



**Your Trusted Partner in China**





**Market Entry & Regulatory Consulting**

**Matchmaking & Partner Search**

**Marketing & Branding**

**Sourcing & Manufacturer Verification**

**Industry Conferences & Seminars**

# Introduction

## Health Products Association China (HPA-China)

Established: July 28, 2010

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

Model: Regulatory Advocacy, Consulting, Marketing and Business Services

Represents Global Dietary Supplement and Nutritional Ingredient Companies Operating in or Focused on Entering China. Benefits also include global marketing in both English and Chinese, which reaches 100,000 around the world.

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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 when appropriate 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, which went into effect on October 1, 2015. The regulations include legislation to create a recording system for nutritional supplements. HPA-China was a player in encouraging China to move toward a recording system.
- Cooperates with domestic expos and conferences to highlight member products and services. For example: FIC, FiAsia China Expo, HNC Expo, Natural Health and Nutrition Expo, 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



Over the years, HPA-China has cooperated with a variety of government agencies in order to benefit its members

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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, but also have access to business services that will assist in the companies' market success. The association works independently with each member, so the below list is by no means all inclusive:

## Assistance with:

- Market Entry / Positioning
- Regulatory Consulting
- Cross Border Solutions
- Matchmaking / Distribution
- Product Approvals and Registrations
- Trademark Registration
- Social Media / Live-Streaming
- Marketing and Branding
- Sourcing and Supplier Verification

## 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
- HPA-Global Insights - Interview Series

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# Business Services



*Insights*

**Video Interviews  
with Industry  
Experts**

## 8 Regulatory Questions About China's Dietary Supplement Industry



Jeff Crowther



Cathy Yu

Watch entire video on  
HPA-Global Insights  YouTube



**HPA-Global Insights** is a series of videos where the association interviews members and dietary supplement industry experts from around the world on a variety of topics such as:

**Global Markets, Regulatory, Cross Border E-commerce, Ingredients, Formulation, Intellectual Property, Functional Foods, Sports Nutrition, Probiotics, Omega-3s and many of topics of interest to the overall natural health and nutrition industry.**

- **20k+** “China Updates” HPA-China’s weekly English newsletter sponsorship. Member will have a logo with a clickable link and can also submit articles for publication, 52 issues per year (English)
- **18k+** LinkedIn: Member press releases, news etc as needed (English/Chinese)\*
- **20k+** “HPA-Global Insights” video podcast. Members can do up to three interview videos per year in English. Videos will be distributed through YouTube, LinkedIn, Facebook and a variety of other social media channels. Members can also publish to their own channels. (English)
- **8k+** HPA-China’s WeChat social media: interviews, press releases or general news can be published once per week. (Chinese)\*
- **125k+** Food Safety Magazine: Interviews, press releases or general news can be published once per month. Physical printed magazine 25k+, social media 100k+ database. (Chinese)\*
- **5.7k+** “Health Weekly” (健康周报): Interviews, press releases or general news once per month. (Chinese)\*
- **10k+** Little Red Book micro channel. This is used to promote a finished dietary supplement or a nutritional health ingredient directly to Chinese consumers. (Chinese)\*

*\*For Chinese language news, it should be provided to the association in Chinese*





# 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 Assist.**

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## 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



**Your Trusted Source:**  
**China Nutrition & Health Market Intel**



### The Value of China

**Health of Women,** China's Nutrition  
The health of wo Commerce in Chr  
latest statistics. [Ri](#)



Council: [Read More](#)

**Alibaba Invests \$:**  
Hong Kong—Alibaba, the world's largest hypermarket, is set to enter the U.S. retail arena. [Read](#)



Alibaba Invests \$3

Hong Kong—Alibaba's largest hypermart retail arena. [Read more](#)



Hong Kong—Alibaba's largest hypermart retail arena. [Read more](#)

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China Updates is be



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 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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# Association Members and Clients



# 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](mailto:info@uschinahpa.org)

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