

Enter Chinese market

Customs policy and compliance regulation of Foods & Beverage

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T&G

INTERNATIONAL
LOGISTICS
天戈国际物流

T&G SUPPLY CHAIN

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China's food market
and difficulties

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市场定位与确定分销架构

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Import process for
foods

食品进口流程

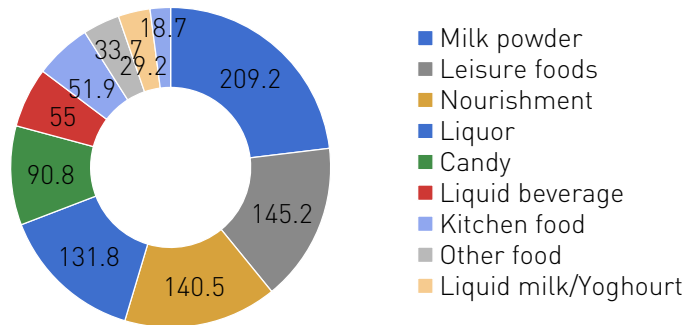
China's food market and difficulties

Accelerate Growth of Imported Foods and Food Additives

The fundamental reason is the increasing consumption demand for imported goods and the increase in per capita income.

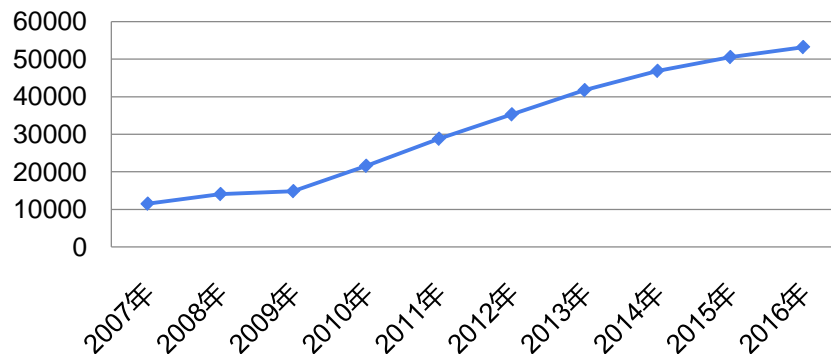
According to the forecast of the American Food Industry Association, China will become the largest consumer of imported food by 2019 and the market size will reach 480 billion Yuan.

Distribution of sales of imported food in 2017



Data Sources: Global Food Expo

Food Import as of 2017



Data Sources: National Bureau of Statistics of the PRC

China's food market and difficulties

Chinese consumption has reached 50% of household consumption

In 2017, achieved 3.5 billion market size

Imported Fruits

10% increase compare to 2017
Import quantity is over 367.5 million tons

Based on monetary value, the first three fruit is : Grape, Cherry, Durian

Imported Meat

increasing 63.1% compare to 2016, import quantity reached 460.4 million tons

5.1% of Domestic meat supply . First three trade country is European, Brazil and USA.

Imported Aquatic

21.17% increasing compare to 2017, import quantity reached 489.71 million tons

Fish powder and aquatic food increase a lot

China's food market and pain points

Difficulty on Cold Chain whole process control

Aquatic products required cold chain. The multiple links of importing bring the difficulty of temperature control.

Complexity of International Market

Aquatic products has a mature market in every country, breed aquatic, food processor, distributors, etc leads to the difficulty of price control.

Complicacy of Customs business

Imported products have professional requirement over label, custom document.



Hardness of balancing purchase and sales

Aquatic food has a long lead time, usually over 30days, increasing the difficulty of purchasing amount management

Distribution patter iterate quickly

As the development of online selling, tradition distribution through offline will be defeated, facing the challenge of online and off line

Import policy change quickly

Since meat product, aquatic product, fruits are very important for house hold, every country has strict requirement for it, will become the main point of international trade protection.

