



F-one Supply Chain Management Co., Ltd

How to export to China



Agenda

Current Market Situation(Page2-10)

Comparative analysis of CBEC and general trade (Page 11-13)

How to export to china

What can we do for you

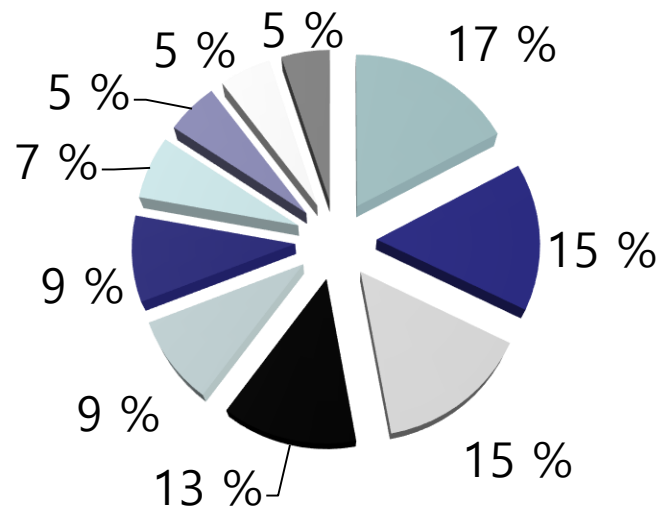


Current Market Situation

date Base

TOP 10 import countries

- | | | | |
|------------|--------------|----------------|--------------|
| 1 Korea | 2 Japanese | 3 China Taiwan | 4 America |
| 5 Germany | 6 Australina | 7 Brazil | 8 Vietnamese |
| 9 Malaysia | 10 Russian | | |



Import of food products amounted to USD 118.4 billion

Data from the administration of customs



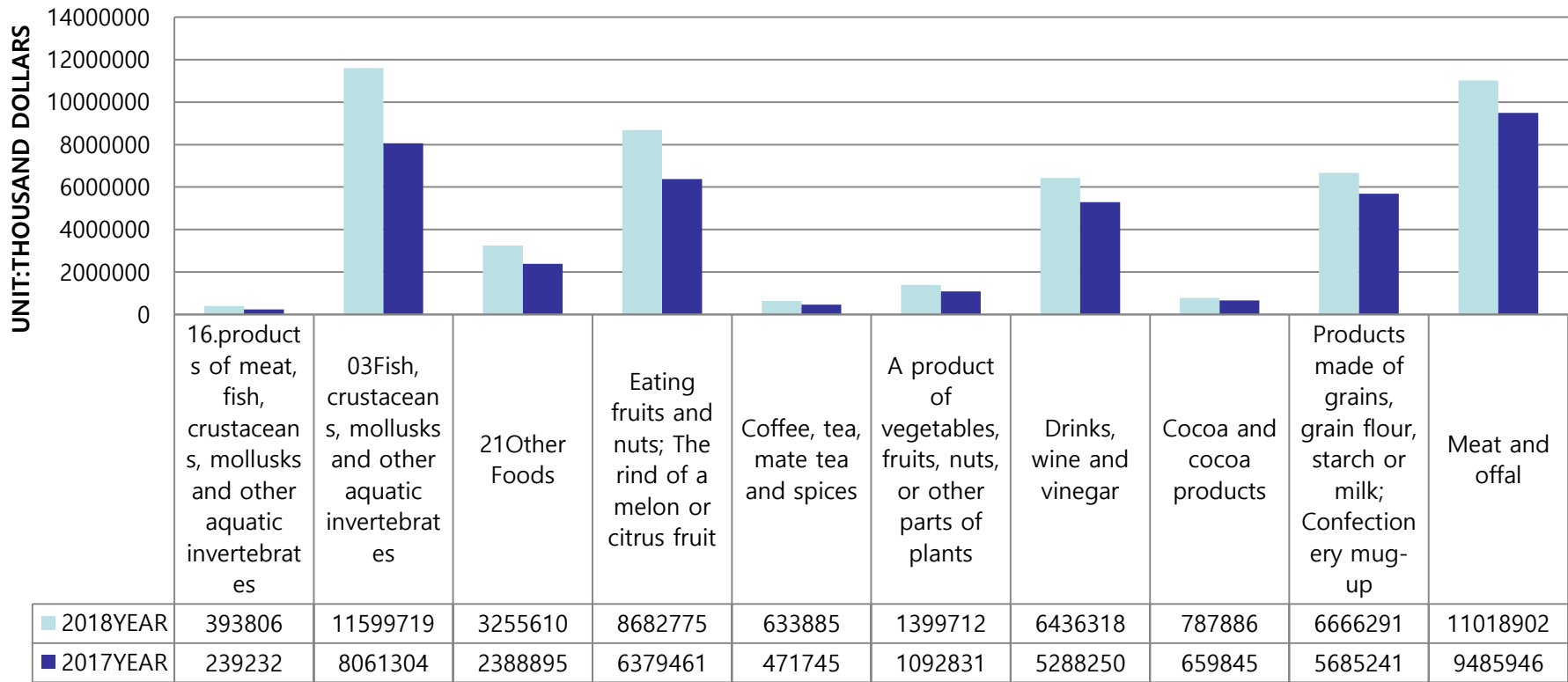
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Current Market Situation

