



Your Trusted Partner in China



The background of the slide is a collage. On the left side, there are close-up images of Chinese banknotes, including a 100 Yuan note with Mao Zedong's portrait and a 50 Yuan note with a floral emblem. On the right side, there is a photograph of the Shanghai skyline, featuring the Oriental Pearl Tower and other skyscrapers along the Huangpu River.

Market Entry & Regulatory Consulting

Matchmaking & Partner Search

Marketing & Public Relations

Sourcing & Manufacturer Verification

Industry Conferences & Seminars

A photograph showing two women walking on a city street. The woman on the left is wearing a grey dress and carrying a yellow shopping bag. The woman on the right is wearing a striped shirt and white pants, carrying a blue backpack and a drink. They are both looking towards the right. The background shows a busy street with buildings and other pedestrians.

Introduction

Health Products Association (HPA-China)

Established: July 28, 2010

Status: U.S. Non-profit 501c6 Organization

Model: Regulatory Advocacy, Consulting and Business Services

Position: Only International Dietary Supplement/Nutritional Ingredient Association Focused on China

Membership: Represents Largest Group of Global Dietary Supplement and Nutritional Ingredient Companies Operating in or focused on entering China

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Regulatory Advocacy

- Published “Export Potential” report for the U.S. government to assess the dollar value of exports and jobs lost as a result of China’s regulatory system for dietary supplements. (\$8 billion plus in exports and over 2,700 jobs lost)
- Submits comments and suggestions for regulatory reform to State Administration for Market Regulation (SAMR). SAMR took over regulatory oversight from China’s Food and Drug Administration in 2018.
- National People’s Congress passed the New Food Safety Law on April 24, 2015 and went into effect on October 1, 2015. The regulations include legislation to create a recording system for nutritional supplements. USCHPA was a key player in encouraging China to move toward a recording system.
- Cooperates with domestic expos and conferences to discuss the regulatory situation and promote reform toward a more open and transparent system. For example: FIC, FiAsia, HNC Expo, CPHI, World Health Industry Conference, China International Health Expo, Nutrition Industry Conference, Natural Health and Nutrition, FIBO China, etc.

Government Cooperation

Besides SAMR, HPA-China also cooperates with other relevant government agencies and associations such as China Nutrition & Health Food Association, China Chamber of Commerce for the Import and Export of Medicine and Health Products, China Council for the Promotion of International Trade, China Nutrition Society, China Health Care Association and the Public Nutrition Development Committee for the promotion of the industry and regulatory reform in China.



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Government Cooperation



HPA-China's executive director Jeff Crowther and U.S. Commercial Officer Christian Koschil established an official working group at Shanghai Consulate to address market access issues for the supplement industry



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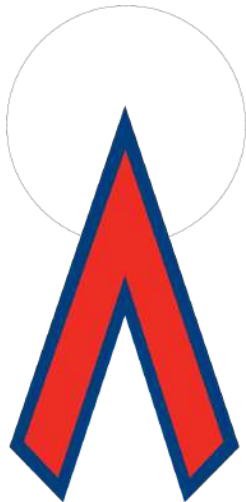


Government Cooperation

Export Award

UNITED STATES DEPARTMENT OF COMMERCE
U.S. Commercial Service

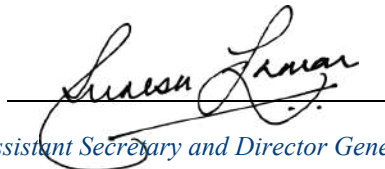
CERTIFICATE OF APPRECIATION FOR ACHIEVEMENT IN TRADE



Presented to
*U.S. – China Health Products
Association*

For outstanding support to
American nutritional supplement
providers in the China market.




Assistant Secretary and Director General



May 2011 – HPA-China received an export award from the U.S. Department of Commerce for its work in successfully promoting U.S. exports to China and for ongoing market intelligence reports to the U.S. Department of Commerce to ensure government to government dialog continues towards the further opening and overall development of China's dietary supplement and natural health product industry.

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Government Cooperation



Beijing - The Association's Executive Director, Jeff Crowther, visited the Embassy of Canada in Beijing to film an industry overview video for SME Gateway's YouTube Channel.

Beijing – The Association wrote “China’s Dietary Supplement Report” for the Embassy of Canada. The report reviewed the historical and current environment of China’s ever-changing dietary supplement (health food) market.

