



**CMA 2019 CHINA NEW EXPORT DELEGATION**  
3-8 NOVEMBER 2019



**THE OPPORTUNITY**

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**SHENZHEN**

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**HANGZHOU**

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**SHANGHAI**

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**ITINERARY**

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**INCLUSIONS**

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**TERMS AND CONDITIONS**

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**CMA 2019 CHINA NEW EXPORT DELEGATION**

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# CMA 2019 CHINA NEW EXPORT DELEGATION **OPPORTUNITY**



INSIGHT INTO A MARKET  
PREDICTED TO BE WORTH **US \$60  
BILLION BY 2020**

**SHENZHEN HANGZHOU SHANGHAI**

**POLICY BRIEFINGS**

**REGULATORY INSIGHT**

**A COMPLETE INTRODUCTION  
TO THE ENTIRE SUPPLY CHAIN**

The health and wellbeing market in China is huge. Boston Consulting Group forecasts that China's overall health and wellbeing market could be worth over RMB400 billion (US\$60 billion) by 2020, and with China's growing appetite for healthcare, this sector is projected to grow by 10 per cent every year until 2025.

There is a growing demand in China for Australian complementary medicine products which are seen globally as 'clean, green and safe'. This gives Australian businesses a competitive advantage to pursue emerging market opportunities in China. Australian companies have already achieved great successes in the Chinese health and wellbeing market but there remains potential for others to share in this opportunity.

**This mission has been designed specifically for CMA member companies who do not currently have a presence in China but who are ready to explore its opportunity.**

The Chinese health and wellbeing market is, however, increasingly regulated. Preparation is key and the preparedness to invest in relationships over time. However, through a partnership with the Chinese Australia Trade and Investment Council (CATIC), CMA is offering a unique opportunity to explore every facet of the Chinese complementary medicine market and provide delegates with the opportunity to:

- gain an insight into the policy and regulation environment and see first-hand each step of the supply chain process — including customs clearance, product labelling, warehousing, logistics and cross-border e-commerce sales
- build relationships with reliable Chinese business partners who will open doors to the Chinese market.

**Delegates will spend two intensive days in the Greater Bay Area — China's first Special Economic Zone, uniquely situated both geographically and economically.**

The Chinese Government's Greater Bay Area Plan has the goal of capitalising on the region's impressive infrastructure and expertise in finance, manufacturing and technology by removing trade barriers, promoting cross-border business and eventually creating a single market.

HSBC economists describe the Greater Bay Area is a **'compelling example of how the clustering of talent, capital and industries will drive higher value-added production and fuel consumption to secure long-term sustainable growth'**.

Shenzhen is a critical part of the Greater Bay Area. This component of the mission will include:

- visits to the free trade zone and a bonded warehouse to learn about tax concessions
- learning about the Chinese advanced logistics industry.



## GREATER BAY AREA

**70 MILLION PEOPLE**

**HOME TO 3 OF THE 10 LARGEST CONTAINER PORTS WORLDWIDE**

**A US\$1.5 TRILLION ECONOMY**

**PREDICTED TO ALMOST DOUBLE BY 2025**

**THRIVING INTERNATIONAL AIRPORTS**

**CONNECTED BY HIGH SPEED RAIL LINKS AND ROAD BRIDGES**

Your mission host—the China Australia Trade and Investment Council (CATIC) — is the only overseas satellite network of Invest Shenzhen in Australia and South Pacific Region. The CATIC team will walk you through every step of the supply chain process and delegates can leverage CATIC's deep and extensive business linkages in the Greater Bay Area.

# CMA 2019 CHINA NEW EXPORT DELEGATION **HANGZHOU**



## **ALIBABA**

**After Shenzhen, delegates will spend a day in Hangzhou where the focus will be on a visit to the headquarters of Alibaba—the world’s largest retailer and global e-commerce giant. However the day will also include the opportunity to experience this unique blend of historic water town and future-focussed city.**

Hangzhou is the capital and most populous city of Zhejiang Province in East China. Hangzhou grew to prominence as the southern terminus of the Grand Canal and has been one of the most renowned and prosperous cities in China for much of the last millennium. The city’s West Lake, a UNESCO World Heritage site immediately west of the city, is among its best-known attractions.

