



Petros Petrou  
Zhou Keyu



Cyprus Trade Centre in Beijing **CTC Beijing**, operates under the auspices of the **Ministry of Energy, Commerce & Industry** and Diplomatic representation of Cyprus to Beijing.

Establishment in **2019**, operation started on **November 2020**, with the Commercial Counselor assistant Mrs. Keyu Zhou.

Commercial Counselor Mr. Petros Petrou arrived on **August 2021**.





# General Administration of Custom of Peoples Republic of China



From 1<sup>st</sup> January 2022 according to DECREE 248 and 249, all product (plants & animal) imported and all Companies Exporting to China must register to GACC.

Decree 248 – Products / Decree 249 – Cold Storages

With registration the company receives a code.  
The code must be printed on individual package the box, etc.

Cyprus code is CCYP12345678901234 (four letters & 14 numbers).

# GACC Decree 248 - 18 Categories

---

1. **Meat & Meat products:** processed meat products such as beef, pork, lamb, chicken, ham, sausages, etc.
2. **Casings:** natural or artificial casings used for stuffing meat products
3. **Aquatic products:** Including various fish, shellfish, crustaceans, & their processed products
4. **Dairy products:** milk, cheese, butter, yogurt, and other dairy items
5. **Birds nests & birds nest products:** nest & its processed products
6. **Bee products:** honey, royal jelly, propolis & other bee products

7. **Eggs & egg products:** Eggs like chicken, duck etc, & their processed products, such as preserved eggs, salted eggs, etc
8. **Edible oils & fats, oilseeds:** Vegetable oils, animal oils & oilseeds used for oil extraction
9. **Stuffed pastry products:** Foods that contain fillings like dumplings, buns, pies, etc.
10. **Edible grains:** such as wheat, corn, rice., etc & their products
11. **Flour & Malt Products from Grain Processing:** Flour, cornmeal, malt, etc.
12. **Preserved & Dehydrated Vegetables & Dried Beans:** Vegetables that have been preserved or dehydrated, as well as various dried bean products.

13. **Seasonings:** Condiments such as soy sauce, vinegar, chili sauce, etc.

14. **Nuts & Seeds:** Nuts & seeds like walnuts, almonds, peanuts, sunflower seeds, etc.

15. **Dried fruits:** Dried fruits such as raisins, apricots, cherries, etc.

16. **Unroasted coffee beans & cocoa beans:** Coffee beans & cocoa beans that have not been roasted.

17. **Special Dietary Foods:** Foods designed to meet the nutritional needs of specific populations, such as infant formula, low-fat foods, etc.

18. **Health Foods:** Foods with specific health functions, such as supplements for vitamins and minerals.

