

China's new registration requirements for overseas manufacturers

**WHAT UK FOOD & DRINK
BUSINESSES NEED TO KNOW**

**RAN GUO | ASSISTANT DIRECTOR,
AGRICULTURE, FOOD & DRINK
25TH NOVEMBER 2021 | BEIJING**

China-Britain Business Council

The China-Britain Business Council (CBBC), as the UK's national business network promoting trade and investment with China, is a not-for-profit membership organisation with over 400 members that conduct business in the UK and China.

CBBC's mission is to grow trade and investment relations with China, acting always in the best interests of our members and, more broadly, UK long term prosperity.

For more than 65 years, we have acted as the independent voice of business, and have provided high quality and best practice advice, analysis, advocacy and access to its members for them to seize the China opportunity.

China Market Resources & Learning

Food and Beverage Regulation Guides & Insights, Digital Audit & E-analytics, Masterclasses, Consumer research, China Hot Pot Newsletter



Food and Beverage Regulation Guides

Free downloads - Chinese food and beverage import regulations and labeling requirements can be strict and complicated. To support our members and clients navigate this exciting and challenging market, we have worked on a series of reports about food and drinks regulations in China



Beverages in China

China's drinks market therefore offers many opportunities to UK beverage companies wishing to export and sell their products within this diverse and constantly evolving market.



Breakfast Cereal in China

Cereal, in its many forms, is a firm favourite for breakfast amongst consumers in the UK; however in China cereal for breakfast remains a less familiar concept to many.



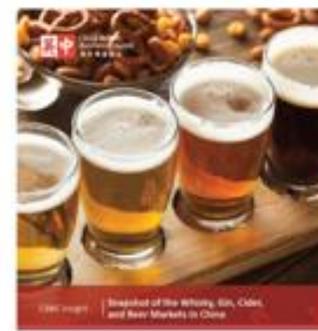
Snack Foods in China

Snacking has always been a beloved pastime in China when socialising. This tradition continues today, however the snacks consumed are changing with new snacks entering the scene.



Seafood Market in China

Download this report if you wish to learn more about China's seafood market and the opportunities that lie within for your brand.



Food and Beverage Insights

This series looks at breakfast cereal as the new healthy choice for busy Millennials, the craze for fun and novelty snacks and the evolution of the soft drinks market in China.



Member Directory - Food & Drink

We are pleased to share the new CBBC Food and Drink members directory. This valuable resource will be continually enlarged, updated, and translated into Mandarin.

In-market support

Trade Fairs, Meet the Buyer, Great British Brands Festival, British Heritage Workshops, Launchpad & China Navigator

