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CFDA: Health Food Named by Product Function Not Approved

China's food and drug authority said that health food would not be allowed to name the product that indicates product function. The regulation took effect late last month.

The food companies, whose health products bearing names that indicate product function but already got registered with the state regulator, should change the product's name and re-apply by the end of this year.

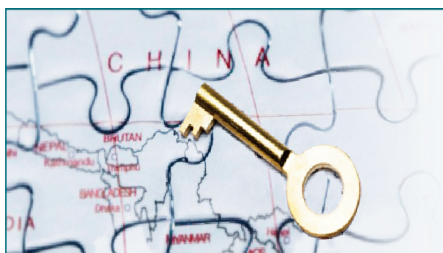
By next May, production of health food whose name indicates product function should not be produced any more. Health food which was produced before that date would be allowed to sell till the product expires. (Source: Legal Daily)

Health Product: No Endorsement Would Be Allowed

The new national ad law, which takes effect this month, will target at endorsement to products including health product by celebrities, which tend to mislead consumers and pose threat to their due rights.

Celebrities are not allowed to endorse products or service they never used themselves. The minors who are under 10 years old are not allowed to endorse any product, either.

Celebrities will be held responsible if the products they endorse are found to have legal problems. Consumers can ask for compensation from advertiser as well as from the celebrity who endorses the product.



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Ads of medical service, drugs, health food and cosmetics are not allowed to promote via media outlets that target at children. According to the new ad law, companies are not allowed to endorse school event or send out ad leafs together with textbooks of primary and middle school students.

"Drugs, medical equipment and food are key products that are related to the public's health and security," said a director with CFDA. " Ads of these kinds will directly affect consumers' personal safety, so we set a high bar on them based on food safety law, drug management law and medical institution law." (Source: South Daily)

All Certified GM Foods on Market 'Are Safe'

All certified genetically modified foods that are sold on the Chinese market are safe, according to the Ministry of Agriculture.

China has established a safety supervision system that covers the complete chain of GM products, including research, production and trading, the ministry said.

The ministry will cooperate with other departments to improve legislation concerning GM products and their testing technologies to ensure the safety of GM products, the ministry said in a reply to a March proposal by 10 members of China's top political advisory body on improved safety management of GM foods.

The reply, posted on the ministry's website, said that China and other countries have done much research on the safety of GM foods that proved certified GM foods are as safe as traditional foods.

"Internationally, there is a conclusion on the safety of GM foods, that is, that all GM foods that have passed safety evaluation and been certified are safe," the ministry said.

"The conclusion by the World Health Organization is that no health damage has been seen in any people worldwide who have consumed GM foods that have been approved by authorities," it said.

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A major research program organized by the European Union, in which more than 500 independent bodies participated over 25 years, concluded that GM technology is no more dangerous than traditional seed nurturing technologies, the ministry said.

GM food has occasionally been involved in controversy in China in recent years, and most of the dispute was centered on its safety.

In 2013, a soybean association in Heilongjiang province said that those who consume oil made of GM soybeans are more likely to get diseases such as cancer or infertility - a claim that triggered heated public debate.

Chen Junshi of the Chinese Academy of Engineering said at a news conference following the incident that there was no scientific evidence to prove that GM foods harm consumers.

"The mainstream opinion among scientists in the world is that GM food is safe," said Huang Dafang, a researcher in biological technology at the Chinese Academy of Agricultural Sciences.

"I think it is natural that some people oppose new technologies, such as GM food, since they have little knowledge of these technologies," he said. "But they should value the GM specialists' opinion, because they are most familiar with the subject."

Producers for the Chinese market are obliged to label any product that contains elements of GM soybeans, rapeseed, corn, cotton or tomato - five major types of GM products in China, according to a regulation issued by the Ministry of Agriculture in 2002.



Some other countries ask for labeling of GM foods on a voluntary basis. The United States Food and Drug Administration, for example, doesn't require labeling of genetically modified foods, saying that those on the market are safe.

"The Chinese food and drug authorities will improve supervision of labeling of GM foods, and those GM food producers who fail to label their products will be punished," the ministry said.

Zhu Beibei, who works for a biotechnology company in Beijing, said she believes that GM foods are safe because they already have been consumed by people for years in many countries.

"Still, I prefer naturally grown food," she said. "I think all products that contain GM foods should be labeled so people can choose." (Source: China Daily)

New Research Shows Chinese CO2 Emissions Much Lower Than Previously Thought

New research published in the journal Nature shows that coal burned in China actually produced 40 percent less carbon than had previously been assumed.

The study, based on an examination of more than 600 types of coal consumed across 4,200 coal mines in 2012 in China, drew the conclusion that the average Chinese coal burnt has produced 40 percent less carbon than figures used by the Intergovernmental Panel on Climate Change.

