



Media Release

18 February 2019

Complementary Medicines a \$1 Billion Exports Success Story

Complementary Medicines Australia (CMA) today welcomed the publication of the Government's official export figures for complementary medicines, which shows that Australian exports have now nearly topped \$1 billion for the first time.

Carl Gibson, Chief Executive of Complementary Medicines Australia said; "Exports of complementary medicines are a real Australian success story. Official exports just released, show a 190% rise over last year, from \$320 million to over \$930 million. This is a real testament to consumer's healthy demand for these products and when you also add in the sales through the ever popular daigou channel, it is no wonder Australia is becoming China's major trading partner, by capitalising on the new policy of cross-border e-commerce".

"Australia is commonly recognised as the world leader in the category for safety and quality because we are one of the few countries who manufacture products as medicines, not foods."

"Australian complementary medicines are sought after all over the world, especially in Asia, because our world-class, high quality, manufacturing reputation is what attracts consumers to 'Australian Made' products."

Many companies in the complementary medicines industry are using the 'Australia Made' logo and representations as a key quality advantage when exporting, and this is now under threat because of recent changes and ACCC implementation of guidelines that puts our industry at a distinct disadvantage.

The sector calls on the Minister for Industry, Innovation and Science to urgently resolve the issue without further delay. Carl Gibson made a personal plea to the Hon. Karen Andrews MP, Minister for Industry, Innovation and Science; "Minister, there are 1 billion reasons now to back Australian manufacturers and back Australian high skilled jobs – the time to act is now."

Ends

Top Export Markets for Australia's Complementary Medicines

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| 1. China & Hong Kong | \$655 million |
| 2. New Zealand | \$103 million |
| 3. Vietnam | \$ 49.3 million |
| 4. South Korea | \$ 49 million |
| 5. Singapore | \$ 12 million |
| 6. USA | \$ 10 million |

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