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Business Services

Nutritional Outlook Magazine: “Best of Industry Award 2014”



U.S.–China Health Products Association

Navigating China’s complex natural-products industry is easier, thanks to the USCHPA.

BY KIMBERLY J. DECKER



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Business Services

HPA-China offers unparalleled value and service to its members. With membership, companies not only get an association working on regulatory and industry issues, they also have access to business services that will assist in the companies' China endeavors. The association works independently with each member, so the below list is by no means all inclusive:

Assistance with:

- Market Entry Consulting
- Partner Search
- Product Approvals and Registrations
- Trademark Registration
- Domain Name Registration
- Website Development
- Sourcing and Supplier Verification
- PR / Marketing Assistance

Access To:

- Association's Trusted Team in China
- Newsletter “China Updates” (English)
- Newsletter “健康周报” (Chinese)
- Industry Reports
- All Association Activities in China
- Place Ads and Articles in the Association's Publications as well as other Media Partners' Publications

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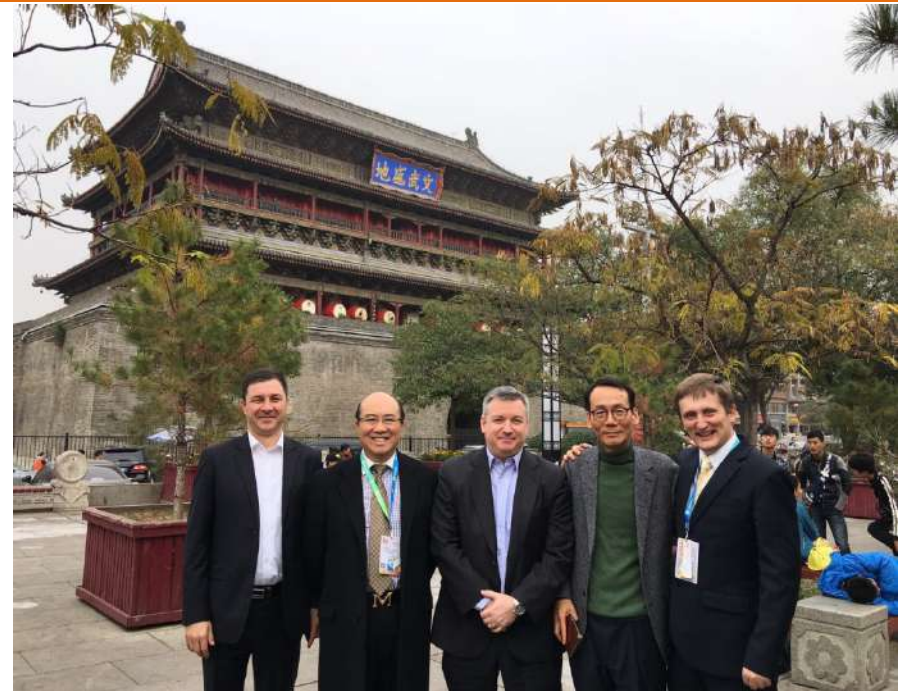
Business Services

NEW FOR 2020 – Client Level

The association is offering some of its services to non-members on an ala carte basis. The following are on offer:

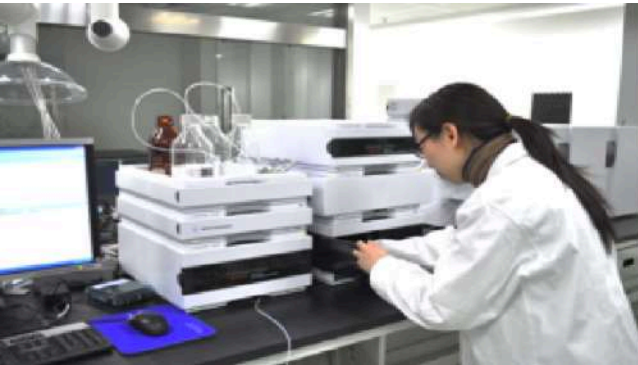
- Market Entry & Regulatory Consulting
- Matchmaking & Partner Search
- Marketing & Public Relations

Each service is offered on an individual basis with its own associated fees. Contact the association for more details.