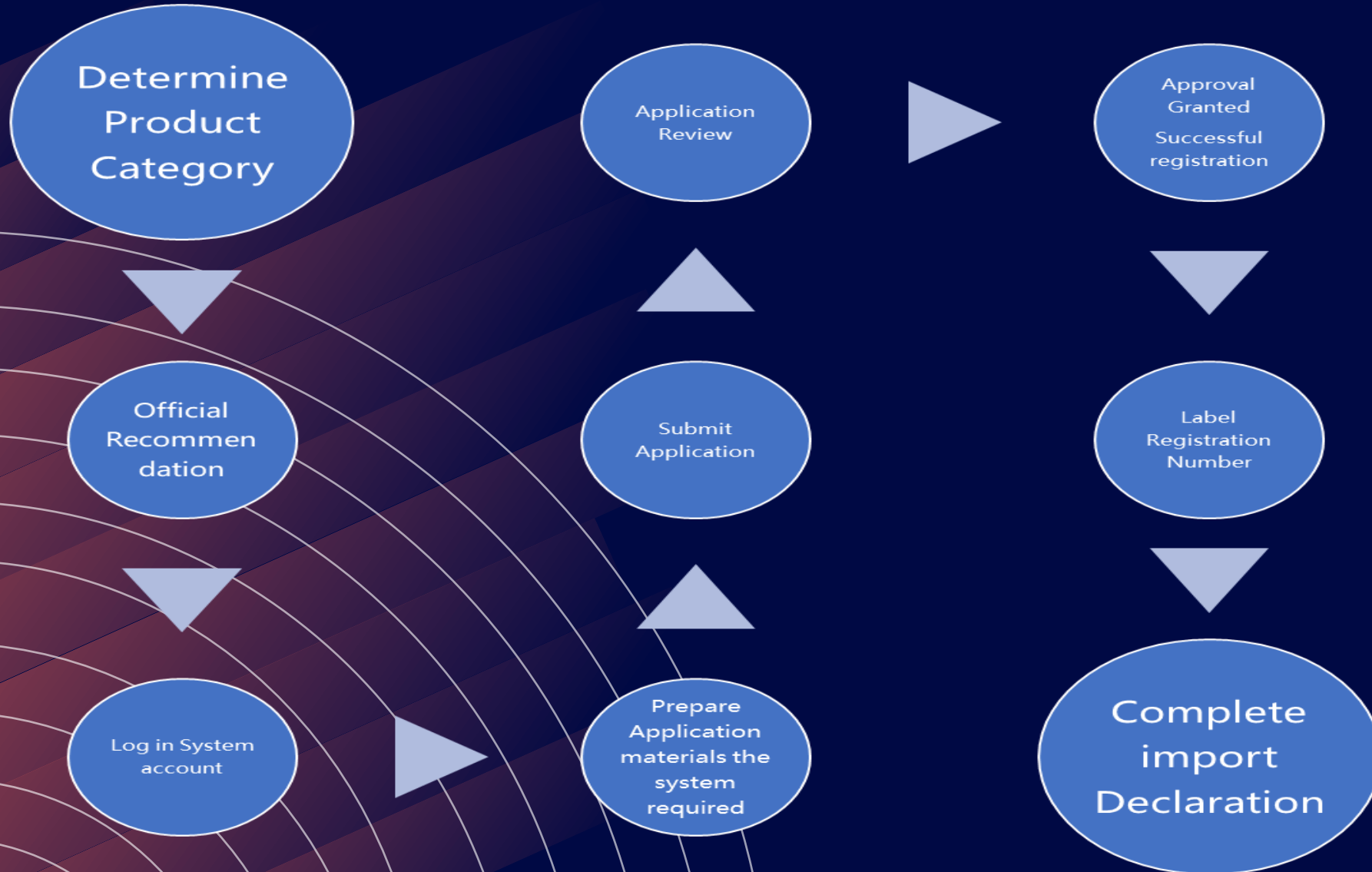
# GACC Decree 248 – New Proposal 11 Categories

---

1. **Meat & Meat Products**
2. **Casings**
3. **Birds nests & Birds nest products**
4. **Eggs & Egg products**
5. **Stuffed Pasta**
6. **Rise**
7. **Grain milling industry & Malt**
8. **Nuts & Seeds**
9. **Dried Fruits**
10. **Dairy**
11. **Aquatic**



# GACC Process



# GACC notes

---

The registration system address <https://cifer.singlewindow.cn/>

Videos how to use the system with English translation

<http://jckspj.customs.gov.cn/spj/xxfw39/jkspjwscqyzcmd/5160505/index.html>

For **other** than **18 categories**, you should **apply** for the **registration** system account & submit the application according to the process.

Information required for registration application:

Depending on the application method Competent Authority or Self Registration & product category, the information required to submit may vary.

## **Validity & renewal of registration:**

The registered enterprise shall renew the registration **6 months before the expiration date**.

If submitted all the right documents renewal will take around 10 working days

Enterprises that **fail to renew** on time they **will be cancelled** by the GACC.

# SELF registration

---

Product is **NOT** in the **18 categories**, or products is within 18 categories but the **HS code** or **Procedure** used can be exempt.

Company enter Single Window and:  
Identify the category,  
Register,  
Log in to add all relevant documents required.

The approval could take up to **21 working** days from GACC



# COMPETENT AUTHORITIES Registration

---

Company should be recommended for registration by the competent authorities of Cyprus.

Authority create code / Company proceed as self registration / Authority must reconfirm before submission / 21 working days apply.

**Animal based** products

Ministry of Agriculture, Rural Development & Environment,  
Veterinary Public Health Division, Veterinary Services of Cyprus

**Plant based** products

Ministry of Health, Department of Medical & Public Health  
Services, Public Health Services.

# Pending Protocol

**CTC Beijing** is working as a bridge between the

Ministry of **A**griculture, **R**ural **D**evelopment & **E**nvironment  
of Cyprus (**MARDE**)

&

**G**eneral **A**dministration of **C**ustom of Peoples Republic  
of **C**hina (**GACC**)

For the two ongoing protocols: **Honey** & **Fishery** products.





