Consumer brands alert - Advertising and Marketing in China
Effective and Compliant Communications

Date: Thursday 2\textsuperscript{nd} October 2019
Time: 13.00 – 16.00
Where: China-Britain Business Council, 3\textsuperscript{rd} Floor Portland House
Bressenden Place, London SW1E 5BH

The China-Britain Business Council (CBBC) are pleased to partner with Global Law firm, King&Wood Mallesons, and certification and registration company, Knudsen&CRC to offer a bespoke workshop on effective yet compliant communications and advertising in China.

Since September 2015, when China’s new advertising law came into effect, there have been hundreds of cases of misleading marketing, illegal functional claims, and non-compliant use of endorsers and KOLs. While most companies understand the most important points of the Chinese laws and regulations, few companies understand how to navigate these in regards to visual materials, social media, sales platforms, campaigns, and more. Misleading consumers with the use of certain language/claims/endorsements could lead to hefty fines or even bans for companies. Even worse, your brand’s reputation may also be severely damaged.

The objective of this seminar is to provide companies which are undertaking sales and/or marketing in China with a comprehensive and detailed overview of the Chinese regulatory framework for advertising and communications. The event will include presentations featuring real-life cases and will end with an open discussion and Q&A session. Participants are encouraged to send their questions in advance to be included in the seminar. Non-disclosure applies.
In order to make the seminar as useful as possible, we urge participants to forward their questions in advance to: info@knudsenchina.com

Mette Knudsen is the founder and CEO of Knudsen&CRC; the Certification and Regulatory Compliance company with offices currently in Shanghai, Hong Kong, and soon to be Amsterdam.

- Mette holds a PhD in International Trade and Government Regulations.
- She was first appointed as Commercial Consul for the Danish Government: assisting companies in navigating the highly regulated Chinese market.
- Later, she established Knudsen&CRC with the objective of providing hands-on advice on how to succeed with sales and overcoming regulatory barriers in China.
- Over the last couple of decades, Mette has been involved in more than 300 foreign companies’ establishment of imports into, and sales within, the Chinese market.

Knudsen&CRC assists with all aspects of cosmetics registration, certification, compliance for cosmetics advertising and communications. In 2018, Knudsen&CRC together with Cruelty Free International launched the first pilot project in China enabling cosmetics companies to enter the market without the use of animal testing. The Knudsen&CRC team is currently working closely with the Chinese government in the Oriental Beauty Valley, Shanghai, on the Leaping Bunny Pilots and on providing market access to imported cosmetics brands.

Mark Schaub, senior partner at law firm King & Wood Mallesons, specialises in foreign direct investment, M&A and restructuring in China.

- Mark has worked as a lawyer in Shanghai since 1993 and he was the first foreign partner to join a Chinese firm in 2000.
- Prior to this, he worked in well-known German and American law firms in their Shanghai offices.
- He has been consistently awarded Asia Law’s “Lawyer of the Year” for corporate work and appears in many guides such as Chambers. He speaks English, German, and Mandarin.
- Mark has advised on foreign investment projects across all major sectors in China, with a cumulative value exceeding USD 20 billion.
- He is very familiar with issues faced by companies of all sizes which are entering the China market and is a trusted advisor to many companies, ranging from family-owned businesses to Fortune 500 companies.
- In addition to his work as legal counsel, Mr Schaub has been appointed as a director of joint ventures and WFOEs in various sectors and has also been liquidation chairman of several large Sino-foreign joint ventures.
- He is also the author of the following books “China: The Art of Law – Chronicling deals, disasters, greed, stupidity and occasional success in China” (CCH) and “China Strategy – Entry, Operation and Exit” (Wolters Kluwer).
- He is currently working on “All I Want is Everything” a book on the Chinese consumer.