Guan Dabo, a professor of Climate Change Economics at the University of East Anglia, who is one of the authors of the paper, says this research allows China to realize a more accurate estimate of its actual carbon emissions so future actions and policies could more appropriately solve climate change issues.

Guan says although carbon emissions from coal and other sources has been a topic of fierce academic debate and interest over the years, the large amount of capital and human resources required to conduct thorough research has been a burden, China is encouragingly moving to invest in accurate emissions research.

The paper, which Guan co-authored with other researchers both inside China and internationally, is a part of the work of China's strategic priority research program 'Climate Change: Carbon Budget and Relevant Issues' at the Chinese Academy of Sciences.

This research program hopes to have a more accurate understanding of China's true emission quantity so China will have its own reliable

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The research by Guan and his colleagues has discovered that because China's coal quality is worse than international norm, its emission and energy produced is less than international standards.

Put into context, taking into account other fuels used, China's real CO2 emission level overall is 14 percent less than the emission calculated by IPCC in 2013. However, the revised number still puts China as the world's largest emitter of carbon emissions, with an amount of emission about 1.5 times that of the US emission in 2013.

Guan says the new research is not an attempt for China to shed its responsibility to reduce carbon emission, but purely an academic study to put the truth of China's emission into the public domain, and make it more accessible to other researchers.

In addition, he says China's low quality coal also produces less energy than international standards, so in the long term China should still work hard to move away from coal as a form of energy and increase renewable energy consumption.

Dave Reay, a Professor of Carbon Management at the University of Edinburgh, says this new research is credible from an academic perspective.

"It's an impressive piece of research. This study shows just how important assumptions about how much carbon is emitted for any given activity are," Reay says.

"Most nations still rely heavily on 'default' emission factors from the IPCC for their annual emissions accounts. Inevitably these broad averages can mean national estimates end up being under or

overestimates of the real emissions. By developing updated, location-specific emission factors the uncertainties can be reduced and governments can better plan their climate change mitigation efforts," Reay says.

Michael Rea, Chief Operating Officer at the Carbon Trust, a London based non-profit organization, says the new research does not change the core issues that need to be addressed in Paris.

"China is still the world's largest emitter of greenhouse gases, and based on current global trajectories we are well off track for meeting the international ambition of limiting global warming to within 2 degrees Celsius," Rea says.

"China has already demonstrated clear leadership in making progress to decarbonise its economy through its 12th 5-year plan, and 13th currently under preparation. From a Carbon Trust perspective we believe it is critical that China continues to show ambition and demonstrate action as China's decisions really matter at a global level," Rea says. (Source: China Daily)

China Shops Alibaba for U.S. Goods From Toothbrushes to Nuts

Look out Gucci and Prada. China's zest for Western products, which has made it the leading market for luxury goods since 2012, is moving downstream.

Michael DeSimone realized it when he and colleagues toured a warehouse loaded with items destined for China. "We expected the Michael Kors designer handbags," said DeSimone, chief executive officer of e-commerce logistics handler Borderfree Inc. "What we didn't expect were the Cosco car seats."

These days it's the prosaic -- pink Barbie backpacks,



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California almonds, Oral-B electric toothbrushes -- that Chinese click on more often when they shop American purveyors. Worried about the bona fides of what's on the shelves in a country famous for knockoffs, they're looking online to the U.S. for reliability and brand authenticity in ordinary consumer goods. "There's a pent-up demand for the real deal," said Krista Garcia, an EMarketer Inc. retail analyst. "Not just luxury but more middle-class, mainstream American brands."



Cross-border purchases by China's Web shoppers grew from less than \$2 billion in 2010 to more than \$20 billion in 2014, with the U.S. the destination of choice for clothing and personal care and baby products, according to EMarketer. It predicts China's e-commerce market, which supplanted the U.S. as the biggest in 2013, will be twice the size in five years.

That helps explain why thousands of American brands, from Converse sneakers to Crest white strips, are popping up on digital marketplaces owned by Chinese Internet giant Alibaba Group Holding Ltd. and its rival JD.com Inc., and why Macy's Inc. and other U.S. retailers are using Alibaba's Alipay third-party payment service on their own websites.

On Nov. 11, known as Singles Day in China and the

country's biggest shopping day, Costco Wholesale Corp.'s shop on Alibaba's Tmall.com rang up sales of \$3.5 million, according to the Chinese Web retailer, more than what seven Costcos do on an average day in the U.S.

Entering China through Tmall is "a good way for us to test and learn," said Costco Chief Financial Officer Richard Galanti, who declined to disclose sales numbers. The virtual Costco for China opened in October, stocked with about 150 items, including honey, Ziploc bags and baby wipes.

Trust in U.S. quality controls trumps second thoughts by Chinese shoppers that they may be buying goods that were made in factories in their own country, said Patrick Hoss, chief marketing officer of Voyage One, which helps U.S. retailers sell on Tmall. Chinese know standards are higher "than for the same products that are made to be sold directly in China."