Register  
BUSINESS  
Trade Mark  
in China



# PRC Trademark Law

---

## Article 17

Any foreign person or enterprise intending to apply for the registration of a trademark in China.

Should apply in accordance with any agreement concluded between the PRC and the country to which the applicant belongs, or according to the international treaty to which both countries are parties, or on the basis of the principles of reciprocity.

## Article 18

Any foreign person or enterprise intending to apply for the registration of a trademark or for any other matters concerning a trademark in China shall appoint any of such organizations as designated by the State to act as its or his agent.

### Note:

Foreigner or company shall entrust a trademark agency that has been registered with the Trademark Office of the PRC to handle the relevant matters of entrustment.

List of filing institutions:

[https://wssq.sbj.cnipa.gov.cn:9443/tmsve/agentInfo\\_getAgentDljg.xhtml](https://wssq.sbj.cnipa.gov.cn:9443/tmsve/agentInfo_getAgentDljg.xhtml) No English

# IP filing in the GACC

Companies can apply the IP filing in GACC and be protected by GACC.

To handle the filing, an application shall be **directly submitted** to the GACC.

Individual port of entry **will NOT accept** filing application.

An overseas IP right holder shall file an application with an office established within China or with an agent entrusted within China.

Find IP filing **<http://online.customs.gov.cn/>** No English version



# IP Issues in China

---

Chinese companies always register the products they import in China.

Secure **NO** competition, Protect from **Claims**.

Registration in three ways, **Letters** or **Pictures** or **Both**.

Cyprus companies if they can NOT register as mentioned before, they should do it through their partners & keep rights.

If your Chinese partner register your company logo and/or products is **NOT** easy to solve the issue, in case you stop cooperation with him/her and try to use another company to import.

### **International Case:**

Hyundai Chinese register the logo and they pay 35 millions & dealership.

### **Cyprus Case:**

Chinese took pictures from expo in Europe, register logo and products, the last five years they are in court in China.

NO positive outcome yet.

# Chapter IV Supplementary Provisions

---

## **Article 28** Exemption from Registration

Overseas production enterprises of food that exempt from registration

1. **Mailed**
2. **Express**
3. **Cross-border e-commerce retail** \*We will discuss with JD
4. **Carried by passengers**
5. **Samples**
6. **Gifts**
7. **Exhibition items**
8. **Aid**
9. **Duty-free operations**
10. **Use of foreign Embassies & Consulates in China & their personnel.**



# Cosmetic products exporting to China

---

(General procedure & Adjustments according to specific circumstances)

## Pre - import preparations

Need to find **Domestic Responsible Party & Qualified Domestic Importer**, *It is recommended to cooperate with one company that can do both jobs, importing & solving product problems in Chinese market.*

Then they need to apply for import license to **National Medical Product Administration** for the Special cosmetic products &/or proceed with normal filing procedure for Normal cosmetic products.

### Special Cosmetic Products:

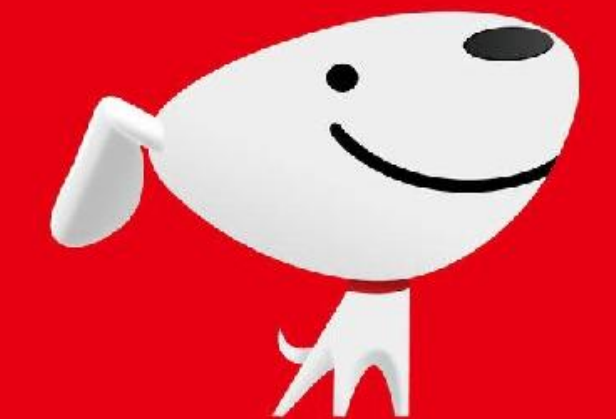
Hair Coloring, Premanand, Freckle Whitening, Sun Protection, Hair Loss Prevention, New Effects i.e. hair generation

### Normal Cosmetic Products:

Everything else not included in above categories.

Material that might needed (not limited) for either license or filling  
Import contract, Invoice, Packing list, Certificate of origin, Product ingredient analysis certificates, Production date certificates, Original packaging label samples, English-Chinese label, etc.

# JD CYPRUS National Pavilion



JD.COM 京东

JD.com on line platform selling original products

Platform have 600,000 instant users.

