



## Media Release

5 April 2019

### **'Made in Australia' Claims Get Tick of Approval Complementary Medicines Number One Natural Choice in China**

The Complementary Medicines Industry today welcomed an announcement by the Australian Government, that when implemented, will provide greater clarity for companies using Country-of-origin representations and foster the continuation of the Australian Made logo for complementary medicines manufactured in Australia, under TGA-GMP licensed facilities.

Carl Gibson, Chief Executive of Complementary Medicines Australia said; “The ability to use ‘Made in Australia’ claims for complementary medicines manufactured in Australia to the highest standards in the world, has become a significant competitive advantage for Australian companies. Our products are highly recognised and sought after by consumers around the world, especially in Asia, because of their reputation for quality and safety.”

“This trend has seen Australia recognised as the prestigious number one exporter of nutrition and healthfood products into China<sup>1</sup> and coincides with CMA opening a representative office in Beijing. The figures speak for themselves and are a true reflection of our high quality products industry” Carl Gibson said.

Australia has taken the top spot as Number One exporter of complementary medicines into China in 2018 with exports of \$943 million (US\$670 million). Australia has taken over the top spot from the USA who are now in second position, with exports of \$870 million (US\$620 million), whilst Germany remains in third place with exports of \$294 million (US\$280 million) of nutrition and healthfood products into China <sup>2</sup>.

“However, recent changes to Australian consumer law has meant that our sector was unintentionally caught up in a scenario that could have halted e-commerce exports of some of Australia’s top brands. CMA strongly agrees with the initiative announced by government, which will be a significant boost for Australian manufacturers, the industry and the economy”.

“Australia’s booming complementary medicines industry is set to benefit from clarity in the application of Country-of-origin labelling. Streamlined access to Australian Made certification and greater visibility at trade shows and events in export markets are just a few of the benefits Australia’s complementary medicine industry will enjoy.”

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<sup>1</sup> Import of Nutraceutical and Healthfoods into China in 2018, CCCHMPIE, March 2019.

<sup>2</sup> Complementary Medicines a \$1 Billion Exports Success Story, 18 February 2019, Complementary Medicines Australia