date Base

Growth of imported food products (2017-2018)



Imports of food products totaled \$118.4 billion, up 9.59 % from 2017

Data from the administration of customs

Current Market Situation

A chronicle of China's changes in 2018

Adjustment of state institutions (separate regulation of import and market circulation)

- The staff team and function of CIQ is transferred from AQSQI to GAC (clarification of duties)
- Market circulation regulation (streamlining)

Adjustment of policy

- General trade loan access conditions (cosmetics, Health food)
- E-commerce trade gropes for regulatory rules in trial waters and establishes legal basis (e-commerce law implemented on January 1)



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Current Market Situation

chronicle of China's changes in 2018

China's list of food products with general trade tariff reductions

Duty

- 1.The duty on juice in HS2009 was reduced form 20-5
- 2. The duty on coffee in HS2101 was reduced form17-12

provisional duty

- small packages of Vermouth and similar wines (made from fresh grapes with plants or spices) from 65 to 14
- spirits made from distilled wine, 10-5
- Whisky 10-5

VAT 17-16



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Current Market Situation

chronicle of China's changes in 2018

Opportunities and challenges in the Chinese market

- Abundant channel option
- Market opportunities movement
- Diverted purchasing power

Summary of the feelings of importers in 2018

- Simple business models no longer work
- choose differentiated products and market
- Minimize upfront investment

Summary: Under the background of the global trade war, China has shifted from a global producer to a global consumer. Opportunities and challenges during the period of 2019 to 2023 are simultaneously emerged before Chinese retailers, importers and overseas exporters who want to enter China.



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Comparative analysis of CBEC and general trade