How to catch the market opportunity, bringing the high quality aquatic food from all over the world to Chinese market safely, efficiently, economically

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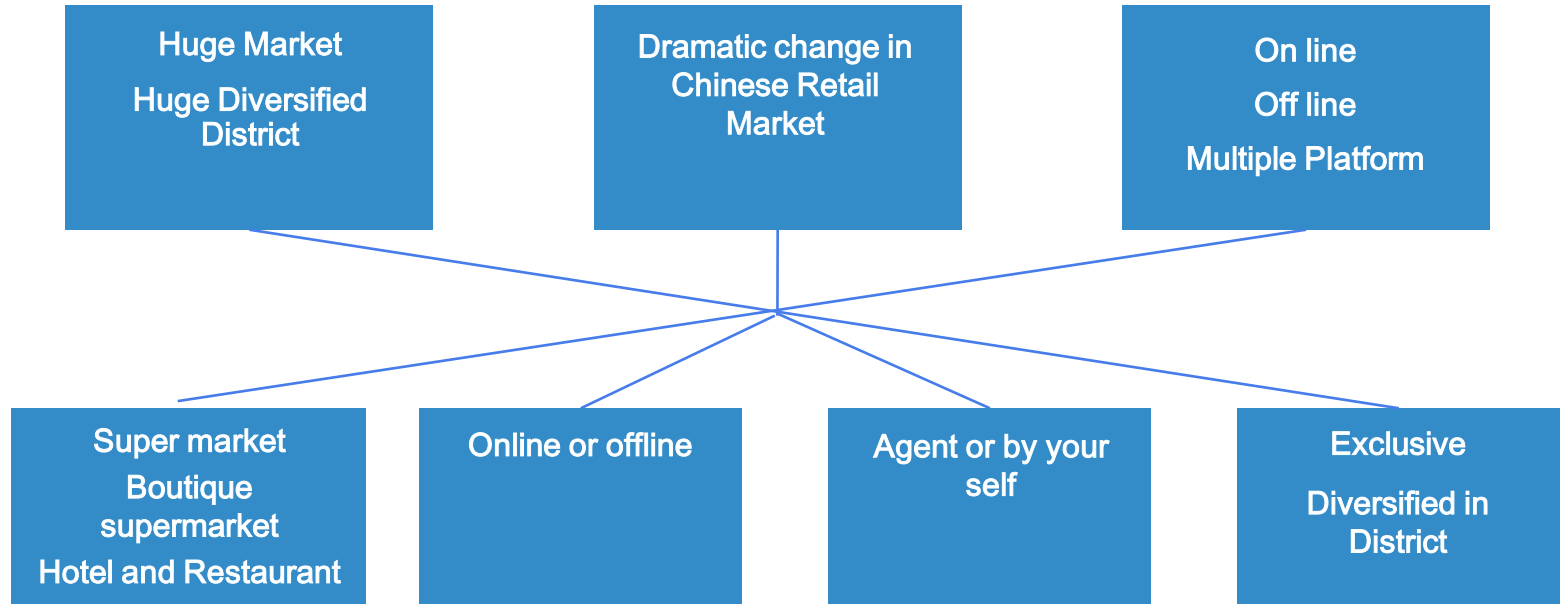
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Market position and structure distributor channel



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Products compliance audit

Category	Others
Meat & Poultry related foods	Manufacture
Grain & Fruit	Species checking
Aquatic products	GMO
Dairy products	Organic
General foods	Function foods

Product's compliance auditing

Canadian Meat & poultry products

47 Canadian factories get the CNCA registration

Pork, Beef are permitted to China, but Poultry is still banned.

Frozen pork

Registered product
Frozen Pork refers to the eatable part of pig, include entrails

Chilled Port

Currently there are 17 factories has registered CNCA. Product Chilled Pork refers to the eatable part of pig, include entrails

Frozen Beef

Registered product refers to boneless beef with less than 30 months from birth, not including ground beef, muscle.

