



# CHINA UPDATES

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## **Sichuan Strengthens Regulation on Health Food Seminar**

Illegal conducts, including false advertisement, at health food seminars become more rampant in the past few years. The local market regulators have received a lot of complaints over problematic sales out of these seminars.

To better regulate the local health market, the provincial food and drug regulator of Sichuan released a guidance that targets on advertisement and marketing via health food seminars.

The guidance said that those event organizers which do not have approval from regulators to organize seminars or other marketing campaigns will be punished severely. (Source: Sichuan Daily)

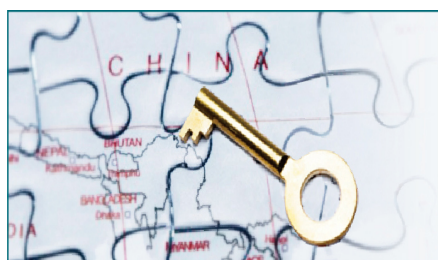
## **Lanzhou Spot Check Packages of Health Food**

To better regulate packages of products sold in the local market, the local market regulator recently launched spot checks on products including moon cakes, alcohols and health food.

The total standard rate of the products checked is 76%, when the rate of standard health food package is only 6.7%.

The campaigns checked 14 companies with 6 kinds of products involved.

The regulators punished companies that are involved in over packaging of products. (Source: Lanzhou Daily)



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## Nutrition China Tour Kicks Off in Beijing

The 4th China Nutrition Communication Conference and the 2016 Amway Nutrilite Nutrition China Tour opened in Beijing. The China Health Education Center, China Center for Disease Control and Prevention, China Nutrition Society, and Amway, the company that owns the famous health product brand Nutrilite, jointly held the event.

Wang Huaning, an official from the National Health and Family Planning Commission, said that Chinese people are increasingly interested in health and nutrition. So professional health institutions and experts should further promote nutrition and help disseminate authoritative and scientific nutritional information.

Huang Deyin, the CEO of Amway China, said that the Amway Nutrilite Nutrition China Tour is aimed at promoting health and nutrition to a wider cross section of people.

Since the event was initiated in 2012, Amway has held more than 100 health lectures in over 25 cities and provinces in China. During the event, nutritionists spoke with locals, introduced new concepts about health and nutrition and answered their questions. (Source: Global Times)

## Healthy China Driven By Strong Central Leadership

After drastically prolonging people's lives, and slashing infant and maternal mortality rates, China is poised to become healthier as it is building a moderately prosperous society in all respects.

The goal was crystallized as the Healthy China strategy in the 13th Five-Year Plan proposal (2016-2020). Enlisting the backing of the central leadership, the goal of Healthy China looks more than achievable.

Nothing is more telling of China's progress in the health sector than the sweeping improvement in three main public health indicators.

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Average life expectancy in China surged from 35 during the early years of the People's Republic of China which was founded in 1949, to over 76 in 2015.

The infant mortality rate dropped from 20 percent right after the PRC was founded to 0.81 percent last year, while the maternal mortality rate dropped from 1,500 of every 100,000 in 1949 to about 20 of every 100,000 in 2015, according to statistics released by the National Health and Family Planning Commission (NHFPC).

Li Bin, head of the NHFPC, attributed the success to government commitment and leadership in protecting and promoting the health of the general public.



The government has mobilized all departments and social forces in implementing their duties,

borrowing state-of-the-art concepts and techniques from abroad, Li added.

Chinese President Xi Jinping has underscored the significance of Healthy China on different occasions over the past years.

In the face of an outbreak of H7N9 avian flu in 2013, Xi called for efforts to conduct epidemiological studies of the disease, strictly control infection sources, promote public awareness of disease prevention and accelerate the development of vaccines.

During an inspection tour in eastern Jiangsu Province in December 2014, Xi said that there would be no all-round well-being without health for all the people.

In addition, the central leadership has attached great importance to food safety. During a tour of north China's Inner Mongolia Autonomous Region in January 2014, Xi asked food enterprises to produce high quality products to ensure food safety for all the people.

While meeting the World Health Organization (WHO) director-general Margaret Chan in July, Xi said that enabling all Chinese people to access quality medical and health services is a significant part of China's Two Centennial Goals -- to build an all-round moderately prosperous society by 2020 and to build a modern socialist country by the middle of the 21st century.

The country is still held back by structural problems in its medical system, such as lack of affordability and other issues that put stress on the country's public hospitals.

China launched a new round of medical reforms in 2009. The reforms have navigated uncharted

waters, and there are many more complicated challenges ahead.

However, the current leadership has faced challenges head on. The Communist Party of China (CPC) Central Committee plans to comprehensively deepen reform in order to address deep-rooted structural problems and systematic constraints.

In April 2015, the 11th meeting of the Central Leading Group for Deepening Overall Reform endorsed new guidelines on public hospital reform.

According to the guidelines, public hospitals should operate for the public good instead of for profit.

China launched pilot medical reforms in public hospitals in 17 cities in 2010, and the guidelines stipulate the reforms should cover all public hospitals by 2017.

In December 2015, the 19th meeting of the Central Leading Group for Deepening Overall Reform adopted a document to merge China's two medical insurance schemes for urban and rural residents in a bid to guarantee equal access to basic healthcare.

China has three separate medical insurance schemes -- basic medical insurance for urban employees, the new rural cooperative medical scheme, and basic medical insurance for city dwellers not covered by the first two schemes, mainly the underage and unemployed.

