

CMA Media Release

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China E-commerce News Welcomed by Australian Complementary Medicine Industry

Chief executive of Complementary Medicines Australia (CMA), Mr Carl Gibson, has welcomed last night's announcement by Chinese Premier, Li Ke Qiang, that China will replace the existing grace period for cross-border e-commerce with a stable policy going into the future, which will be of benefit to international firms.

Mr Gibson said: "The Chinese government has announced it will improve and expand the cross-border e-commerce import policy, and transform China's e-commerce rules for imported products from a transitional state to a stable one, which is very welcome news for the Australian complementary medicines industry."

"Our products are well recognised as a premium brand in the complementary medicines sector, thanks to our strict quality and safety manufacturing standards and Australia's clean and green reputation."

"Australia is on the verge to overtake the USA as the number one importer of complementary medicines into China. This recent high demand for Australian products has boosted jobs in the complementary medicines sector in Australia across a range of areas, including manufacturing, scientific evaluation and research."

"In June this year, CMA hosted the very successful inaugural Australian Pavilion at the Healthplex expo in Shanghai, one of the most important expos for the preventative healthcare industry in the Asia-Pacific Region."

"Thanks to overwhelming industry support, the CMA Australian Pavilion for Healthplex will be triple the size in 2019, uniting under one banner to showcase several well-known Australian complementary medicine brands. The Pavilion is nearly sold out, with renowned industry players keen to promote Australia's exceptional manufacturing standards, quality products and innovation, supported by the strength of 'brand Australia'."

"Trade with international markets is crucial for the long term prosperity of the Australian complementary medicines industry, and China, in particular, is a very significant trading partner, with more than half of our exports destined for China and Hong Kong."

"With over 60 per cent of companies in the sector engaged in exporting, and our brands increasingly being recognised internationally, ours is an industry with huge potential to contribute to the growth of Australian exports," said Mr Gibson.

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