



## **Taming the Tiger -The China Opportunity**

### ***Series of Online China Regulatory & Supply Chain Seminars 2020***

Complementary Medicines Australia (CMA), in partnership with the China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE), is pleased to invite CMA members to attend a multi-part series of online China seminars. We are also very proud to announce that this event is supported by Austrade and the Australian Made Campaign Limited.

China is by far Australia's biggest and most important export partner, dominating over 70 per cent of Australia's complementary medicines export market. Australia's complementary medicines exports to China are valued at over \$1 billion, with the potential to double in size in three years. Australia's year-on-year growth for imports into China of Nutrition and Health Food goods remains strong at 9 per cent, an achievement that is testament to the strong relationships that our industry has fostered with Chinese stakeholders through events like this.

The opportunities offered by the Chinese market are extensive, with the health-food market alone – which includes vitamins and minerals, herbal extracts and Traditional Chinese medicine – currently valued at USD\$30 billion and projected to grow by 10 per cent every year until 2025. China's high demand for Australian complementary medicines is expected to continue to grow.

In 2019, CMA successfully organised its inaugural Chinese Regulatory & Supply Chain Seminar with the CCCMHPIE a day prior to the CMA Annual Conference. Given the extremely positive feedback from industry stakeholders on this event, the planned series of online webinars will expand on last year's content and harness the latest intel and trends.

Since the COVID-19 outbreak, China is seeing new trends in CBEC, and there have also been regulatory changes in China. This series of webinars will deliver high-level information specifically customised for the Australian complementary medicines industry, providing a perfect opportunity for CMA members to learn about the latest Chinese market and regulatory changes directly from authoritative voices in China.

The webinar series is complimentary to attend and will run for approx. one hour each week for 4 weeks. Most of the webinar sessions will be available to the public, with the week 4 session available exclusively to CMA members. CMA is also pleased to announce that we will welcome James Sung from Alibaba Group to talk about the latest CBEC trends in China, and will host an online Q&A session, so please do not miss this special opportunity!

## PROGRAM

**Date:** 2:00-3:00 pm (AEDT) every Tuesday from 17 November to 8 December 2020

**Fee:** Free

### ***Week 1: 17 November - [REGISTER NOW](#)***

#### **Welcome Address**

- Mr Carl Gibson (Chief Executive Officer at Complementary Medicines Australia)
- Mr Tim White (Trade Commissioner, Austrade Chengdu)

#### **Chinese Regulatory and Policy Update**

- Mr Zhongpeng Zhang (Director of Health & Nutrition Dept. at China Chamber of Commerce for Import & Export of Medicines & Health Products)

### ***Week 2: 24 November - [REGISTER NOW](#)***

#### **New CBEC Trend in China\* + Online Q&A Session**

- Mr James Sung (Business Development Manager, Alibaba Group)

*\*Please note his presentation / slides will only be viewable during the live broadcast*

### ***Week 3: 1 December - [REGISTER NOW](#)***

#### **Healthplex Expo 2021 Promotion Video and Chinese Marketing & Promotion**

- Ms. Monika Xing (Deputy Director of Health & Nutrition Dept. China Chamber of Commerce for Import & Export of Medicines & Health Products)

#### **Current supply chain issues & the International Freight Assistance Mechanism**

- Air Vice Marshal Marg Staib (Austrade)

### ***Week 4: 8 December - [REGISTER NOW](#) (Available to CMA Members Only)***

#### **Regulatory and Marketing update to Country of Origin Labelling for Complementary Medicines**

- Mr Ben Lazzaro (Chief Executive at Australian Made Campaign Limited)

## EVENT PARTNERS / SUPPORTERS



Australian Government

Australian Trade and Investment Commission

## CONTACT

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Complementary Medicines Australia (CMA)

## **SPEAKER BIOGRAPHY**

### ***Carl Gibson, Chief Executive Officer, Complementary Medicines Australia***



Carl Gibson has been CEO of CMA for over seven years. In that time industry sales have risen from \$3 billion to \$5.6 billion with the value of exports increasing from \$175 million to over \$1 billion.

