	Abusive Restrictions on the use of Generic Terms	184
V.	Obligatory Origin Marking	188
W.	Language Requirements	189
X.	The Duty to Keep Records	189
Y.	Restrictions on Use	190
Z.	Restrictions on Possession	192
AA.	Restrictions on Health Care Coverage	192
BB.	Certain Price Controls	194
CC.	Discriminatory Rules of Procedure and Evidence	203
DD.	Regulation of Conditions of Production	203
EE.	Restrictions on Goods in Transit	204
III.	Measures Falling Outside Article 34	204
IV.	Measures of Equivalent Effect under Article 35 TFEU	206
A.	Export Licences, Controls and Certificates	206
B.	Local Bottling and Preparation Requirements	208
C.	Export Monopolies	208
D.	Discriminatory Conditions of Insurance	208
E.	Discriminatory Rules of Procedure	209
F.	The Obligation to Land Fish in the Flag State	209
G.	Providing a Particular Advantage for National Processors	210
H.	Prohibition of the Use of Foreign Temporary (“Customs”) Number Plates	210

xii *Table of Contents*

I.	Prohibition on Receiving Payment before the End of the Return Period in Consumer Sales	211
J.	Requirement of Prior Registration with an Official Body and Submission to Marketing Measures	212
K.	Restrictions on Production	212
L.	Restrictions on Goods in Transit	213
V.	Restrictions on Transit	213
8	Article 36 TFEU: General	215
	<i>Stefan Enchelmaier</i>	
I.	Introduction	215
II.	The Status of the “Mandatory Requirements”	216
III.	The Burden of Proof	221
IV.	Proportionality and Non-Discrimination	222
A.	“Arbitrary Discrimination”	222
B.	“Disguised Restriction”	224
C.	“Justified”	225
(i)	General	225
(ii)	Necessity	226
(iii)	Miscellaneous	229
(iv)	Mutual Recognition	231
V.	Extra-Territorial Application of Article 36	236
VI.	The Relationship between Article 36 and Community Legislation	238
VII.	The Grounds of Justification	239
A.	General	239
B.	Fundamental Rights	241
C.	Public Morality	248
D.	Public Policy	251
E.	Public Security	253
F.	The Protection of Human Health and Life	257
(i)	The Importance of this Ground; The Precautionary Principle	257
(ii)	The Burden of Proof; Evidence	260
(iii)	Public Health and the “Mandatory Requirements”	260
(iv)	Specific Restrictions	261
(a)	Re-treatment in the Importing Member State	261
(b)	Import Licences	261
(c)	Import Controls and Inspections	262
(d)	Certificates	262
(e)	Vitamins, Minerals, and Other Additives in Foodstuffs	262
(f)	Pesticides and Biocides	265
(g)	Maximum Levels of Bacteria	265
(h)	The Prohibition of Harmless Foodstuffs	265
(i)	The Obligation to Appoint a Representative in the Importing Member State	266
(j)	Rules Imposing Liability on the Importer	267
(k)	Requirements that Goods be Sold by Qualified Persons Only	267

Table of Contents xiii

(l)	Restrictions on Parallel Imports of Pharmaceuticals	268
(m)	Imports of Pharmaceuticals and Medical Products for Personal Use	269
(n)	The Obligation to Repackage Pharmaceuticals Prior to Importation	271
(o)	Ban on the Substitution of Identical Pharmaceutical Products	271
(p)	Restrictions on Importation and Sale of Alcoholic Beverages	271
(q)	Restrictions on Advertising and Sales Promotion	272
(r)	Labelling Requirements	275
(s)	Rules Relating to Pharmacies	276
(t)	Accident Prevention, including Road Safety	276
(u)	Miscellaneous	277
G.	Animals and Plants	277
(i)	The Protection of Rare and Endangered Species	278
(ii)	The Prevention of Disease	279
(iii)	Animal Welfare	280
H.	The Protection of National Treasures Possessing Artistic, Historic or Archaeological Value	281
I.	The Prevention of Tax Evasion	283
J.	Consumer Protection	285
(i)	General	285
(ii)	Language Requirements	287
(iii)	Generic Names	290
(iv)	Geographical Denominations	290
(v)	Other Names	290
(vi)	Distinctive Symbols	291
(vii)	Hallmarking	292
(viii)	Restrictions on Advertising and Sales Promotion	293
(ix)	Payment for Distance Sales	294
(x)	Assessing the Consumer's Understanding	294
(xi)	Criticism Deflected	297
L.	The Protection of the Environment	302
M.	The Improvement of Working Conditions	306
N.	The Maintenance of the Diversity of the Press	307
O.	The Preservation of the Financial Balance of Social Security and Health Care Systems	308
P.	The Promotion of National or Regional Culture	309
Q.	Protection of Commercial Reputation	311
R.	Accident Prevention and Road Safety	311
S.	Other Grounds	311
9	Article 36 TFEU: Intellectual Property	313
	<i>Christopher Stothers</i>	
I.	General Remarks	313
II.	Other Provisions Relating to Intellectual Property	316