Frozen Boneless Beef

Registered product refers to boneless beef with less than 30 months from birth, not including ground beef, muscle.

Chilled Boneless Beef

Registered product refers to boneless beef with less than 30 months from birth, not including ground beef, muscle.

Products Compliance audit

Canadian Grain & Fruits



Grain Exporting

As authorized by the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), Canada is permitted to export the following grain and oilseed commodities to China: wheat, barley, soybean and canola

Fruits Exporting

Fresh British Columbia Cherry - Around 300 Canadian Packing plant got approval

Fresh British Columbia Blueberries-31 Canadian Packing plant got approval



Products Compliance audit

Canadian Aquatic products



Aquatic products

Around 700 Canadian frozen warehouse or fishing company got approval

Aquatic products

Around 200 species of aquatic products fished in Canada sea area be approved to enter Chinese market

Like Cod, Black cod, Theragra, Tuna, Salmon, King crab, Mussel



Products Compliance audit

Canadian Dairy products



Dairy products

Canadian Infant formula products are not permitted to come into Chinese Market



Dairy products

For the other dairy products except infant formula products, There are 41 Canadian Manufactures already approved by CNCA.

Products Compliance audit

Ingredients Compliance Checking

Applied standard

Applied standard
Raw material: new resource,
Additive, spice, processing
aid, ferment

Products description

Apply to GB7718,GB28050
Brand protection
Products description

Products Compliance audit

GB 2760-2011 standard of food additives usage

POST honey, oat&seeds grains Cereal
High protein

country of origin: USA

Ingredients: Whole Grain Wheat, Whole Grain Barley, Whole Grain Rolled Oats, Sugar, Peaprotein, Almonds, Brown Sugar, Rice Flour, Pumpkin Seeds, High Oleic Vegetable Oil, Corn syrup, Sunflower seeds, Molasses, Whey, Wheat Flour, Malted Barley Flour, Honey, Salt, Cracked Flaxseed, Vegetable oil, **BHT, Iron, Niacinamide, Zinc, VitaminB₆, VitaminA, VitaminB₂, VitaminB₁, Folic acid, VitaminB₁₂, VitaminD.**

Allergens tips: Contains Wheat,Almond,Milk.

Date of production: Best before:

Product Type: Mixed Cereal

Storage : Please keep cool and dry.

Importer: 上海兆宇国际贸易有限公司

Address: 上海市北京东路 668 号科技京城东楼 20AB

Telephone: 021-53088232

NET WEIGHT: 418g

GB 19640-2005 Cereal's sanitation usage

GB 7718-2011 pre pack label standard

GB 14880-2012 standard of food enrichment usage

宝氏蜂蜜南瓜籽麦片
富含蛋白质

原产国: 美国

配料: 全粒小麦, 全粒大麦, 全粒燕麦, 白砂糖, 大豆蛋白, 扁桃仁, 红糖, 大米粉, 南瓜籽, 高油酸植物油, 玉米糖浆, 葵花籽, 糖蜜, 乳清粉, 小麦粉, 大麦麦芽粉, 蜂蜜, 食盐, 亚麻籽, 植物油, **丁基羟基甲苯, 铁, 烟酸, 锌, 维生素 B₆, 维生素 A, 维生素 B₂, 维生素 B₁, 叶酸, 维生素 B₁₂, 维生素 D.**

