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HPA Hosts Successful Sports Nutrition Summit



September 6, 2017 – HPA held its annual “China International Sports Nutrition Industry Summit in Shanghai at the 5-star Regal International East Asia Hotel.

The Summit was sponsored by industry leaders GNC and Glanbia Nutritionals. Supporting partners included Alibaba, AlzChem, Bodylogix, Chinese Institute of Food Science and Technology, Euromonitor International, FIBO China Expo, Food Safety Magazine, New Nutrition, Nielsen Group, NutraIngredients Asia, Nutrition Depot Asia Pacific, Reed Sinopharm, SF Express, Shanghai Asia Fit Consulting and The Winning Combination.

In total 75 international attendees enjoyed presentations on current regulations for sports nutrition in China, cross border e-commerce solutions, consumer trends, insights to China’s



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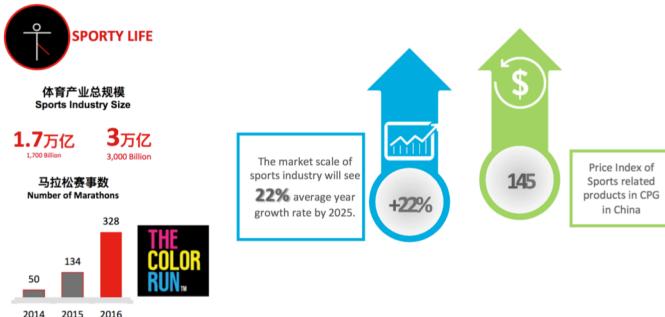
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expanding fitness industry, market size and growth patterns, global sports nutrition scene and introduced top company's latest ingredients and products.

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Above Image: Nielsen Group Slide

The summit included two and half-hours of networking, which gave domestic and international industry players plenty of opportunities to talk shop and explore potential cooperation.



Join HPA for its next event, "China International Nutrition and Health Industry Summit" which will be held on June 19, 2018 in Shanghai. Save the date!

The Summit was followed by Partner Reed Sinopharm's FIBO China Expo from September 7-9th. The expo is China's premier fitness and sports nutrition expo. (Source: HPA)



Guangdong to Set Up Independent Food and Drug Agency

According to the provincial food and drug regulator of Guangdong province, the provincial authority will promote the setup of an independent agency to regulate food and drug issues. This aims to promote the regulation of food and drug safety from preview to inspection.

The new agency will not just be a combination of inspection forces from FDA, industry and commerce, quality control department, but an improvement of professionalism to safeguard the food and drug safety issue.

The provincial regulators will also subsidy the setup and building the food and drug safety monitoring system. (Source: jinyangwang)

Henan Market Regulator Crack Down On Illegal Ads

The provincial regulator of industry and commerce of Henan province recently launched a special campaign to crack down on illegal food and health food advisements.

The agency bans the use of specific expressions including "the best product" of a kind or "national product" in the advertisement of relevant products.

The issuing of food ads should be conducted based on laws and regulations. The ad agencies should not issue ads that are not legal or have not obtained official approval.

All data used in the food ads should be scientifically quoted. Spokesman featured in the ads should not recommend products that they did not use before. (Source: qing5.com)

China's Green Food Companies Exceed 10,000

China has more than 10,000 accredited green food companies producing more than 26,000 types of products, latest statistics showed.

China's green food industry is growing fast, and gradually expanding its market share, said Wang Yunhao, director of China Green Food Development Center (CGFDC) which oversees the country's organic food standards.

For a company or product to be accredited as green food, it has to meet standards set by the CGFDC under the Ministry of Agriculture in relation to the reduction in use of agriculture chemicals.

"Green food covers more than 1,000 types of agricultural and processed products," Wang said.

China has reduced 34 million tons of carbon dioxide and 2.68 million tons of urea on average annually since 2011, thanks to promotion of standardization of green food production.

