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CFDA: There is No Such A Thing as “Moon Cake Health Food”

The national food and drug regulator released a spot check result on seven kinds of food, including health food, tea and moon cake. 14 batches of moon cake products were found to be substandard.

At the same time, CFDA released an alert saying “any promotion that calls moon cake a health food is false advertisement, as CFDA never approved any moon cake to be health food. “

The problematic moon cakes mostly use too much preservative in the product. The regulators ordered recall of the above products, which should be pulled off from shelf in time.

CFDA sent mandates to local regulators to strengthen control over food quality during mid-autumn period. (Source: Southern Daily)

False Advertisement of Drug and Health Food Punished Severely

CFDA has spotted 18 cases involving false advertisement of drugs and health products since early September.

The illegal cases involve exaggerating product effects and giving unscientific statement in the illustration book. All the conducts tend to mislead local consumers.

The regulator also says that the involved health products did not acquire official approval for production and sales. (Source: Southern Daily)



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Organic Milk Powder Starts to Become Popular in China

Thanks to the popularity of organic food in general, organic milk powder has gradually become the next big thing in the local food market.

Hundreds of allegedly organic milk powder brands are sold in the local market, but only about 21 companies have the authentic organic certificate. Experts say that the sales volume in China is too big for the production countries to address, as they have very limited production capability and are not able to product organic milk powder in a large number to feed all the demand from China.

Experts remind the consumers to check the organic food logo when they buy organic food. Organic food are not particular more nutritious than the ordinary milk powders. (Source :zol.com)

CFDA: 96.8% of Meat Products Nationwide Are Standard

The national food regulator said recently that 96.8% meat products spot-checked nationwide are standard in the first half this year.



The spot check covers 27 provinces with 1923 companies involved. The regulators checked 24 kinds of general food with 56.3% to have passed the test.

The substandard products are mainly found to have out-of-limits microbial and additives.

Officials said that the national regulator would

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strengthen monitor and spot checks of meat products in a bit to ensure food safety for local consumers. A more coordinated information release platform should also be set up soon.

Experts and media staffs should also shoulder the responsibility to build a better social environment for companies to produce quality food. (Source: China.net)

Aging Population Creates Potential in Health Care

To coincide with President Xi Jinping's first state visit to the United States, China Daily asked senior executives with American companies for their opinions on China's business environment.

Companies in China are facing the challenge of rising costs. Will this affect your plans in China or will you continue to invest in the country? Do you have any plans to relocate to the US or elsewhere in the region.

J&J has had the privilege and the opportunity to serve people in China for 30 years. We're increasing our investment to meet the rising demand for health care in China and the Asia-Pacific region driven by aging populations, a growing middle class, and urbanization. Our recent investments include the Asia-Pacific Innovation Center in Shanghai, the J&J Global Lung Cancer

Research Center, and a state-of-the-art pharmaceuticals plant in Xi'an.

How has the depreciation of the yuan affected your company? Will this play a major role in your decision to continue to invest and expand in the country and region?

We believe the currency rate is only one component of the business strategy. Making sure we understand the science, the overall marketplace and unmet needs, and putting all those things in the balance, is what keeps us competitive.



The Chinese government believes in a stable investment environment and has rolled out policies to help international companies here by increasing transparency. What other measures would improve business efficiency and competitiveness?

We appreciate the Chinese government's efforts in building a more-transparent business environment and in fostering a robust innovation ecosystem in life sciences. This includes activities to strengthen market access, talent, and policy support.

What are the greatest challenges your company faces in China, and how will you deal with them?

We applaud the recent promise by the State Council to expedite the drug approval process.

This will help address the critical unmet medical needs of patients in China. The greatest challenge we face is the overwhelming number of unmet medical needs.

However, there are also many opportunities to push innovation forward. We want to build an innovation ecosystem in China that develops applicable solutions to improve health care.

Chinese companies have been looking at the US for investment opportunities as they increase their global footprint. What cultural and social issues do they face, and how would you deal with those issues?

Acquiring deep consumer insights and developing a comprehensive perspective in business operations will be key to success. We have already seen global companies hone these capabilities in the China market.