Hangzhou has an AI (Artificial Intelligence) Brain system for its city management. The system is

based on cloud computing and big data. Currently it manages traffic through 1300 traffic lights and 4500 cameras and the system directs more than 200 traffic police.

Hangzhou is a ‘cashless city’, a phenomenon attributed to Alipay, a mobile payment app developed by Alibaba. In Hangzhou, all buses, 98 per cent of taxis, more than 95 per cent of supermarkets and more than 80 per cent of restaurants can use Alipay for payment. In addition, more than 50 urban service fees can be paid through Alipay, including utilities, hospital charges, etc. Mobile payments cover almost every aspect of life in Hangzhou and make it the largest ‘mobile payment city’ in China and even the whole world.

Hangzhou hosted the eleventh G20 summit in 2016.

Alibaba is the world’s largest retailer and e-commerce company, one of the largest Internet and AI companies, one of the biggest venture capital firms, and one of the biggest investment corporations in the world. The company hosts the largest B2B (Alibaba.com), C2C (Taobao), and B2C (Tmall) marketplaces in the world. Its online sales and profits surpassed all US retailers (including Walmart, Amazon and eBay) combined since 2015. It has been expanding into the media industry, with revenues rising by triple percentage points year on year. It also sets the record on the 2018 edition of China’s Singles’ Day, the world’s biggest online and offline shopping day.



# CMA 2019 CHINA NEW EXPORT DELEGATION **SHANGHAI**

From Hangzhou, delegates will travel to Shanghai — China's commercial and financial centre — ahead of China International Import Expo (CIIE 2019).

Delegates will participate in workshops and site visits to:

- hear from the experts about how to set up a business in China and address issues such as labelling and customs clearances
- learn from the top IP lawyer in China about trademark protection
- see first-hand how others have successfully entered the Chinese market.

These sessions will complete your introduction to the Chinese health and wellbeing market ahead of CIIE 2019.