xiv *Table of Contents*

A.	Union Legislation	317
B.	International Agreements	319
C.	Article 18: Non-Discrimination	320
D.	Articles 101 and 102: Competition	321
E.	Article 17(2) of the Charter	324
III.	Intellectual Property and Article 36	324
A.	General rule	325
(i)	Conditions and Procedures for Grant	325
(ii)	The Scope of Protection	326
(iii)	Expiry of Term	328
(iv)	Comment	328
B.	Exception 1: Non-Discrimination	329
C.	Exception 2: Goods in Transit	331
D.	Exception 3: Exhaustion	334
(i)	General	334
(ii)	The Concept of Consent	337
E.	Geographical Denominations	360
10	Other Exception Clauses	370
	<i>Angus Johnston</i>	
I.	Article 14 TFEU (ex 16 EC)	371
II.	Article 106 TFEU (ex 86 EC)	373
III.	Article 122 TFEU (ex 100 EC)	377
IV.	Articles 143 and 144 TFEU (ex 119 and 120 EC)	380
V.	Article 134 EC (ex 115 EEC)	384
VI.	Article 345 TFEU (ex 295 EC)	385
VII.	Article 346 TFEU (ex 296 EC)	386
VIII.	Article 347 TFEU (ex 297 EC)	390
IX.	Article 215 TFEU (ex 301 EC)	395
X.	Article 350 TFEU (ex 306 EC)	396
XI.	Article 351 TFEU (ex 307 EC)	397
11	Agriculture and Fisheries	401
	<i>Peter Oliver</i>	
I.	Where No Common Market Organisation Exists	402
II.	Where a Common Market Organisation Does Exist	403
12	State Monopolies of a Commercial Character	412
	<i>Angus Johnston</i>	
I.	Introduction	412
II.	Some Established Principles	414
III.	The Definition of a “State Monopoly”	416
IV.	The Prohibitions in Article 37(1) and (2)	418
V.	Article 37 and Articles 34 and 35	422
VI.	Agriculture	425
VII.	The Link with Article 36 (ex 30)	425
VIII.	Assessment	426

13 Union Legislation Relating to the Free Movement of Goods	427
<i>Stephen Weatherill</i>	
I. Introduction	427
II. The Legal Bases for Harmonisation	429
A. Attribution of Powers to the Union	429
B. The Internal Market: Article 115	430
C. The Internal Market: Article 114	431
(i) The Relationship between Articles 114 and 115	432
(ii) The Scope of Article 114	433
(iii) Achieving High Standards	440
(iv) Article 114 and Minimum Harmonisation	441
(v) The Exception Clauses in Article 114(4) to (9)	441
(vi) Article 114(10)	446
D. Agriculture	446
E. Correcting Competitive Distortions	447
F. Customs Co-operation	447
G. Worker Protection	448
H. Culture	448
I. Public Health	448
J. Consumer Protection	449
K. The Environment	450
L. General Objectives	451
M. Enhanced Co-operation	453
N. The “Mainstreaming Provisions”	454
O. The Choice of Legal Basis	454
IV. General Principles of Union Law	456
A. Fundamental Rights	457
B. Subsidiarity	457
C. Proportionality	462
D. Legal Certainty and Legitimate Expectation	464
E. Equality	465
F. Regional Disparities in the Internal Market	466
VI. Techniques of Harmonisation	467
A. Total and Optional Harmonisation	467
B. Minimum Standards	468
C. Safeguard Clauses	471
D. Technical Adaptation	471
VII. Notification of National Measures	472
A. Directive 98/34	472
B. Regulation 764/2008	478
VIII. Regulation 2679/98	481
IX. Public Procurement	483
X. Conclusion: The Relationship between Harmonisation and Articles 34 to 36	484

xvi *Table of Contents*

14 The European Economic Area	487
<i>Sven Norberg</i>	
I. Introduction	487
II. Analysis of the Agreement	490
A. General	490
B. The Free Movement of Goods	492
C. “Old” Legislation	495
D. “New” Legislation	497
E. Enforcement	499
F. Dispute Settlement	500
III. Subsequent Developments	502
A. General	502
B. Judgments of the European Court of Justice and the General Court	503
C. EFTA Court Judgments	504
IV. Conclusion	505
15 Conclusion	507
<i>Peter Oliver</i>	
Annex I Table of Equivalences of Treaty Articles	509
Annex II Extracts from Leading Judgments	510
Annex III Selected Bibliography on Articles 34 to 36 TFEU	513
<i>Index</i>	519