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Business Services



NEED ASSISTANCE IN CHINA WITH:



- Finding ingredients?
- Securing contract manufacturing?
- In country testing?
- Market-Intel on current manufacturers and pricing?
- Verify a manufacturer?
- Packaging Needs?

The Association can help, contact us.

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Association Members and Clients





Association Annual Conferences:

China Dietary Supplement Industry Insights

Natural Products Expo West - March Anaheim U.S.A

Immunity, Omega-3, Probiotics and Sports Nutrition Education Seminars

Held during Natural Health & Nutrition Expo - April Shanghai, China

Nutrition and Health China International Summit

Held before FiAsia / HNC Expo - June Shanghai, China

Probiotics China International Summit

Held before FiAsia / HNC Expo - June Shanghai, China

Omega-3 China International Summit

Held before FiAsia / HNC Expo - June Shanghai, China

Immunity, Omega-3, Probiotics and Sports Nutrition Education Seminars

Held during FiAsia / HNC Expo - June Shanghai, China



- Educational Seminars in China -

Members and Clients Sharing Latest Innovations

International Omega-3 Industry Insights Seminar

June 19, 2019 National Exhibition & Convention Center
Room M3-03 13:00 – 14:30 (FREE EVENT)



Global Industry Insights
Chris Gearheart – Director Member
Communications & Engagement
Global Organization EPA & DHA Omega-3s



Superba Krill Oil – Latest Research & Applications
Andreas Thorud – China GM
Aker BioMarine



New Novel Ingredients DPA and PRM
Rosin Luo – China Sales Director
KD-Pharma



International Probiotics Industry Insights Seminar

June 19, 2019 National Exhibition & Convention Center
Room M3-03 15:00 – 16:30 (FREE EVENT)



Global Probiotics Industry Insights
George Paraskevov – Executive Director
International Probiotics Association



Novel Probiotics Applications Beyond Yogurt
Simon Wang – China Business Manager
Proactive Health
Kerry Inc.



LAFTI L10 - Application of Probiotics in Sports Nutrition
Lyu Ran – Scientific Sales Manager China
Lallemand



International Sports Nutrition Industry Insights Seminar

June 20, 2019 National Exhibition & Convention Center
Room M3-03 13:00 – 14:30 (FREE EVENT)



Opportunities in Female Sports Nutrition Market and Innovation on Protein Fortified Foods
David Townsend – VP Commercial ASpac
Glanbia Nutritionals



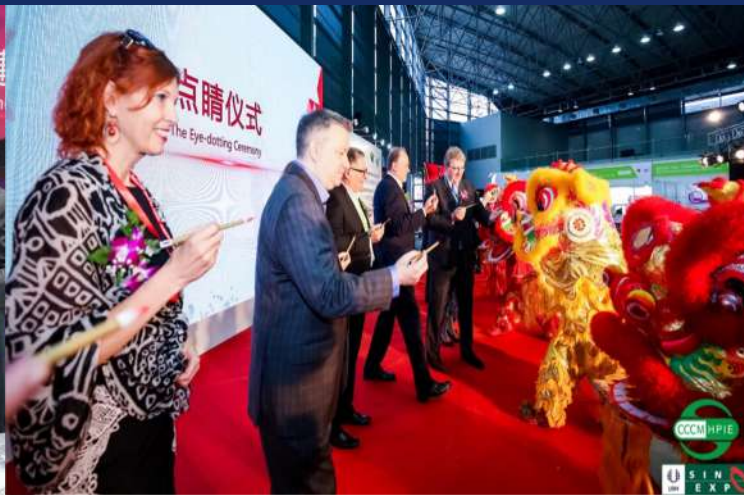
Sports Nutrition Solution Platform Driven by Innovation
Stephen Ye – Business Manager FIA
Aland Group



LONZA New Solution for Sports Nutrition
Jessica Zhang – Marketing Manager
LONZA Consumer Health & Nutrition



Annual Expos in China



Weekly Market Intel Newsletters



The screenshot displays the 'China Updates' newsletter, published by the HPA (Health Products Association). The header features the HPA logo and the title 'CHINA UPDATES'. Below the header, the text reads: 'Your Trusted Source: China Nutrition & Health Market Intel'. The main content area is divided into several sections, each with a title and a brief description. The sections include: 'The Value of China', 'Tianjin Cracks Down', 'Health of Women', 'China's Innovative', 'Alibaba Invests \$3.7 Billion', and 'Tianjin Cracks Down Sales Fraud and False Ads of Health Food'. Each section is accompanied by a small image of a green leaf. The newsletter is dated 'December 5, 2017 - Issue 275'. At the bottom, there is a footer that reads: 'China Updates is brought to you by the U.S.-China Health Products Association and its Sponsors:'. The sponsors listed are TSI, SIRIO, NSF, and GNC.

