



CHINA UPDATES

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INSIDE THIS ISSUE

Guangxi and Hebei Better Regulate Health Food

Hunan Regulators Inspect Health Food and Cosmetics

Bayer Helps to Improve Healthcare in China

E-commerce Platform Fined For Infringement

China to Ramp Up Crack-Down on 'Gutter Oil'

Association's Nutrition & Health Summit Scheduled for June 2017



Guangxi and Hebei Better Regulate Health Food

The local regulator of Guangxi province said that it had launched a year-long campaign to crack down on illegal conducts in the local health product market in five aspects.

This campaign specifically targets at false advertisement, illegal competition and copycats.

The regulators will start by promoting the campaign and spot checks, which will be followed by specific investigation and punishment towards vendors and companies that fail to operate by law.

At the same time, food safety regulators of Hebei province teamed up with five other departments to release work plan to crack down on illegal marketing of health food and other false advertisement conducts.

According to the work plan, health food sellers should obtain food sales approval and conduct operations by law. (Source: Shuzheng Kangxun)

Hunan Regulators Inspect Health Food and Cosmetics

To better implement the guidance from provincial government, the food and drug regulators in Hunan province are to strengthen control over the local health food and cosmetics market.

A special campaign is to be launched to inspect safety and quality of relevant products. The campaign will last from April to October. The authority will inspect if the health food companies add illegal additives to the products.



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Companies which don't have obtained operation approvals will be punished severely.

Hotels and beauty salons should not use self-made cosmetics or products without official approval. (Source: gov.rednet)

Bayer Helps to Improve Healthcare in China

Through 10 years of training and support, the Go West Project has advanced medical capabilities in county-level hospitals, Li You reports.

This year marked the 10th anniversary of the Go West Project, a joint medical training program initiated by Bayer, a global enterprise in life science, and the National Health and Family Planning Commission, China's top healthcare authority.

The project was launched in 2007 to improve medical practitioners' diagnosis and treatment capabilities for common diseases, as well as to support hospital management capabilities for doctors and executives at county-level hospitals in western China.

The project had trained more than 35,000 doctors and hospital executives in 26 provinces and autonomous regions by the end of 2016, according to an evaluation report by the China Health Economics Association.

Over the past decade, the Go West Project has made tangible contributions to the State's policies and action plans, the graded healthcare system, local healthcare services and the service capabilities of medical institutions at the county level, said Zhao Kun, vice-chairwoman of the China Health Economics Association.

"The project has also played a pivotal role in nurturing healthcare professionals for rural areas in China's western regions," Zhao said.

Bayer's business links with China date back to 1882. As a leading global company in the fields of healthcare and agriculture, its classic aspirin has a history of 120 years.

"We are determined to further enhance our



commitment to China in support of improving the country's healthcare services, to bring better lives to Chinese patients," said Jiang Wei, managing director of Bayer Pharmaceuticals China.

Ma Shicui is a doctor working in the emergency department of a county hospital in Yimen, in Southwest China's Yunnan province.

There was a defibrillator, a piece of life-saving equipment for irregular heart rates, in her hospital, but few doctors knew how to use it.

Once Ma was given the opportunity to study in the Go West training project, she grasped the technique of using a defibrillator and has saved patients' lives time and time again.

"Thanks to Bayer's Go West Project for building such an excellent platform for medical training. With that training, I became confident," Ma said.

Ma's medical background is common in rural hospitals in western China. As medical resources are not equally distributed between rural and urban areas, doctors in some rural hospitals need better medical facilities and training.

Sponsored by Bayer, the Go West Project runs under the support of medical affairs and international health authorities from the National Health and Family Planning Commission and the National Institute of Hospital Administration.

Academic institutions, universities and hospitals in local regions host the training sessions.



According to the China Health Economics Association's report, the period between 2007 and 2010 saw the first stage of the program provide medical courses to hospital physicians mainly practicing in western China.

From 2010 to 2016, the project expanded to some of the central regions.

The key content of medical care training was supplemented with hospital management classes.

Since 2016, the project has been spread to the central and western regions, delivering additional training classes for specialists.

The teachers in the project consist of government officials, doctors from hospitals, professors from universities and some experts from social organizations and enterprises.

Their trainees range from top managers, mid-level managers and cadres, to the top doctors and specialists at the county hospitals.

Considering the social, economic and cultural diversity, as well as the differing medical development rates among the 26 provinces and autonomous regions, the project tailored the training content for the

trainees based on their different areas' needs, which is supposed to be a big challenge for its organizer, according to Zhao.

In March, Vice-Premier Liu Yandong said in a teleconference that the graded diagnosis and treatment system should be further promoted to push medical resources from big hospitals into lower-level units.

As an international company, Bayer understands this special part of the Chinese market.