As Chinese companies expand their footprint in the global market, business leaders will also need to focus on and enhance these same skills.

To do so they will need to step outside of their homegrown market experience, adopt a comprehensive perspective, and develop their capabilities as global leaders.(Source: China Daily)

Can TCM Improve Sexual Health?

Erectile dysfunction had troubled Adam Taylor (pseudonym), a 27-year-old Italian who works in China and the US, for three months. That is, until two months ago, when a friend suggested he see a traditional Chinese medicine (TCM) doctor. Taylor decided to try it and was prescribed herbs and acupuncture.

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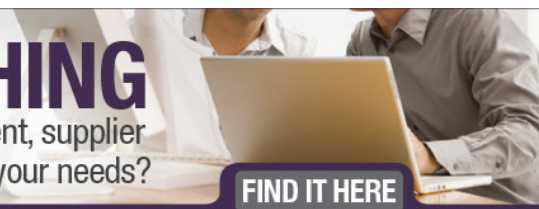
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"I could not remember [the names of the herbs], but they were not very tasty. It takes time to see the influence of the herbs on body, but I think it is healthy and has helped me," said Taylor, who found that after taking the herbs and getting acupuncture for two months, his sexual health improved. He said he has continued the treatment.



An increasing number of foreigners are turning to TCM for treating sexual health issues, including low sex drive, premature ejaculation, and erectile dysfunction, said Amir Hooman Kazemi, an Iranian doctor of Western medicine for 15 years and clinical PhD of Chinese medicine for 10 years.

"Chinese medicine is a very good method for treating sexual dysfunction. It is popular both around China and outside of China. So far, more than 100 foreign patients have come to me for the treatment of this problem," said Kazemi. "About 70 to 80 percent see very good results. Many foreign patients prefer Chinese medicine now as it is natural, can balance the body and has more long-lasting effects and fewer side effects than Western medicine."

Kazemi said that in Chinese medicine, the main

cause for sexual problems are kidney deficiencies, blood stasis, qi (the energy that flows through one's body in TCM) stagnation, and qi deficiency. The main purpose behind treatment is to promote blood and qi circulation, and improve kidney function.

One of the most commonly used herbs for sexual health treatment in TCM around the world is ginseng. People can take it in many forms, including in tablets, capsules or naturally, via ginseng root. Other helpful herbs for sexual dysfunction include cistanche, which belongs to the ginseng species, ginkgo, ginger, and pepper because they have a warm nature, said Kazemi.

Thomas Garran, a PhD candidate at National Resource Center for Chinese Materia Medica at the China Academy of Chinese Medical Sciences, said "horny goat weed" is also a popular herb for treatment.

"Lots of Westerners have used these herbs. They all work differently, but according to Chinese medicine, most of them boost active and masculine energy," said Garran, who has also been a practitioner of Chinese medicine for over 20 years.

He said people interested in using TCM for treatment of sexual dysfunction should first see a qualified practitioner.

"This is a complex condition with many causes. Taking the wrong thing, whether herbs or drugs, could make the problem worse, or have no effect," he said.

Kazemi explained that the major difference between Western and Chinese medicine lies in time and effect. Western medicine, like Viagra, increases serotonin and blood flow in the genitals. It works quickly, but they can only relieve the symptoms for



a short time. Chinese medicine is not as fast as Viagra. Treatment normally takes at least two weeks to two months, but the effects last for a long time and balances the body. TCM treatments can also treat other problems patients have, such as hair loss and constipation.

"People get more holistic treatment by using Chinese medicine, not just an erection," Garran said. "You can take herbs for a relatively limited time and resolve the problem in the long term, as opposed to just taking a drug so you can have sex."

Guo Jun, director of andrology at Xiyuan Hospital under the China Academy of Traditional Chinese Medicine said Western medicine has some side effects, but for young people who are relatively healthy, Western medications are usually their first choice.

"But for people older than 40, I advise using a combination of Western and Chinese medicine," Guo said. (Source: Global Times)

New Economy Drives Growth-Cross-Border E-Commerce

New forms of businesses and emerging industries have great potential and will soon be able to match the traditional economic engines in China, Premier Li Keqiang said in a message of encouragement after visiting two e-commerce plants in Henan province.