GBBF Shanghai 2019



FHC Shanghai 2019

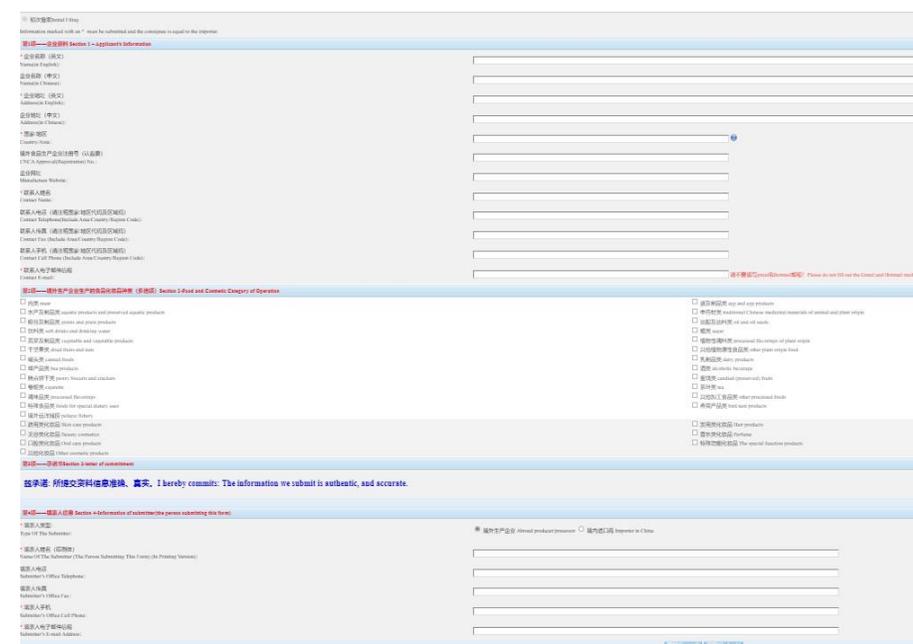


CHINA REGISTRATION REQUIREMENT EVOLUTION

REGISTRATION REQUIREMENT EVOLUTION

TIGHTENING POLICIES ON IMPORTED AGRICULTURAL, FOOD AND DRINK PRODUCTS

OLD (CURRENT) REGISTRATION REQUIREMENT FOR OVERSEAS MANUFACTURERS



Overseas manufacturer and exporter registration system used to be managed by the Administration of Quality Supervision, Inspection and Quarantine (“AQSIQ”). In 2018, AQSIQ was dismissed and merged into two departments, State Administration for Market Regulation (“SAMR”) and General Administration of Customs (“GACC”).

REGISTRATION REQUIREMENT EVOLUTION

WHAT'S NEW

DECREE 248

Raised by GACC in April 2021 to be implemented from 1st January 2022, Decree 248 requires all overseas manufacturers, processors, and storage companies that export food and drink products to be registered with GACC.

Traditionally, manufacturers of “high-risk” categories need to be registered with GACC through their countries’ local authority in a collective manner. These categories are **meat, fish, dairy, bird’s nest products**. They are not affected by Decree 248 as they are already registered. Newly added categories that now need to be registered collectively through local authority with GACC include:

- **Casing**
- **Bee products**
- **Egg and egg products**
- **Edible oils and fats**
- **Stuffed pasta**
- **Edible cereals**
- **Products of the milling industry and malt**
- **Fresh or dried vegetables and leguminous vegetables**
- **Sauces and seasonings**
- **Nuts and seeds**
- **Dried fruits**
- **Raw coffee and cocoa beans**
- **Food for special dietary uses**
- **Health foods**

REGISTRATION REQUIREMENT EVOLUTION

FAST-TRACK APPLICATION FOR COMPANIES WITHIN THE 14 CATEGORIES

CONTACT DEFRA

If your establishment processes and/or stores products listed in the 14 categories listed in previous slide in bullet points, and has exported products to China after 1st January 2017, your establishment is qualified for GACC's **fast-track approval process**.

Contact DEFRA at agrifoodexports@defra.gov.uk by **17th December 2021** to benefit.

REGISTRATION REQUIREMENT EVOLUTION

PRODUCTS BEYOND THE 18 CATEGORIES

SELF REGISTRATION OR THROUGH AN AGENT



Manufactures and/or establishments that process/store food and drink products for exporting to China that are beyond the previously mentioned 18 categories can register with GACC on the Single Window portal by themselves or through an agent (by providing a Letter of Attorney).

The company will need to create their own account and fill out a series of forms to register the company, all the SKUs that are exported or are planning to be exported to China, the plant that manufacture the products, the storage facilities if any, and some questions regarding raw materials and production methods.

Once approved, the company will be given a GACC registration number.

REGISTRATION REQUIREMENT EVOLUTION

HOW ABOUT EXPORTERS?

The purpose of the new regulations is to improve food safety of imported food and drink products and to improve traceability. Exporters have not been required by Decree 248 to register. Therefore new exporters can continue to register using the current Registration System of Imported Food and Cosmetic Products.

DECREE 249

- **Meat and aquatic products** should have the following information in English & Chinese or in Chinese on the outer and inner packaging: country/region of origin, product name, manufacturer registration number, production batch number.
- Meat products should state size, region of origin, destination (must be PRC), date of production, shelf life, storage temperature on the outer packaging.
- Seafood products also need to have shelf life and storage condition, production method (wild caught or raised), region of origin, names of catching vessel, processing vessel, transportation vessel, storage, manufacturer registration number, and destination (PRC) on the inner and outer packaging.
- **Health food and foods for special dietary use** will not be allowed to apply Chinese label stickers to the packaging after 1st January 2022. Chinese label will need to be printed on the smallest packaging unit for sale.

SERVICES AVAILABLE

SERVICES AVAILABLE

FOR CBBC MEMBERS AND NON-MEMBERS

CBBC MEMBERS

We offer GACC **manufacturer** registration service for CBBC member company at a discounted price. Please contact Ran Guo or Antoaneta Becker for more information and forms.