Furthermore, the project will not only cover medical treatment training but put more emphasis on training relating to financial management and doctor-patient communication. (Source: China Daily)

E-commerce Platform Fined For Infringement

Domestic e-commerce platform Shangpin.com and its import agency and customs clearance agency were reportedly fined 1.8 million yuan (\$260,000) and required to stop intellectual property rights (IPR) infringement involving the name BURBERRY.

The Burberry Group has exclusive rights to use the trademark BURBERRY, and Shangpin.com selling fake Burberry goods and using the BURBERRY trademark without gaining authorization is infringement, The Beijing News reported Wednesday, citing a Chaoyang district court ruling.

Since 2011, Shangpin.com has used the BURBERRY trademark, exhibited posts and photographs that



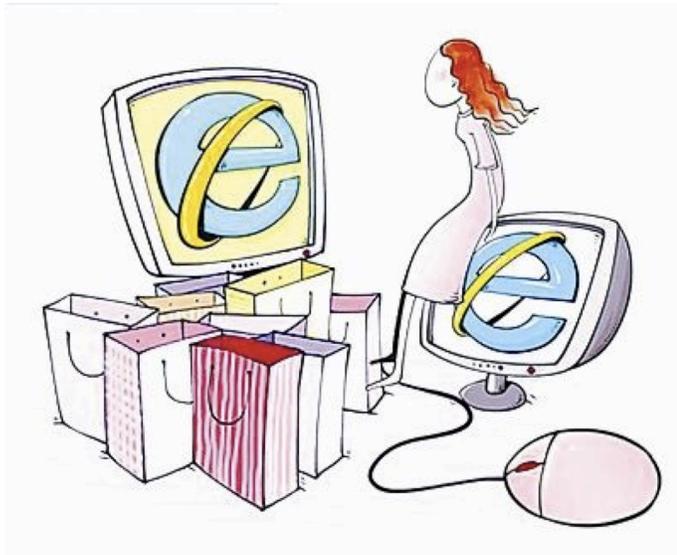
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Burberry has copyright and promoted and sold counterfeit Burberry goods, said the report, citing a Burberry employee.

In 2011 and 2013, the Chaoyang branch of the Beijing Administration for Industry and Commerce affirmed twice that Shangpin.com didn't secure authorization from Burberry and fined the company for false advertising, according to the court.



Finally, Burberry decided to file lawsuits at the end of 2013, when Beijing seized three batches of fake Burberry goods worth more than 5.89 million yuan imported by Shangpin.com, said the report. The import agency of the goods was identified as Beijing J & E Trading Development Co, and the customs clearance company was Shanghai Yaoyu Electronic Technological Co, the report said.

In addition, Shangpin.com sold "Burberry" goods on Alibaba's online retail division Tmall from December 2012 to January 2015. In 2013, Tmall randomly inspected three such items sold by Shangpin.com and Burberry's own Chinese dealer confirmed that one of the products was fake in August 2014. Since

then, Tmall has asked the store to stop selling goods identified as being from Burberry.

Searches on shangpin.com showed on Wednesday that "Burberry" goods were still being sold, with descriptions such as "100 percent authentic." (Source: Global Times)

China to Ramp Up Crack-Down on 'Gutter Oil'

China will intensify a crack down on the use of recycled "gutter oil", strengthening controls on oil origins and monitoring processing, according to a document released by the State Council on Monday.

China has cracked down on food safety in recent years after a series of scandals, including the use of recycled gutter oil - cooking oil that has been recycled from sources such as restaurant waste and discarded animal byproducts.

But the illicit production and sale of gutter oil has continued, the document said.

The document said restaurants and meat processors must collect and store kitchen and meat waste separately, and dispose of it properly.

Beijing will also strengthen supervision of slaughter houses, meat processors, edible oil producers and restaurants, the document said, and online sellers of fake edible oil will be punished. (Source: Channel News Asia)



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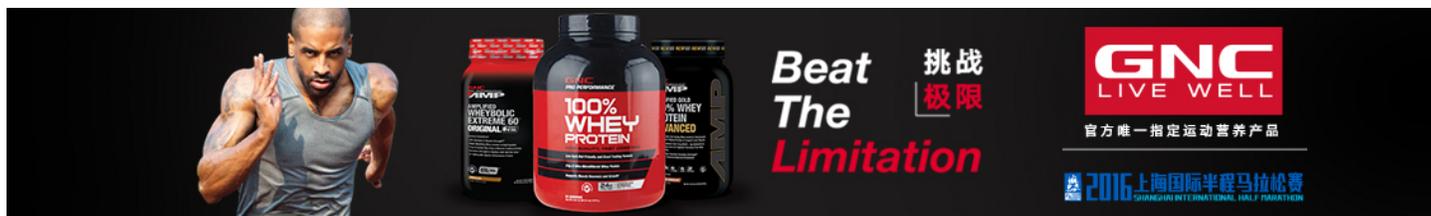
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