过敏提示: 含小麦, 扁桃仁, 牛奶。 **产品类型: 混合型麦片**

生产日期: 年月日 保质期至: 年月日

贮存条件: 请置于阴凉干燥处。

进口商: 上海兆宇国际贸易有限公司

地址: 上海市北京东路 668 号科技京城东楼 20AB

电话: 021-53088232

营养成分表					
项目	每 100 克 (g)	NRV%	项目	每 100 克 (g)	NRV%
能量	1673 千焦 (kJ)	20%	维生素 B ₁	0.68 毫克 (mg)	49%
蛋白质	15.3 克 (g)	26%	维生素 B ₂	0.77 毫克 (mg)	55%
脂肪	9.2 克 (g)	15%	维生素 B ₆	0.91 毫克 (mg)	65%
--饱和脂肪	1.3 克 (g)	7%	维生素 B ₁₂	2.73 微克 (µg)	114%
--反式脂肪	0 克 (g)		维生素 C	0 毫克 (mg)	0%
--单不饱和脂肪	4.1 克 (g)		烟酸	9.09 毫克 (mg)	65%
--多不饱和脂肪	3.3 克 (g)		叶酸	364 微克 (µg)	91%
胆固醇	0 毫克 (mg)	0%	磷	384 毫克 (mg)	55%
碳水化合物	67.3 克 (g)	22%	钾	385 毫克 (mg)	19%
--糖	14.9 克 (g)		镁	114 毫克 (mg)	38%
膳食纤维	11.4 克 (g)	46%	钙	57 毫克 (mg)	7%
钠	352 毫克 (mg)	18%	铁	29.5 毫克 (mg)	197%
维生素 A	409 微克视黄醇当量 (µg RE)	51%	锌	4.09 毫克 (mg)	27%
维生素 D	1.8 微克 (µg)	36%	铜	0.40 毫克 (mg)	27%

净含量: 418g

GB 28050-2011 pre pack label standard

Products Compliance audit

Nutrition Table

Energy
Fat
Proten
Carbohydrate
Sodium

Quality Index

Sensory Index
Physicochemical Parameter
Microbiologic Parameter

Products Compliance audit

Quality Index

Basic Index

Sensory Index

- ** Mould*
- *Foreign matter*
- *Agglomeration*

Physicochemical Parameter

- *Heavy metal Meet GB 2762 request*
- *Pesticide residues GB2763*

Microbiologic Parameter

- *Mould*
- *Aerobic plate count*
- *E.coli*

Main reported unqualified index for imported food

- *Mould*
- *Agglomeration*

- *Moisture, Acid value, exceed limit;*
- *The additive amount of nutrition enhancer exceed standard;*
- *Lead, Copper, Aluminum exceed limit*
- *Growth hormones for meat products; imidacloprid for tea; exceed limit*

- *Mold, Aerobic plate count, exceed limit*
- *E.coli exceed limit*

Products Compliance audit

Nutrition Table

Kirkland Signature 科克兰混合橄榄油

配料：精炼橄榄油，初榨橄榄油。

原产国：西班牙。

包装日期：年/月/日。

保质期：730 天。

贮存条件：请置于阴凉干燥处，避免阳光直射，请确保密封保存。

进口商：好市多（上海）商业有限公司。

地址：中国上海市长宁区延安西路 2299 号 2105 室。

邮编：200336。

电话：021-62577065。

营养成分表

项目	每 100 毫升 (mL)	营养素参考值%
能量	3484 千焦 (kJ)	41%
蛋白质	0 克 (g)	0%
脂肪	92.0 克 (g)	153%
—饱和脂肪酸	14.0 克 (g)	70%
—反式脂肪酸	0 克 (g)	
碳水化合物	0 克 (g)	0%
钠	0 毫克 (mg)	0%

净含量：3 升

The difference between China and Canada regulation

- The element
- Format
- Basic nutrition value
- Definition for Carbohydrate

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食品进口流程

Import process for foods

Chinese government place a huge revolution on import regulation, increase the efficiency of importing and exporting, simplified the process

Past

Take about a month
for import declaration

Now

Import customs declaration finish
within one week after arrival

- 80% of product is ready to sell
 - checking, taking about two weeks before ready to sell
-

Import process for foods

The goods without Chinese label

保税区进口

对于新品，有展示保税需求或者在国外未加贴中文标签的产品，建议通过保税区进口，避免高额的码头与口岸仓库费用，同时保证分装与贴标的品质。

Import Via Free Trade Zone

Clear customs at bonded area is suggested for new product or product without Chinese label affixed, in order to avoid heavy charge occurred at terminal and port warehouse, and also to ensure the quality of labeling, packing and repacking.