The 18th China Green Food Expo started Friday in Baotou, north China's Inner Mongolian Autonomous Region, attracting more than 1,000 companies. (Source: Xinhua)

US Goods Thrive in Chinese Market

More and more Chinese consumers are becoming

fans of US products. The growing popularity of US goods in China is in line with the country's economic growth as well as residents' growing incomes, experts say. But experts also note that consumers' passion for US brands will cool down gradually as a result of increasing competition from domestic products.

From McDonald's to Starbucks, US brands have become an integral part of Chinese people's daily lives over the past years.

Yu Ran, 37, a full-time mother of two children living in Shanghai, is a typical Chinese fan of US brands.

In the morning, she feeds her family with Post cereal and then drives in her Ford to the shopping center. At noon, she orders a coffee from Starbucks. Before going to sleep at night, she rubs Estée Lauder cream on her face. She also buys clothing for her children from US brands such as Gap, Gymboree and Carter's and buys Gillette razors for her husband.

Yu recalled that the situation was different a decade ago. She said her parents didn't recognize any US products at that time and the way to purchase them was also limited.

"People around me usually preferred domestic products such as Dabao cream and Bee & Flower shampoo," Yu told the Global Times on Tuesday.

Five years ago, however, Yu's father began choosing US-branded products like Gillette razors.

Besides daily necessities, some US advanced technologies, such as the global positioning system and Intel's central processing unit, are frequently used by Chinese people on a daily basis, even without them being aware of it.

Indeed, Chinese consumers have been using more US products in recent years, experts said.

Given this strong demand for imported goods, US companies have noticed fast growth in their financial performance, proving their big potential in the Chinese market.

According to the 2017 China Business Report released on July 12 in Shanghai by the American Chamber of Commerce (AmCham), about 73.5 percent of its member companies reported revenue growth in 2016, recovering from the 61 percent recorded in 2015, with retail and services sectors performing particularly well. AmCham currently has 3,200 registered members.

The report also said that most member companies under AmCham were profitable in 2016, led by areas like non-consumer electronics and life sciences industries.

Many US brands have also been expanding fast in China in recent years. For example, debuting its first restaurant in the Chinese mainland in 1990, McDonald's had opened more than 2,400 restaurants in the market by the end of 2016, according to the company's sources.



Meanwhile, China's imports from the US surged 26.7 percent year-on-year in the first half of 2017, data from the General Administration of Customs showed on July 13.

In the future, more US products will be imported

into China as China-US relations begin to strengthen and become more stable, experts said.

The first batch of imported US beef entered the Chinese market in early July after a 14-year import ban was lifted.

When asked why she prefers US products, Yu said their quality and easy availability are her top reasons.

"I can easily buy the US products I want via [domestic] e-commerce platforms [like Taobao] or from the supermarkets that specialize in imported goods," she said.

Pan Xiao'er, a resident in Yuyao, a city of about 835,000 residents in East China's Zhejiang Province, also noted that the ways to purchase US products have diversified a lot in recent years.

"There are also local purchasing agents who go abroad from time to time to bring international products back to the city," she told the Global Times on Tuesday.

"Many Chinese consumers were attracted to the quality and advanced technology of US products," Bai Ming, a research fellow at the Chinese Academy of International Trade and Economic Cooperation, told the Global Times on Tuesday.

But experts stressed that imported goods from the US are also facing strong competition in the Chinese market from homegrown brands as well as other Asian brands.

Pan said that in her hometown of Yuyao, certain US goods like skincare products were popular, but only among those who are more financially stable.

"In terms of skincare products, for example, consumers like myself love to buy Japanese and

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South Korean brands which are [cheaper and therefore] more affordable, while women with more economic power might want to choose brands from the US, [which are more expensive]," she told the Global Times on Tuesday.

According to Pan, the effects of domestic skincare products are not bad, but sometimes buying US brands is just a matter of social status and taste. (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 and to offer its global members a wide variety of business services to assist in their China endeavors.



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