

Summer Gathering:

Opportunities in China's Food Market



August 2nd, 2019

POP Restaurant , Shanghai



Grasp the Market Opportunities, Focus on the Value of Compliance

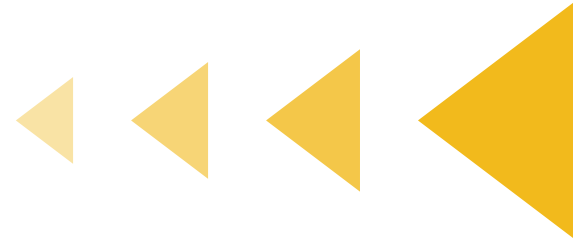
The right to food is a basic human right. Since early times, the high relevance of meeting society's food demands has determined to shift priorities and obligations, including aspects such as food safety and quality, all to ensure the well being of consumers and to avoid potential health hazards.

It is no news, to professionals across industries and international experts following in China's growth path, that as Chinese people's living standards began rising fast in the past 30 years, this has had a strong effect on society's demand for higher food safety and quality standards.

Understanding these constant shifts and changes in regulations and their implementation is paramount for those trying to expand their business in China. Thus, REACH24H thought, what better than to host a Summer Gathering on opportunities in China's food market? This event will offer the perfect setting to allow for networking, exchange of experiences and knowledge sharing on the food industry.

In this Summer Gathering, REACH24H will offer tailored yet short sessions on food market analysis and regulations in China, sharing recommendations, tools and other current hot topics. We will welcome representatives from Embassies and Consulates and National Business Associations from China, allowing all parties to enjoy a day of networking and professional growth.

We look forward to this Summer Gathering bringing effective compliance and networking opportunities to ensure the smooth and sustainable development of trade in the food industry.





China's Food Market and Regulations

As countries become more interconnected and their markets expand across borders, many foreign businesses have turned their eyes to China. Bilateral and multilateral efforts now more than ever ask that professionals from all spheres keep up with changes in China's regulatory system, its upgraded regulatory agencies and growing standards to ensure better management and oversight, subjecting food operators to stricter compliance requirements.

Since the implementation of New China Food Safety Law on October 1, 2015, governments and importers have faced new challenges when adapting to China's latest regulatory system, laws and regulations.

China's Wanghong Economy

As We Media, Wanghong, and short videos, new things emerged from the Internet have fundamentally changed our lives. Wanghong Economy ran by marketing posts by personalities is becoming a new trend of the Internet industry. Data shows that more than 60% of Chinese consumers are willing to accept online influence. The skyrocketing growth of Wanghong Economy offers a huge opportunity for enterprises.

The brand and traffic of Wanghong will help traditional enterprises transform and upgrade quickly and efficiently. The key of enterprise internet transformation is in the grasp of 100 billion RMB market of the Wanghong Economy.



Summer Gathering

Time: August 2nd, 2019 (13: 00-17: 00)

Place: POP Restaurant, Shanghai

(Three on The Bund, 7/F, No.3 Zhongshan Dong Yi Lu,
Near Guandong Lu, Huangpu District)

Dress Code: Business Casual



Target Attendees

- ▶ Embassies and Consulates Representatives
- ▶ National Trade Associations
- ▶ Trade Representative Offices
- ▶ REACH24H Strategic Clients

Agenda

Summer Gathering: Opportunities in China's Food Market

13:00-14:00	Registration	
14:00-14:15	Welcome Speech	REACH24H
14:15-14:30	Discussion on Imported Food Supervision Under The New Customs	Mr. Yang Jiao Officer of the General Administration of Customs, China
14:30-15:00	An Insight into China's Multibillion Dollar Influencer Market	Mr. Jim Wei Founder of Daddy Lab
15:00-16:30	Gathering and Networking	

Guest Speakers



Mr. Yang Jiao

Director of TBT Research Department of the International Inspection and Quarantine Standards and Technical Regulations Research Center of the General Administration of Customs (The WTO/TBT-SPS National Notification and Consultation Center of the People's Republic of China).

Mr. Yang Jiao has been engaged in the research of food, chemical technical trade measures, risk analysis and risk warning. Mr. Yang has been awarded with the second and third prizes of the scientific and technological inspections at the ministerial for the research projects he participated in. Additionally, Mr. Yang Jiao edited and participated in a dozen of related books. He has played a positive role in removing foreign technical trade barriers, establishing China's technical preventive measures system, and promoting the development of foreign economic trade.

Mr. Jim Wei

General Manager of REACH24H Consulting Group

Founder of Daddy Lab

Graduated from Zhejiang University, Mr. Wei worked in the Zhejiang Entry-Exit Inspection and Quarantine Bureau for 10 years, focusing on product testing and international certifications. In 2009, he took over chemical toxicity assessments and consultations pertaining to EU REACH registration. In 2015 Mr. Wei decided to start his own company, founding Hangzhou Daddy Lab Technology Co. Ltd. . Daddy Lab's innovative approach to chemical safety earned him the top distinction at the 2016 National Social Innovation Star Competition, and he was later awarded as China's Outstanding Social Entrepreneur in 2018.