New **exporters** to China will still need to be registered with GACC. We can help you register as exporters as well, or help check if you have already been registered by your existing Chinese counterparts. Please contact **Antoaneta.becker@cbbc.org**.

NON-CBBC MEMBERS

ChemLinked offers a GACC manufacturer registration as well. Contact ChemLinked for quote and timeline.



China-Britain
Business Council
英中贸易协会

UPCOMING EVENTS

Advice 建议 | Analysis 解析 | Access 渠道

20th January, 2022
9.00 am-11.00 am UK time

China Food and Drink Forum

Join us for a half-day roundtable session to hear the latest insights on China's food and drink market today as well as some of the key sub-sector opportunities for British exporters. We will invite experienced importers to share tips on how they select brands and what they think will sell in China. A comprehensive wrap-up of the latest regulatory updates and policy outlook will help you prepare in advance for the year to come. The forum will feature a presentation on how to communicate with your target audience in China more effectively.

Time: 9:00am-11:00am UK time

Platform: Zoom

Activity: Sector roundtable

Topics:

- **2021-2022 China food and drink market review and outlook**
- **Key trends**
- **China spirits market, what do importers say?**
- **China snacks market, what would sell?**
- **Regulatory update- all you need to know**
- **Emerging Gen-Zs and how to pitch to them**



CBBC Consumer Masterclass series

Bridging the gap



LONDON - FEBRUARY 2022

Join CBBC for our consumer masterclass series 2022. These masterclass style sessions will provide insights on both China's food and drink sector and retail and ecommerce sector.

Chinese consumers spend a disproportionate amount of their income on food and drink, compared with any other nation. There is a visible trend of consumption upgrade towards premium, traceable and high nutrition products.

China's fusion between physical and digital

17th February

Food & Drink

Health & Wellness

Chinese consumers are shifting their purchasing behaviour to proactively invest in their health. Presentations will focus on the trend of health awareness in China and how this has led to consumers investing their disposable income in organic foods and a healthy lifestyle.

24th February & 3rd March

Retail & Ecommerce

Morning session 10am - 12pm

Next level ecommerce: the 2022 checklist for UK retail brands

This session helps you to decode the latest practice for retail brand of China's ever evolving ecommerce landscape. Audiences can gain pointers, including:

- The changing retail environment and key Marco trends
- China's e-commerce ecosystem
- The market entry strategy and common difficulties
- How brand engage and manage potential Chinese partners
- The common practice of marketing in 2022 (prelude for the afternoon session)

Afternoon session 1pm - 3pm

Next level ecommerce: the 2022 checklist for UK retail brands

This session delves into a full picture of all necessary marketing perspectives that a brand required when

Food and Drink Programme in Scotland

Consumer Masterclasses and Meet the Buyer Opportunities

9th February 2022 - Edinburgh

CBBC FOOD & DRINK MASTERCLASS EDINBURGH, SCOTLAND 2022

9th February: The China Spirit

This masterclass style event will provide insights on new trends in China's spirits market and how cross-border ecommerce is creating opportunities for Western spirit brands to reach the premium demands of Chinese consumers.

Afternoon focus groups will discuss branding for China and how to engage with Chinese consumers.



10:00am - arrival & refreshments

10:30am - masterclass session

12:30pm - networking & light lunch

CBBC FOOD & DRINK MEET THE CHINA BUYER

EDINBURGH, SCOTLAND 2022

9th February

- 1:2:1 meetings (20 minutes each)
- Categories: snacks, confectionary, dairy, alcoholic and non-alcoholic drinks, tea & coffee

This is a pre-paid session relevant to food and drink brands with buyers, distributors and department stores

Meet the buyer sessions will run from
1:30pm



CONTACT CBBC

Ran Guo

Assistant Director, Food & Drink

China-Britain Business Council, Beijing

+86 (10) 8525 1111 Ext. 379

Ran.Guo@cbbc.org

Antoaneta Becker

Director, Consumer Economy and UK Food & Drink Sector Lead

China-Britain Business Council, London

+44 (0) 7984 175 318

Antoaneta.Becker@cbbc.org

www.cbbc.org



ChinaBritain



China-Britain
Business Council



CBBC_China



英中贸易协会



China-Britain
Business Council
英中贸易协会

Follow CBBC on WeChat