**CIIE 2019 AND NATURAL & NUTRACEUTICAL PRODUCTS CHINA**

FLOORSPACE **>270,000m<sup>2</sup>**

**3600+** EXHIBITORS

DOMESTIC BUYERS **>400,000**



**CHINA'S COMMERCIAL AND FINANCIAL HUB**

HOME TO **HEALTHPLEX 2019** AND **CIIE 2019**

**INDUSTRY SITE VISITS** AND **WORKSHOPS**



**SHENZHEN HANGZHOU SHANGHAI**

**3-8 NOVEMBER 2019**

# CMA 2019 CHINA NEW EXPORT DELEGATION PROGRAM

SUNDAY 3 NOV	MONDAY 4 NOVEMBER	TUESDAY 5 NOVEMBER	WEDNESDAY 6 NOVEMBER	THURSDAY 7 NOVEMBER	FRIDAY 8 NOVEMBER
ARRIVAL	08:00-09:00: ORIENTATION  09:00-12:00: WORKSHOP <ul style="list-style-type: none"> <li>• CFDA regulation and registration process updates</li> <li>• Labelling requirements updates</li> <li>• Customs clearance updates</li> </ul>	09:00-12:00: NETWORKING EVENT Business dating with members of Shenzhen Cross-Border E-Commerce Association (SZCBEA): <ul style="list-style-type: none"> <li>• China's complimentary medicine's market trend and demand</li> <li>• Business connection activities</li> </ul>	10:00-12:00 : SITE VISIT Alibaba's HQ: <ul style="list-style-type: none"> <li>• One of the largest cross-border e-commerce's platforms</li> <li>• Alibaba's current developments and future trends</li> </ul>	09:00-12:00: SITE VISIT TSI facility <ul style="list-style-type: none"> <li>• Pros and cons of business operation in China</li> <li>• How TSI has successfully entered the Chinese market</li> </ul>	09:00-10:00: WORKSHOP Introduction to China International Import Expo (CIIE); how to attend  10:00-12:00: VISIT CIIE
	12:00-13:30 LUNCH Shenzhen Municipal Commerce Bureau: <ul style="list-style-type: none"> <li>• Shenzhen and the Greater Bay Area</li> <li>• Shenzhen investment environment</li> <li>• Shenzhen opportunities</li> </ul>	12:00-13:30 LUNCH With members of Shenzhen Cross-Border E-Commerce Association	12:00-13:30 LUNCH Cultural location	12:00-13:30 LUNCH TSI	12:00-14:00 LUNCH CIIE: <ul style="list-style-type: none"> <li>• The importance of CIIE</li> <li>• CIIE's supporting activities</li> <li>• How to get involved with CIIE in future years</li> </ul>
	14:30-17:00: SITE VISIT Shenzhen Qianhai Free Trade Zone: <ul style="list-style-type: none"> <li>• Latest cross-border e-commerce policies and procedures</li> <li>• Tax concessions within the free trade zones</li> </ul>	14:00-16:00: SITE VISIT Logistics company: <ul style="list-style-type: none"> <li>• China's advanced logistic industry</li> <li>• Current technologies and processes</li> </ul>	14:00-17:00 Travel to Shanghai	14:00-16:00: WORKSHOP Protecting your brand in China with a top IP Lawyer from China	14:00-17:00: VISIT CIIE
	18:00: WELCOME DINNER	FLY TO HANGZHOU	EVENING FREE	18:00 DINNER	18:00 NETWORKING DRINKS
Shenzhen	Shenzhen	Hangzhou	Shanghai	Shanghai	Program close

# CMA 2019 CHINA NEW EXPORT DELEGATION INCLUSIONS

**Senior executives from CMA member companies are invited to apply for inclusion on this mission.**

Cost per delegate: \$12,500

*50% deposit to be paid before 30 June 2019*

*Balance to be received before 23 August 2019*

Inclusions:

- workshops, industry visits and activities as detailed on the program
- all accommodation in Shenzhen, Hangzhou and Shanghai 3-8 November 2019 (Delegates may extend their stay for the duration of the expo for an additional fee)
- domestic economy flight between Shenzhen and Hangzhou and transfers to Shanghai
- lunches and some dinners as indicated on the program.

Places are limited. For application details, please contact Miho Kikuchi  
[Miho.Kikuchi@cmaustralia.org.au](mailto:Miho.Kikuchi@cmaustralia.org.au)



Mission lead—Complementary Medicines Australia (CMA) — is the leading expert association exclusively committed to a vital and sustainable complementary medicines industry in Australia.



Mission host — China Australia Trade & Investment Council (CATIC) is a not-for-profit organisation created to facilitate business opportunities between Australia and China through delegations, events and support services.

# CMA 2019 CHINA NEW EXPORT DELEGATION **TERMS AND CONDITIONS**

Program cost: \$12,500

1. The full price of the program is payable on or before 23 August 2019. 50% of deposit is required before 30 June 2019 to secure your space.
2. Numbers on this trade mission is limited. CMA has the right to cancel the delegation if the minimum number is not reached. If the delegation is cancelled, CMA will refund the full deposit.
3. The listed program is a guide only and subject to change.
5. The price includes the following: all internal travel (including the flight from Shenzhen to Hangzhou), accommodation in 4.5-5 star hotels, entry fees, workshops, site visits and meals as listed.
6. The price excludes the following: visa and passport costs, your flight to and from China, meals and attractions not listed, personal expenses and travel insurance.
7. Travel insurance is compulsory and should cover at a minimum medical emergency including repatriation. The insurance should also cover personal liability, cancellation, curtailment and loss of luggage and personal effects.
8. Additional nights' accommodation can be requested before the full payment received; additional accommodation costs will be added to the itinerary cost.
9. The itinerary cannot be reduced or broken into individual elements.
10. No refunds for any components of the program unless application for visa is refused.