China has the following special sales dates, with the following meaning:

Sale	Meaning	JD Sales within 24 hours in billion RMB
Spring festival	First Moon of New Year	302% YoY
5 / 20	I love you	250% YoY
6 / 18	Fast Fortune	54.18 (2022)
11 / 11	Singles day	79.58 (2022)
12 / 12	Expectations	77.12 (2020)



Official launched 27 October 2022

Live link all over the world.

We hold the record of the fastest pavilion open in JD within 6 weeks, (normal time is six months)

We open with 28 items

(juice, wine, halloumi, commadaria, zivania, nama)

Today we have 94 items

We are in process to add 41 more items

For our opening we had 80 articles / referrals all over China, MFA, MofCom.

We have approval to promote services on platform as well.

At the moment we upload videos from Cyprus & Cyprus products.

The link of the Cyprus National Pavilion on JD:

<https://mall.jd.com/index-12322986.html>



Tik Tok: 1,020 Billion Views  
Weibo: 996 Million Views

JD Platform: 25 Million Views  
WeChat: 8 Million Views



TIK TOK: 1,02 Billion Views:

<https://www.douyin.com/hashtag/1750524917039118>

BRTV (Weibo): 870 Million Views:

<https://m.weibo.cn/search?containerid=100103type%3D1%26q%3D%23%E6%8F%AD%E7%A7%98%E5%A4%A7%E4%BD%BF%E8%A1%8C%E6%9D%8E%E7%AE%B1%23>

BTRV 2 (Weibo): 120 Million Views:

<https://m.weibo.cn/search?containerid=100103type%3D1%26q%3D%23%E6%88%91%E4%BB%AC%E7%9A%84%E4%B8%96%E7%95%8C%E7%94%9F%E6%B4%BB%23>

Personal (Weibo): 6.31 Million Views:

<https://m.weibo.cn/detail/4840044533385096>



# Enter JD National Pavilion

---

1. Business license for Cyprus company
2. Trademark registration certificate of the product
3. Agreement for sale of products signed between Cypriot company & importer
4. Trademark authorization issued by a Cypriot company to the importer (Irrevocable)
5. China Customs (GACC) Declaration Form and China Entry Inspection and Quarantine Health Certificate (CIQ).
6. The Chinese name of the brand
7. The English name of the brand

8. Brand mark registrant
9. Brand logo
10. Picture of the outer packaging of the product
11. Whether the trademark has changed
12. If there are other quality certification marks or award marks and advertising slogans on the product sales packaging, the corresponding supporting documents should be provided at the same time.
13. Organic imported food needs to provide organic certification issued by the China Organic Certification Agency.
14. Product details: introduction, pictures and videos

# Trade expo in China

---



Participating in exhibitions is an effective way to find right business partners in China.

CTC Beijing has participated in the following trade exhibitions this year.

# CTC Participation in Trade Expo

---

21- 24 March 2024:

Luzhou Chinese Spirit Exhibition (Sichuan)

15 - 17 April 2024:

China International Consumer Products Expo (Hainan)

24 - 26 April 2024:

Anuga (Shenzhen)

15 May 2024:

JD event in Sunlitoun SOHO (Beijing)

14 June - 14 July 2024:

Irresistible Europe, Countless Combinations (Beijing, Shanghai)



16 - 20 June 2024:

The 41<sup>st</sup> China Langfang International Economic and Trade Fair (Hebei)

19 - 22 September 2024:

Third Global Geographical Indications Products Expo (Sichuan)

5 - 10 November 2024:

7<sup>th</sup> China International Import Expo (Shanghai)

12 - 14 November 2024:

FHC & ProWine (Shanghai)

26 - 30 November 2024:

2<sup>nd</sup> China International Supply Chain Expo (Beijing)

18 - 21 December 2024:

3<sup>rd</sup> Belt & Road Agricultural Cooperation Expo (Henan)

# Interviews & Online Articles – Products 2024:

## LangFang TV

1. <https://h.xinhuaxmt.com/vh512/share/12066193?d=134d8ec&channel=weixin>
2. [https://web.cmc.hebtv.com/cms/rmt0336\\_html/19/19js/zx/lbhj/11526529.shtml?share=true](https://web.cmc.hebtv.com/cms/rmt0336_html/19/19js/zx/lbhj/11526529.shtml?share=true)