CHINA UPDATES

Your Trusted Source:
China Nutrition & Health Market Intel

CHINA UPDATES

The Value of China
A seminar of food
China's Nutrition
Commerce in China
Council. [Read More](#)

Tianjin Cracks Down
Local regulators o
sales fraud and fi
work plan draft
Council. [Read More](#)

Health of Women
The health of woi
Commerce in China
latest statistics. [Read More](#)

China's Innovative
Local regulators o
sales fraud and fi
work plan draft
Council. [Read More](#)

Alibaba Invests \$3.7
Hong Kong—Alibi
largest hypermar
retail arena. [Read More](#)

CHINA UPDATES

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CHINA UPDATES

Your Trusted Source:
China Nutrition & Health Market Intel

CHINA UPDATES

The Value of China's Special Food Industry Exceeds 600 Billion
A seminar of food of special use was held in China's Taizhou, Jiangsu province by
China's Nutrition and Health Food Association and European Union Chamber of
Commerce in China. [Read More...](#)

Tianjin Cracks Down Sales Fraud and False Ads of Health Food
Local regulators of Tianjin recently launched a special campaign to crack down over
sales fraud and false advertisement of general food and special food, based on a
work plan drafted based on the relevant guidance released by the State
Council. [Read More...](#)

Health of Women, Children in China Keeps Improving: Statistics
The health of women and children in China has been improving, according to the
latest statistics. [Read More...](#)

China's Innovative Farming Brings Healthier Food
From using mosquito nets to raising catfish in their paddy fields, the sky is the limit
for Chinese farmers trying to grow healthier food. [Read More...](#)

Alibaba Invests \$3.7 Billion in Chinese Chain to help Fight Wal-Mart
Hong Kong—Alibaba Group Holding Ltd.'s \$3.7-billion deal to buy a slice of China's
largest hypermart chain pits it against Wal-Mart Stores Inc. in the world's largest
retail arena. [Read More...](#)

ARCHIVE AVAILABLE HERE

China Updates is brought to you by the U.S.-China Health Products Association and its Sponsors:

TSI SIRIO NSF GNC

China Updates is published weekly and goes out to thousands of readers around the world.

It covers all the latest on China's supplement industry, food safety, industry information, consumer insights and much more.

The association also publishes a weekly Chinese language newsletter entitled "Health Weekly" (健康周报).

Business Services



“China Food Safety Magazine”

- HPA-China cooperates with CFSM
- Chinese industry leading publication
- 300,000 Database
- 24,000 and growing social media following
- HPA-China has its own section within the magazine

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Business Services



China Social Media



The association posts international health news as well as promotes its members and functions in Chinese to the China Market.



美中健康产品协会

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HPA-China Leadership



Jeff Crowther
Executive Director

Since 1993, Crowther has been working in the natural health product industry. From 1993 – 1999, he worked with GNC and then from 2000 – 2006 with NBTY. Making the move to China in 2005 as NBTY's representative, he assisted in opening their first office in Beijing. In 2006, he took the position of Chief Representative to China for the Natural Products Association and worked under the American Chamber of Commerce in Beijing. In 2010, he established HPA-China with founding members NSF and Jarrow Formulas.

Crowther is recognized as one of the foremost experts on China's developing natural health product industry. He has published many articles on the subject in *Nutraceuticals World*, *Nutritional Outlook*, *Natural Products Insider*, *Nutrition Business Journal*, etc. He has also produced numerous educational seminars in the U.S. and China in cooperation with such organizations as U.S. FDA, U.S. DOC, New Hope Network, Informa, Chinese Ministry of Commerce, China Health Care Association, China Council for the Promotion of International Trade, Chinese Medicine Association and others in order to promote the natural health product industry.

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The Time is NOW!

Join the association today and become a supporting partner in the continued development of China's dietary supplement and nutritional ingredient industry.

For more information contact
Health Products Association - China:

info@uschinahpa.org

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