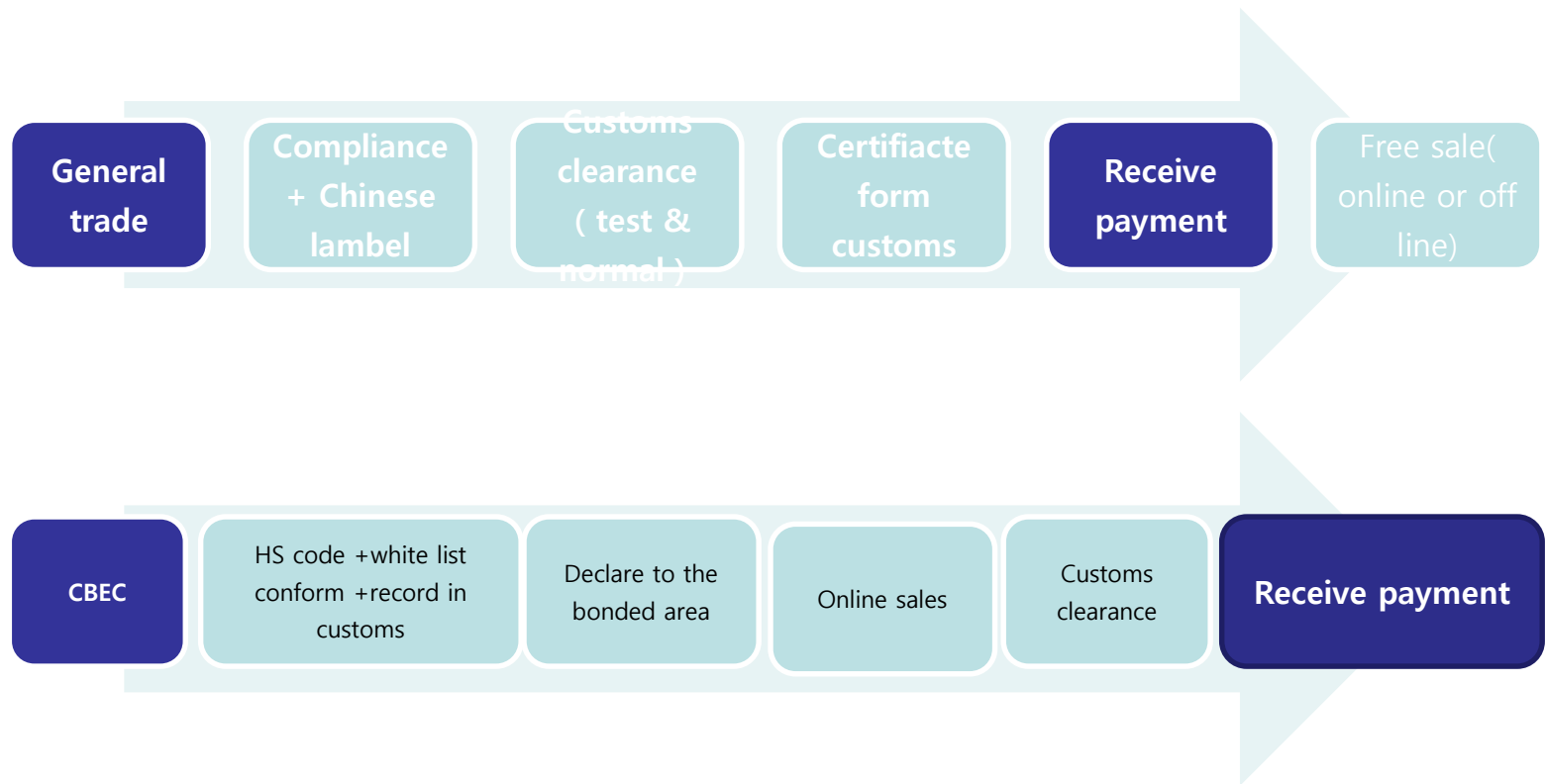
COMPARISON

	General trade	CBEC
Regulatory trend	From strict to loose	Form 0 to regulation
Regulatory basis	Laws & regulations ,Standards etc	White List , E-commerce law of People's Republic of China
Dutiable value	CIF OR FOB price	Retail price



Comparative analysis of CBEC and general trade

Process comparison



Comparative analysis of CBEC and general trade

Summary:

CBEC

Advantage



☐ Lower barriers to entry into the Chinese market.

☐ A quick trying

Disadvantage



☐ High logistics costs & operating costs, unable to achieve a large shipment

☐ Storage and other hardware facilities are not perfect for food

☐ Information is complex and difficult to identify

Categories suitable for CBEC OPERATIONS:

- 1.Health Food
- 2.Cosmetics
- 3.Products with high unit price and low requirements for storage conditions
- 4. **Listed on the WHITE LIST**



Comparative analysis of CBEC and general trade

Summary:

General trade

Advantage :



☐ 1 As long as the product has passed the access , the selection of subsequent sales channels is rich

☐ 2. The laws and regulations are relatively sound

☐ 3. Storage and other hardware conditions clearance

☐ 4. Logistics cost is low, do the first selection of large quantity

Disadvantage :



☐ Clear regulatory requirements are required before entry into China

Categories suitable for General trade OPERATIONS:

1.food

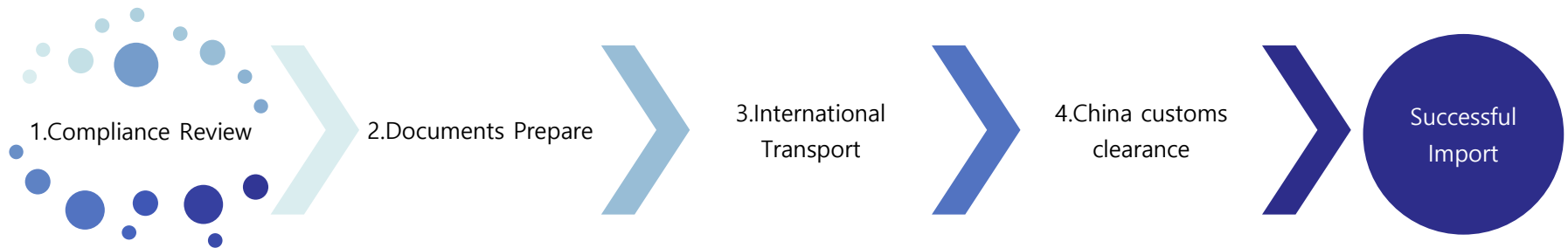
2. Health foods and cosmetics that need to enrich sales channels