Chen Chen, a 25-year-old who works in a Hangzhou bank, said he also likes the prices. "It was so cheap," he said after buying Costco nuts and coffee, "cheaper than food in China."

The majority of business-to-consumer online sales in China are made on Tmall and other Alibaba sites. It doesn't disclose sales data for brands or goods.

Even Amazon.com Inc. is on Tmall. The Seattle-based company has eight product fulfillment centers in China but has struggled to attract shoppers, so it opened an Alibaba store, selling American products such as Remington electric shavers.

EBay Inc. last week partnered with JD.com to create an online hub that resembles a U.S. shopping mall, selling K'Nex construction toys from Hatfield, Pennsylvania, alongside strollers from Graco and Cuisinart blenders.



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U.S. stores that feared competition from counterfeits online in China learned that impostors create demand for trusted sources, said Scot Wingo, CEO of ChannelAdvisor Corp., which helps e-retailers navigate international logistics.

They're eager to do business in a country with 1.3 billion people. "It's the opportunity that is getting people excited and over the hump of fears about counterfeits," Wingo said.

Alibaba has had its own knockoff problems: After Chinese regulators accused it of tolerating merchants selling fakes, Chairman Jack Ma pledged to root out bogus products.

Authenticity is key for Beijing resident Wang Lingling, 46, who shuns mainland stores and buys online or in Hong Kong. She's the kind of consumer U.S. retailers like. "The quality of food, medicine and clothes is a huge concern for me," she said, "when I shop in China." (Source: Bloomberg)

Challenges, Opportunities Seen in China's Aging Population

When looking for a balance between independence and health care in later life, China's older generation must navigate an under-developed, overwhelmed sector.

Many Chinese believe it is the responsibility of children to care for their aging parents, and often grandparents, too. In some cases, those that put their elderly relatives into nursing homes are looked down on for shirking their filial responsibility.

At the end of 2014, there were 212 million Chinese, or 15.5 percent of the population, aged 60 or above. This is expected to increase by around 10 million every year.

Vice Minister of Civil Affairs Zou Ming said China is getting old before getting rich and the care industry is under prepared. With a rapidly aging population and many people leaving their

hometowns in search of work, suitable elderly care options must be found.

There is, however, a silver-haired lining as both the government and the private sector seek to develop viable solutions.

Nursing homes in China are beset by a myriad problems. A fire at a care home in Henan Province, central China, in May claimed the lives of 38 of its elderly residents, causing many to question the standards of elderly-care centers.

Care homes are also struggling with staff shortages. By the end of 2015 the government predicts that there will be 30 beds for every 1,000 seniors. While there are 290,000 nurses that specialize in geriatric nursing spread out across the whole country. Even if every nurse cared for three disabled seniors, there would still be 10 million seniors with no caregiver.

The central government is championing home-based care and services for those that do not need the support of special facilities.

In 2013, the State Council, China's cabinet, issued a guideline calling for the incorporation of home-based care, community support and nursing resources.



Luan Bingmai, 73, is one of more than 3,000 seniors in Tianjin to benefit from this government initiative. After her health took a turn for the worst a few years ago, she found herself unable to complete her daily chores. So she signed up for in-home help, and now gets meals delivered to her doorstep by the staff of a care home.

In addition, the elderly population of Tianjin can receive health care, medication and consultation, all in the comfort of their own homes.

According to the government guideline, home-based care should be a fundamental part of the elderly care system.

Nursing facilities and care homes should be the last resort, said Gao Yunxia from China Philanthropy Research Institute. Government-run nursing homes should give priority to the poor, the disabled and those of advanced age, she added.

Although government financial support has been steady over the past few years, the vice minister acknowledged that more private funding is needed to ensure seniors "live happy, long lives and gracefully grow old."

The migration of tens of millions of farmers to the cities has exacerbated the problem, leaving many elderly people without the usual family-support structure. The predicament these farmers face is

that once they become too old to work the land, they lose their only source of income.

In Qingdao in Shandong Province, east China, residents have begun to transfer their land rights to a village cooperative in return for elderly care.

The investor, Huang Duwei said he planned to use the land to grow vegetables and rear livestock on a large scale. "The money we make will be invested into a nursing home for the people that once worked the land."

Gao Liping, a researcher with Shandong Academy of Social Sciences, said this project would help many of the countryside's left-behind people, who have no pension to support them in old age.

The city is also offering insurance to farmers that will provide a financial cushion should their health deteriorate. (Source: Xinhua)

China Updates is published weekly by the U.S. – China Health Products Association, a non-profit organization dedicated to the promotion of dietary supplements and nutritional ingredients. The association's major focus is the continued development of China's overall natural health product industry as well as offer business services to its global members.

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