In March 2016, the 22nd meeting of the Central Leading Group for Deepening Overall Reform approved a document on strengthening child health care.

The document said the number of medical personnel should increase and their service quality



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should be enhanced to address shortages in child healthcare resources.

In April, the 23rd meeting of the Central Leading Group for Deepening Overall Reform approved guidelines on the promotion of family doctors. It was agreed that establishing such a system would move more medical resources to grassroots levels and help achieve the goal of providing basic health services for everyone.

The elderly, patients with chronic diseases and mental health illnesses, expectant mothers, children and the disabled will be among the first to have their own contracted family doctors, according to the meeting.

Health is not solely determined by medical care capacity, but also involves lifestyle, the environment and many other issues, Li Bin said, adding that as the CPC Central Committee underscores Healthy China as a national strategy, the health of over 1.3 billion Chinese will be better guaranteed with better systems and improved public services. (Source: Xinhua)

## China's Largest Imported Food and Hospitality Trade Show to Hit Town

The growing demand from affluent Chinese for quality food and beverages has made the market increasingly appealing for overseas food and beverage brands. To provide customers with more options for high-quality imported food, over 2,350 food suppliers from 73 countries and regions will showcase their specialized products at this year's Food and Hospitality China (FHC) exhibition, from November 7 to 9 at the Shanghai New International Expo Centre.

The FHC exhibition is the largest annual show in

China dedicated to imported food and beverages. As it celebrates its 20th anniversary in Shanghai, this year's show is expected to be the largest in its 20-year history in China, representing a 16 percent increase in size from last year.

Running alongside the 20th edition of FHC China in Shanghai will be the 4th edition of ProWine China, a specialized exhibition for wines and spirits.

Over the three-day show, visitors can meet around 600 companies from 37 countries, representing every major wine-growing region of the world.

The Taiwan Pavilion has 66 booths this year, and 53 Taiwanese food vendors will be presenting a wide range of Taiwanese delicacies to visitors, including preserved fruits, confectioneries, prepared and canned food, soybean sauces and dressings, teas, frozen grouper, and frozen food, according to Walter Yeh, Executive Vice President of Taiwan Trade Center.

He pointed out that the featured products this year will be Taiwanese tea, sauce products and frozen grouper.

"Taiwan has satisfied the requirement to plant Taiwanese tea with our own flavor. This year, we have six Taiwan tea specialist manufacturers exhibiting in the event," he said.

"Also, with professional practice in fermentation techniques, we will present sauce manufacturers, which naturally brew soy sauce, vinegar, miso, seasoning and dressing, and bean paste to meet the requirements of Chinese food restaurants and epicures."

Yeh added that another highlighted product is Taiwan's frozen grouper.



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"The grouper breeding industry is well-developed in Taiwan, and thanks to Taiwan's advanced technologies in instant freezing and vacuum packaging, Taiwan is able to export high-quality frozen grouper products to Chinese mainland and countries worldwide," he said.

Official statistics show that the total value of Taiwan's food exports to Chinese mainland from last year was \$795 million, up 12 percent from \$709.44 million in the same period of last year, and cereal products, fruit and wine were the most popular export products to Chinese mainland.



Italian food and beverage companies are regular participants of FHC China. About 40 to 50 Italian companies attended FHC each year until the economic crisis in 2009, and then the number fell to around 20, said Claudio Pasqualucci, Trade Commissioner of Italian Trade Agency, Shanghai Office.

Notably, Italian food and beverage brands have had a growing presence in the Chinese market in recent years, and each year the number of Italian companies that participate in FHC China rises 10 percent. Independent company participation from Italy numbers an extra 22 companies in FHC and a further 30 companies in ProWine China, for wines and spirits. Chianti, the famous wine region of Italy, will also participate with 15 companies.

"China became the world's largest market for food and grocery retail in 2011. Opportunities for Italian companies to sell their products in China are likely to grow, driven by increasing disposable income and urbanization, an improving logistics system, growing

concerns of food safety as well as a growing taste for foreign foodstuffs," he said.

Austria's food exhibitors are regular participants at FHC China and ProWine, and this year about 21 Austrian companies will be presenting their exquisite food beverage products in an area of 234 square meters, according to Christina Schösser, Consul of the Austrian Consulate General Shanghai Commercial Section.

"These 21 Austrian companies represent 14 food producers and seven wines, beer and spirits producers," she added.

A variety of Austrian food and beverage products will be on display, including milk; milk-based drinks; various kinds of cheese; sweets, such as biscuits, chocolates, wafers and more; muesli and cereals; fruit juices; mineral water; wines and spirits.

Austria's exports of food and beverages to China have witnessed a growth in recent years. For example, in 2015 Austria exported over 160 million euros of food and beverages to China, representing an increase of over 13 percent year-on-year, with milk and milk products leading the export figures, followed by corn and corn products, Schösser said.

Canadian food suppliers have exhibited at FHC China for 18 years, and this year, 65 companies and three industry associations will present quality Canadian delicacies at the 594 sq m Canadian pavilion, according to Giselle Ananny, Manager of the Public Affairs Branch at Agriculture and Agri-Food Canada (AAFC).

AAFC organizes the Canada Pavilion and Canadian exhibitors every year at FHC.

"Canada's food and agriculture sector is supported by a number of strengths that make us a world leader in producing safe, high-quality food. Our food safety systems are recognized internationally, which contributes to consumer confidence," she added. (Source: Global Times)



*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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