3. Wider selection of foods, compared to WHITE LIST FOR CBEC



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The Process of compliance



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How to Export to China

The Documents Prepare



General Trade

Documents Prepare

Export and Importer Registration:

<http://ire.eciq.cn/>



进口食品化妆品进出口商备案系统

Registration Systems of Imported Food and Cosmetic Importers and Exporters

境外生产企业
信息记录系统

Information Recording System
for Manufacturer Overseas



进入系统 login

已记录信息查询 The record list query

境外出口商或代
理商信息备案系统

Registration System for
Exporters or Agents Overseas



进入系统 login

已备案名单查询 The record list query

境内进口商
备案系统

Registration System for
Importers Within Borders



进入系统 login

已备案名单查询 The record list query



用户下载
DOWNLOAD

质检总局公告

AQSIQ Announcement

用户手册

User guidebook

使用帮助

Notice and Auxiliary

联系方式

contact method

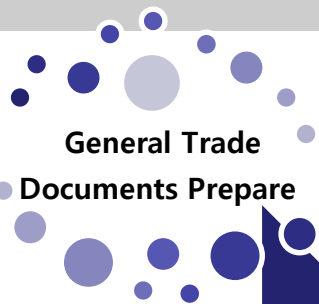


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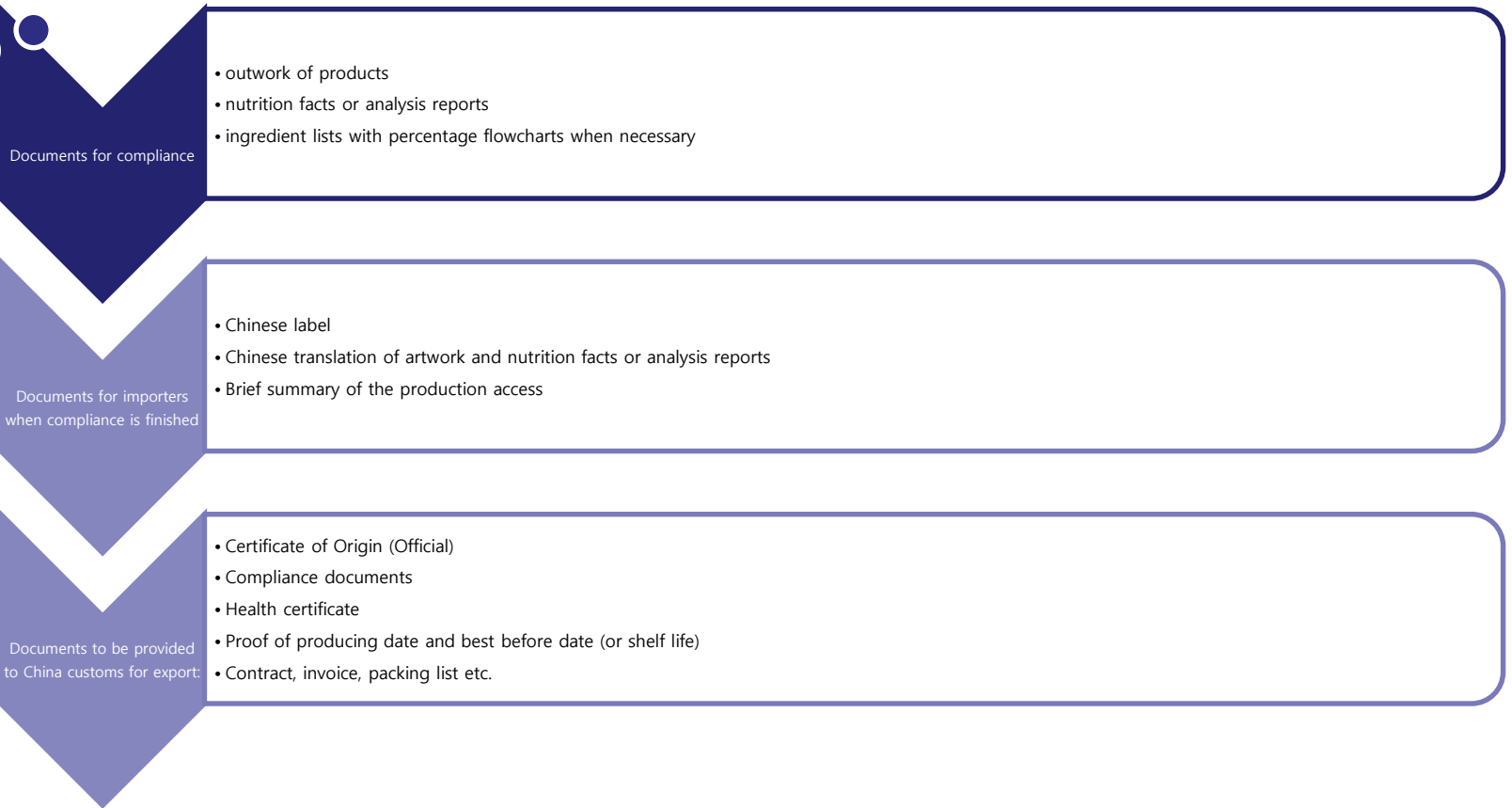
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The Documents Prepare