It is the second time in two weeks that the premier has soothed concerns about the Chinese economy amid downward pressure. When meeting global corporate leaders earlier this month, he said there are ups and downs in the growth of the Chinese economy, but the momentum is still upbeat.

Li De, deputy manager of Jumei International Holding, a US-traded Chinese e-commerce

company, said sales surged to 1.2 billion yuan (US\$188 million) in the first half of this year after the central government approved a bonded area in Zhengzhou, capital of Henan, to carry out cross-border e-commerce trade.

He said the company's revenues would multiply their value many times over through knock-on effects in related industries such as logistics and packaging.



Jumei is one of the companies in the Henan Bonded Logistics Center, the first cross-border e-commerce pilot in Central China. The center set up an online-to-offline shopping center in 2012 to encourage the development of cross-border e-commerce. The O2O business model uses an online presence to attract customers into a physical store.

Xu Ping, general manager of the commodity center, said cooperation platforms with overseas governments have been set up to attract well-known overseas brands.

"In this way, we guarantee the genuineness and traceability of our products," she said.

Xu said local governments have streamlined the customs and quarantine procedures to shorten the time from port to customer.



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"Customs clearance procedures have been shortened from one or two days to 2 minutes.

"Our revenues in the first three months after opening have surged to more than 80 million yuan, more than the total revenues of the other five pilots in China," she said.



"The three factors in the development of cross-border e-commerce are demand, logistics and labor cost, and it's why the industry enjoys a stronger momentum in Central and Western China than the coastal area.

"We have a bigger market in central China since there are fewer franchises, and the cost for logistics and labor is relatively low," she said.

During a visit to an incubator center for farmers in Xinzheng, Henan province, Li Keqiang inquired about the interest rates on loans at rural banks and if the new rates had been implemented.

"Please speak frankly," the premier told an employee of a rural bank.

The employee said the market-oriented interest rate reform will benefit banks in the long run, but the banks need time to adapt.

"The market-orientated reform is beneficial for interbank competition, which will then in turn lower the lending rate and better serve the real economy," the premier said.

The central bank cut the benchmark interest rate by 0.25 percentage points in late June and lowered the reserve requirement ratio for targeted banks. (Source: China Daily)

Amazon Sees Opportunity In 'New Normal'

While some lament China's economy entering a "new normal" era of slower growth, the head of Amazon China says the cooling growth rate actually fits perfectly with the online retailer's agenda.

"We see a lot of opportunities in e-commerce—cross-border e-commerce in particular, as the Chinese economy moves from low-cost manufacturing to creating brands," Amazon China President Doug Gurr said.

In mid-August, when the Chinese arm celebrated its 11th anniversary, Gurr introduced a concept called Cross-Border 2.0, which he used to describe the updated cross-border online shopping services Amazon China can offer for faster delivery.

The upgrades also include a series of initiatives to help China-based sellers export globally through Amazon Global Selling. Sales more than doubled in the first half of 2015 compared with the same period last year.

Gurr said Amazon will choose some of the most popular items online and import them directly to China.



"So when Chinese customers place orders online, they will not only get authentic overseas products, they can get their deliveries within three days on average," he said.

He did not reveal exact figures for the company's cross-border e-commerce business in China, but he said it had seen tremendous growth since November.

In November, Amazon China launched its Amazon Global Store service, which allows Chinese customers to buy goods directly from its online shopping platforms in other countries—currently only from its US website, but it's in the process of expanding to other Amazon sites.

Since taking over the China division of the company about a year ago, he has been vigorously refocusing the business, with cross-border e-commerce taking priority.

"Cross-border e-commerce is a booming trend globally and represents the most dynamic driving force in China's e-commerce development," Gurr said. "We take China as a strategically important locale from a global perspective and will continue to invest in China.

"Our vision is very clear: Helping China customers gain access to high-quality and authentic international products at fair prices, and helping China-based sellers to grow their business globally." (Source: China Daily)

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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