Prior to joining CMA, Carl was Head of Brand & Communications at Australia's leading natural health company Blackmores. He started his career in the UK as a public servant, before joining the Conservative Party as a media and political adviser. He served under UK Prime Minister's Margaret Thatcher and John Major from 1990 to 1994. His career spans over 25 years and he has specialised in Regulation, Public Policy and Campaign Communications. Carl holds a Master's of Science in Corporate Governance and serves on the TGA Consultative Committee and Advertising Code Council.

### ***Tim White, Trade Commissioner, Austrade Chengdu***



Tim manages the Austrade West China team, with responsibility for advancing Australia's trade and investment relationships with Sichuan, Chongqing, Yunnan and Guizhou. Tim has extensive experience in international business engagement, trade and economic policy development and economic analysis.

Tim previously served for over ten years with the Department of Foreign Affairs and Trade, most recently as Deputy Consul General at the Australian Consulate General in Chengdu from 2016 to 2018. He was Deputy Consul General in Shanghai from 2014 to 2015. Prior to that, he served three years in the Economic Section of the Australian Embassy in Beijing. Tim holds degrees in Law (Hons) and Asian Studies from the Australian National University.

### ***Zhongpeng Zhang, Director of Health & Nutrition Dept, China Chamber of Commerce for Import & Export of Medicines & Health Products***



Mr. Zhang graduated from China Pharmaceutical University with a Master. He is the director of the Department of Health & Nutrition of the China Chamber of Commerce for Import and Export of Medicines & Health Products (CCCMHPIE), the general secretary of HEALTHPLEX, a member of the editorial committee of China Contemporary Chinese Medicine.

He is devoted to coordinating and promoting the international trade of medicine and health products and analyzing the trade statistics of the market home and abroad.

***James Sung, Business Development Manager, Alibaba Group***



James has joined Alibaba Group Australian and New Zealand from Oct 2016 and has been helping clients to develop their overall business strategies to China using various Alibaba Platforms, including Tmall, Taobao, Alibaba.com and Alipay. In his current position, James works closely with local merchants in the Health/Pet/Fashion categories to adopt Alibaba's great import strategy thru various cross-border e-commerce platforms and build greater awareness for Australian brands in the Chinese market. James has 13 years of experiences in E-commerce, 7 years experiences in pharmaceutical industry, and 6 years in Chinese's

cross-border business

***Monika Xing, Deputy Director of Health & Nutrition Dept, China Chamber of Commerce for Import & Export of Medicines & Health Products***



Ms. Xing, deputy director of CCCMHPIE, has 18+ years of professional work experiences in PR, marketing & sales, project management areas. She engaged in nutrition and health food industry for more than 10 years. As a professional business executive leader, she worked at multinational industry leading enterprises such as BMW, TUV before. Since joining the China Chamber of Commerce, she has played a key role in integrating nutrition and health industry resources and promoting the development of the industry. As a senior executive with a global vision, she has contributed the extraordinary achievements for

international industrial cooperation with hands-on in practice.

***Air Vice Marshal Marg Staib, Austrade***



With over 30 years' experience in the Australian Defence Force and past experience as Chief Executive Officer of Airservices Australia, Air Vice-Marshal Staib brings significant experience in domestic and international aviation and logistics, as the Australian Government Freight Controller. Air Vice-Marshal Staib, along with Mr Michael Byrne, as the International Freight Co-ordinator General, focus on facilitating the movement of high-value, time sensitive and airfreight reliant products in to and out of Australia. Air Vice-Marshal Staib's role focuses on the movement of cargo that is required in support of the National Interest.

***Ben Lazzaro, Chief Executive, Australian Made Campaign Limited***



Appointed in 2018 as Chief Executive of the Australian Made Campaign Ltd, Ben has been a key contributor to the success of the organisation and the Australian Made logo for many years. A degree-qualified engineer with a project management background, Ben has more than 15 years of experience across a variety of technical, management, sales, marketing and communications roles in consultancy, agency and in-house capacities.

Ben joined AMCL in 2011 as Marketing & Communications Manager and in 2016 took on the role of Deputy Chief Executive. In his role as Chief Executive at Australian Made, Ben oversees the administration and promotion of one of Australia's most recognised and trusted brands.