The goods with Chinese label

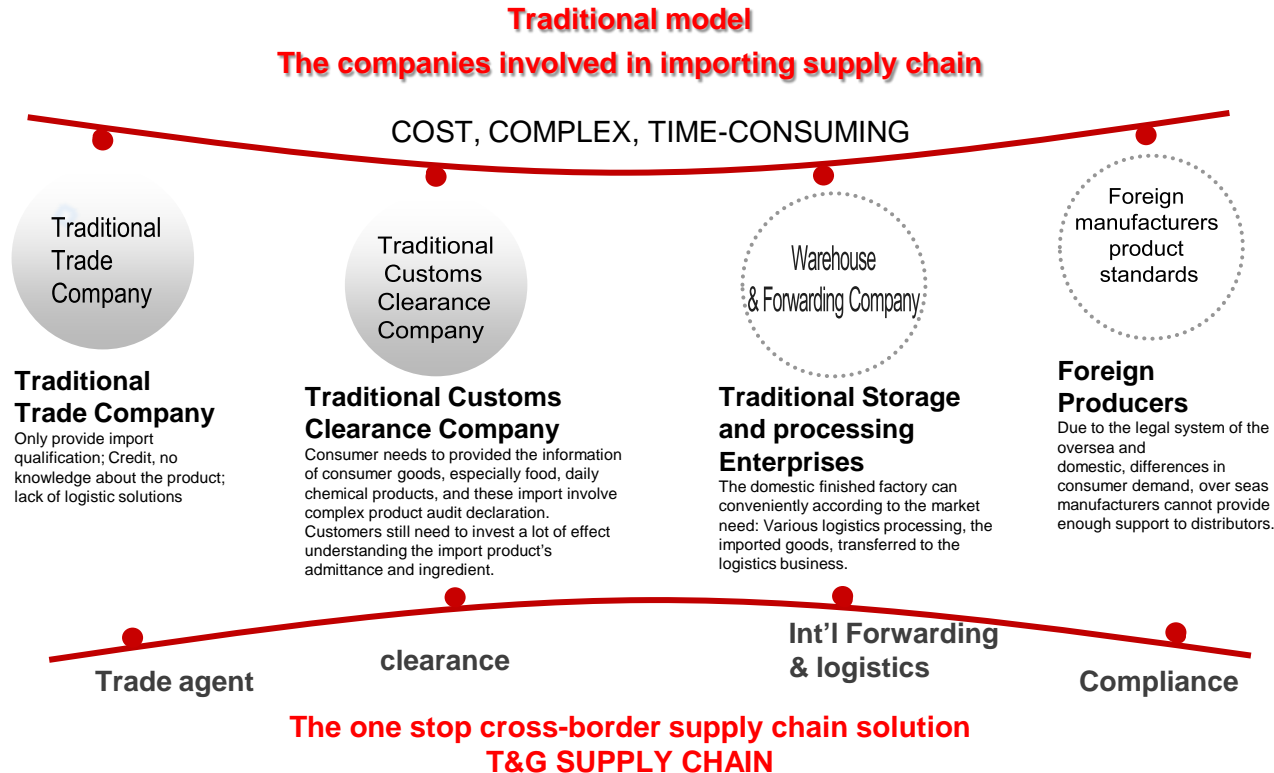
口岸直接进口

对于长期进口的成熟商品，已经在国外加贴了中文标签的产品，可以选择在口岸直接清关。

Direct Import At Port

Clear customs at port of entry is workable for long-time-imported mature product with Chinese label already affixed before shipping.

Import process for foods



THANKS

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