General Trade

Documents Prepare

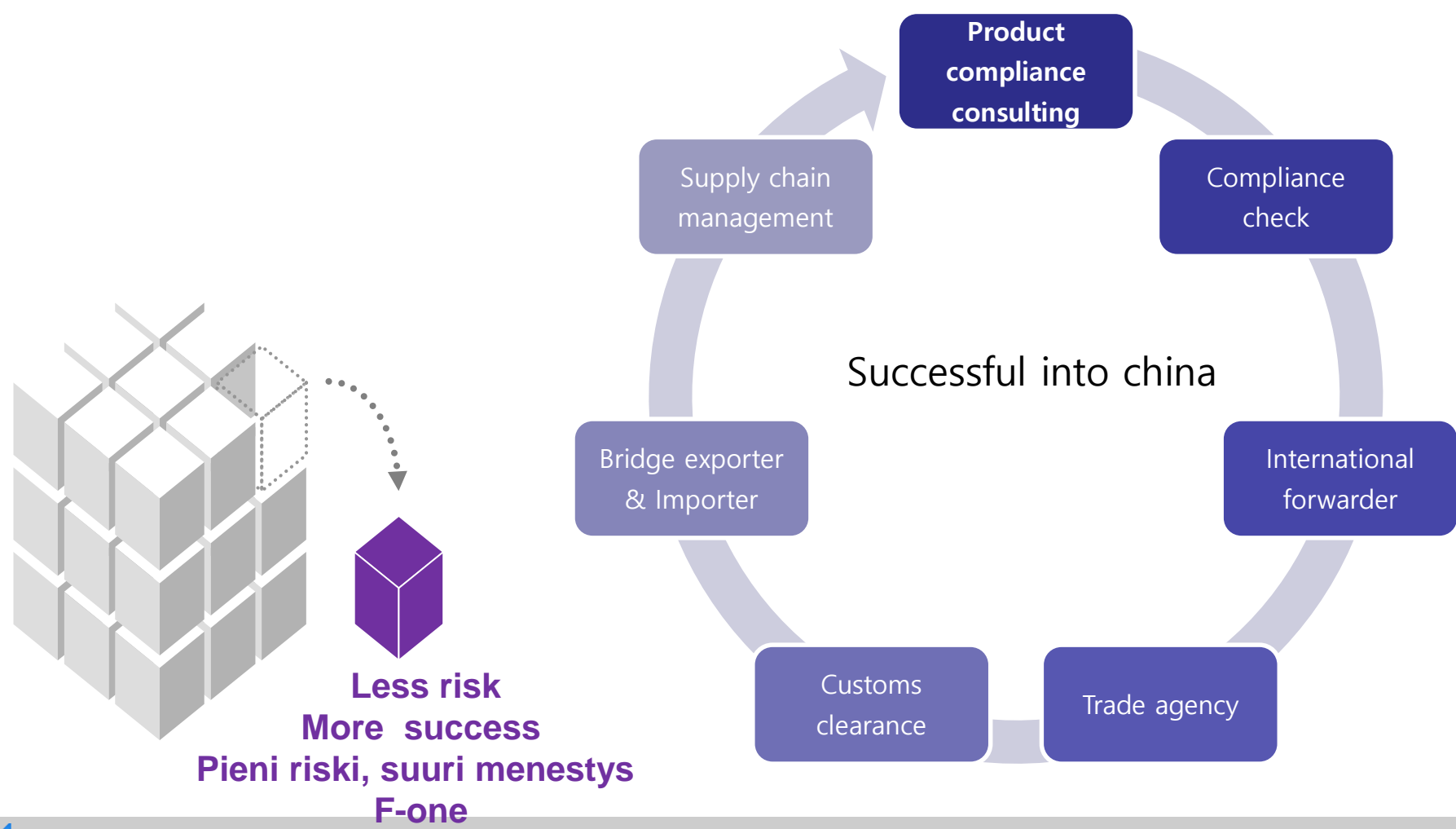


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What we can do for you

The Process



What can we do for you

Our Clients for example



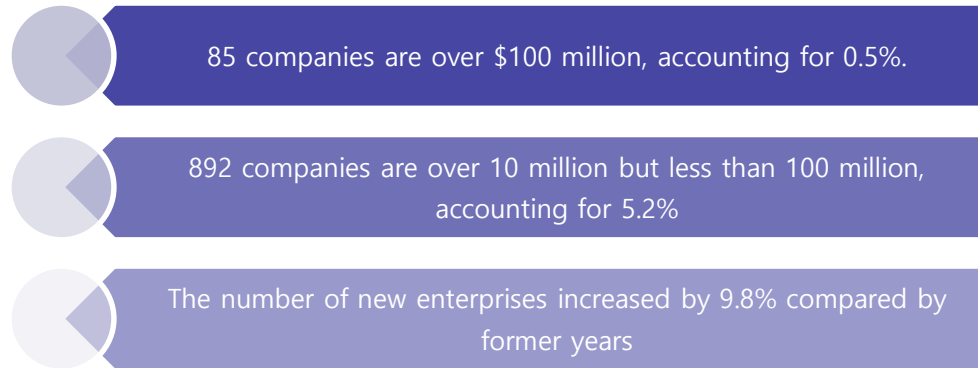
The partner in baby nutrition
since 1951



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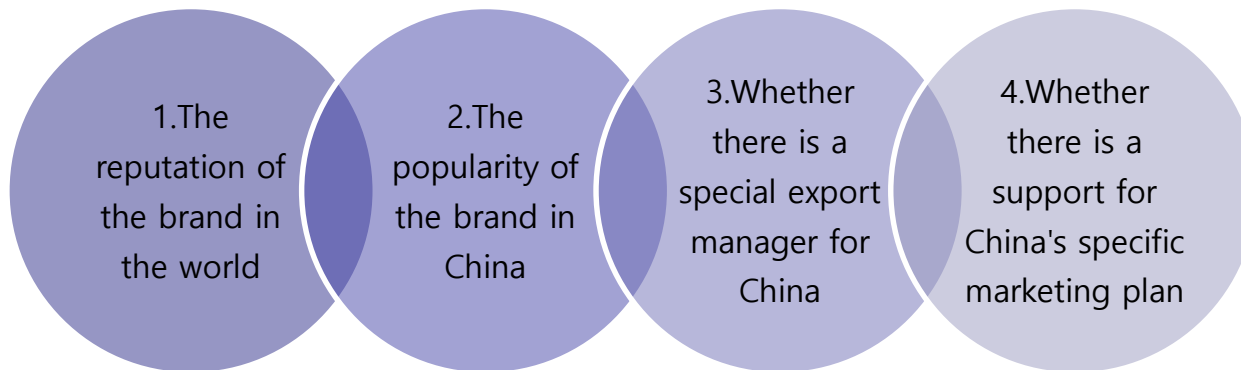
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According to the statistics of 2016, there are 17220 Food importers in China:



95.3% small and medium-sized companies.

Comprehensive addition term



Suggestions

About Importer

What do
importers
care?

1. Whether
the
products
can enter
China?

2. How long
is the shelf
life?
Is the
package
attractive? Is
the taste
adaptable to
Chinese
consumers?

3. What is
the
import
price?

4. How about
the
production
capacity of
the factory?
(Maximum
output and
minimum
order
quantity)

5. Is there
marketing
support
from
brands?
How
about
sales
exclusivity?



Suggestions

General Trade

Get inspection and quarantine certificate

1. The mode of transportation: transportation changed from air freight to Waigaoqiao Free Trade Zone

2. Time spent: 5 days transportation + 15 days clearance and rectification + 30 days analysis and certificate issued

3. Minimum quantity: 2 distribution units/SKU (not mixed box) not more than 10 SKUs/BL

4. Cost of clearance : about EUR1200-1800/BL (except taxes)



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The End



Thank you

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