

# TARGET COUNTRY: CHINA – EXPORT LICENSES, LEGISLATION, TRADEMARK REGISTRATION AND IPR

## WHAT A FOOD STUFF COMPANY NEEDS TO KNOW BEFORE STARTING AN EXPORT BUSINESS TO CHINA

Access China – a workshop on Chinese Compliance, March 28, 2018

With a population of over 1.3 billion, China has emerged as the world's largest consumer market for food and beverage (F&B). The world's second-largest economy is well on track to hit its target of doubling GDP and per capita income by 2020 from 2010. Especially the e-commerce is growing rapidly. The national online retail sales of goods and services were 32% higher than a year ago (Q1/2017).

However, China is extremely challenging target market what comes to food stuff export. Prior to setting up the export activity, it is important to understand the legislation, rules for the export and trade mark protection practices. All imported foodstuffs and beverages are subject to inspections by the China Entry-Exit Inspection and Quarantine Bureau (CIQ). This can be a complicated and challenging process, requiring time, investments and documentation. Accessing up-to-date information on quarantine requirements such as labelling and packaging requirements, Chinese national food standards and allowable ingredient listings is proven challenging to Finnish F&B manufacturers.

To tackle these issues, Food from Finland- and Finnish Food Innovations –programmes arrange a training day on Export to China. This is a good opportunity for companies to learn more export related issues, such as permitted nutrition facts, Chinese labelling and CIQ registration.

**The workshop takes place on March 28, 9.00 am - 4:00pm, at Business Finland Helsinki office (Porkkalankatu 1, 00180 Helsinki). The event is free of charge.**

On the next day March 29 companies have a possibility to have 1to1-meeting with Eibens Consulting and/or with F-One. Please book your time slot upon registration.

See information of the speakers and register online: <http://www.foodfromfinland.fi/-/china-compliance-coaching-day-28-3-2018>

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MAASEUTU 2020

## PROGRAM

- 9:00-09:30 Registration and coffee
- 09:30-09:45 Opening words from Food from Finland & Finnish Food Innovations  
*Esa Wrang, Head of Food from Finland program, Business Finland*  
*J-P Inkinen, Program Manager, Finnish Food Innovations*  
*Fan Cuilu, Advisor, Business Finland*
- 09:45-10:15 Evira's role in export to China  
*Joni Haapanen, Senior Officer, EVIRA*
- 10:15-11:15 Introduction to Chinese compliance  
*Hui Tong, General Manager and Qingjing Mao, Director of Compliance, F-One Supply Chain Management Ltd*  
The overall export process and steps in export to China  
Chinese regulations on food import
- 11:15-12:00 Lunch break (at the participants' own expense)
- 12:00-13:00 Introduction to Chinese compliance continues...
- 13:00-13:30 Trademark registration and IPR  
*Jani Kaulo, Associate Partner, Head of Asian Market, Kolster Ltd.*
- 13.30-13:45 Coffee break
- 13:45-15:45 Sales channel structure and marketing investment in China  
*Pablo Recio, Eibens Consulting*