Mr. Wei has been invited to present on Daddy Lab's work at Harvard Business, Peking University, Zhejiang University, and Fudan University. His Daddy Lab account has millions of followers on the internet.

Gathering and Networking: Main Content

1. Discussion on Imported Food Supervision Under The New Customs

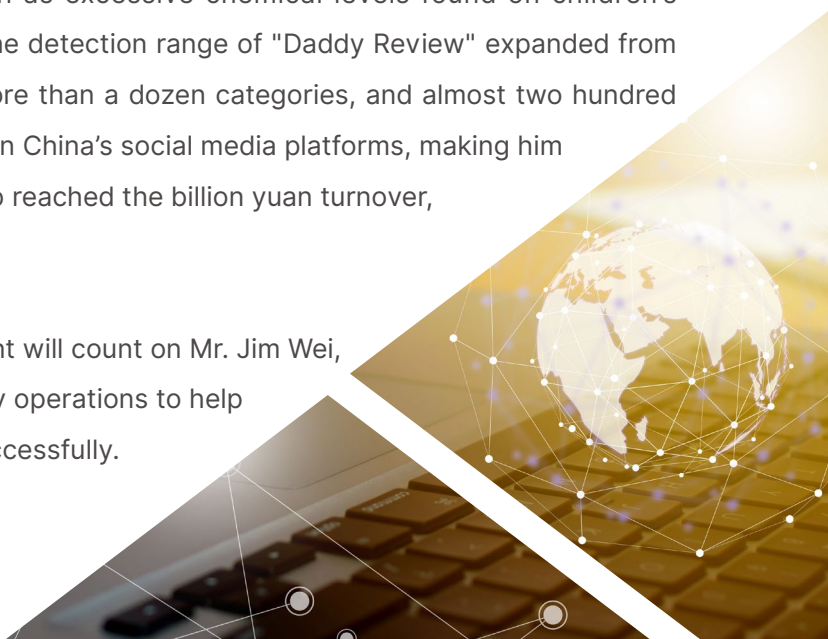
With the gradual increase of income registered across China, the upgrading of the consumption structure and demand for imported consumer goods has shown a steady growth. According to statistics from Customs, just in the first half of 2018, China imported 558.51 billion yuan worth of consumer goods, an increase of 7.7% over the same period from the previous year, accounting for 8.4% of China's total import value in the same period. China has become the world's largest importing country.

At the same time, governments and importers have faced new challenges in understanding China's regulatory system, laws and regulations. Although some institutions and enterprises have already had some responses, there are still large gaps in the understanding and completion. For example, the Japanese nuclear radiation certification, UK's nutritional fortified flour, French's expired bread wheat flour, US Fuxi factory incident and the New Zealand /Australian milk powder incident. REACH24H has invited experts from the General Administration of Customs to share the latest trends in food regulations. REACH24H has invited experts from the General Administration of Customs to share the latest trends in food regulations.

2. An Insight into China's Multibillion Dollar Influencer Market

In 2015, the now nationally acclaimed Hangzhou Daddy Lab Technology Co., Ltd was founded by Mr. Jim Wei. Setting the safety of his and all Chinese kids as a priority, Daddy Lab grew from a one-time experiment to test the quality of his child's text book's plastic cover toxicity, to a full-fledged initiative aimed at disclosing test results such as excessive chemical levels found on children's everyday products. Over the past four years, the detection range of "Daddy Review" expanded from children's products to "eat and wear" items, more than a dozen categories, and almost two hundred products. Jim Wei has over 10 million followers on China's social media platforms, making him a "Wanghong Influencer Dad". In 2019 Daddy Lab reached the billion yuan turnover, a landmark for any business in China.

This professional gathering and networking event will count on Mr. Jim Wei, who will share his experience leading community operations to help overseas companies access Chinese market successfully.



Contact Us

If you have any interests, please feel free to contact us:

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Organizer

REACH24H is an internationally recognized technological services company with its headquarters in Hangzhou, China and international offices in Ireland, the United States, South Korea and Taiwan (China). The company has a number of internationally certified toxicologists as well as specialized safety and risk assessment experts. By offering a 24-hour global consulting service network supported by a highly trained team of technical experts, REACH24H provides one-stop market entrance services across the globe. REACH24H covers industries such as industrial chemicals, agrochemicals, cosmetics, food and food contact materials. Our services range from product registration, regulatory information, news and compliance alerts, to training seminars, open courses, and an Internet-based supply chain management software.

"Value in Compliance" is REACH24H's mission statement. Founded in 2009, REACH24H has provided technical support to governments, associations and social organizations, served over 6,000 well-known companies and completed tens of thousands of projects from product notification, registration to consulting, all with the goal of removing trade barriers and promoting global trade integration. REACH24H abides by a healthy, green, and sustainable development philosophy, following strict compliance service standards. By providing technical assistance to companies in the preparation of risk assessments, we can ensure our clients get the most effective solutions and highly reliable support, maintaining people's safety and well-being as a top priority.





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