## Luzhou TV

1. <https://weixin.qq.com/sph/AtChyM1h4>

## CCTV

1. [https://content-static.cctvnews.cctv.com/snow-book/video.html?item\\_id=11749321114293861265&t=1731061081221&toc\\_style\\_id=video\\_default&share\\_to=wechat&track\\_id=862bab0-343f-4061-8628-539b4cece62f](https://content-static.cctvnews.cctv.com/snow-book/video.html?item_id=11749321114293861265&t=1731061081221&toc_style_id=video_default&share_to=wechat&track_id=862bab0-343f-4061-8628-539b4cece62f)

## Peoples Daily

1. <http://www.greek.people.cn/n3/2024/1108/c517547-20239261.html>
2. <http://world.people.com.cn/n1/2024/1108/c1002-40357098.html>
3. <https://m.weibo.cn/status/5098784461162882?wx=1>

## SOHU TV

1. <https://tv.sohu.com/v/dXMvMzYyNjUxNjk2LzU5MTg4ODYxNy5zaHRtbA==.html>

## Beijing Radio TV

1. <https://m.btime.com/item/43tul88cnds9hrbst61hmato01n>

## CGTN – CRI

1. <https://greek.cri.cn/2024/11/29/ARTI1732863862806286>

## JD Channel

1. [https://pro.m.jd.com/mall/active/2mGSHzUxJsghzGbygyBycJGHHdg/index.html?PTAG=17053.1.1&utm\\_source=weixin&utm\\_medium=weixin&utm\\_campaign=t\\_1000072672\\_17053\\_001](https://pro.m.jd.com/mall/active/2mGSHzUxJsghzGbygyBycJGHHdg/index.html?PTAG=17053.1.1&utm_source=weixin&utm_medium=weixin&utm_campaign=t_1000072672_17053_001)

## TaoBao Channel

1. <https://v.ixigua.com/iNY6Kcn2/>

## China Food News

1. <http://www.cnfood.cn/article?id=1836576387303284738>





**SERVICES**  
**in China**



# CTC Beijing participation

27 - 28 May 2024

China Overseas Investment Fair (Beijing)

12 - 16 September 2024

China International Fair for Trade in Services (Beijing)

25 October - 2 November 2024

China Education Expo (Guangzhou–Shanghai–Chengdu–Beijing)

25 – 27 March 2025

Sea Asia Singapore

Fall in love with Cyprus

A unique mediterranean  
island full of authentic  
experience

爱上塞浦路斯

一个独特的地中海岛国，充满真实体验

Aphrodite's Birthplace, Pafos

#visitcyprus

www.visitcyprus.com

# SERVICES Promotion

CYPRUS  
AN IDEAL INTERNATIONAL  
BUSINESS CENTRE

塞浦路斯，一个理想的国际商业中心

塞浦路斯是一个现代化、国际化、高度透明的商业中心，各个经济部门均蕴藏着无限商机。

凭借得天独厚的竞争优势，持续改善的营商环境，日益提升的竞争力以及稳健强劲的经济环境，塞浦路斯将通过不断吸引、创造、投资和科技创新以及投资健全各种具有潜力的新兴产业来进一步带动经济的多元化发展，同时继续保持在传统领域的竞争优势。

CYPRUS IS A MODERN, COSMOPOLITAN AND TRANSPARENT BUSINESS CENTRE OFFERING OPPORTUNITIES FOR INVESTMENT ACROSS A WIDE RANGE OF SECTORS.

Capitalizing on its competitive advantages, continuously improving the business climate, increasing competitiveness and ensuring a stable and robust economic environment, Cyprus aims at further diversifying its economy by driving new sectors with high potential, such as energy, startups and innovation and investment funds, while enhancing its edge in areas in which it has traditionally excelled.

INVEST IN  
CYPRUS

Write & Publish several articles to different online platforms

Write & Print booklet 20 pages for CIFTIS expo, with title:  
"Fall in love with Cyprus"

Write, Print & Distribute 7000 books of 108 PAGES for Cyprus  
"CYPRUS AN IDEAL INTERNATIONAL BUSINESS CENTER"

Link: [https://h2.veqxiu.net/e/1280169\\_KAqv22kj](https://h2.veqxiu.net/e/1280169_KAqv22kj)

# Interviews & Online Articles – Services 2024:

## Global Times

1. <https://enapp.globaltimes.cn/article/1313114>

## Beijing Business

1. <https://weibo.com/1988645095/5078844497203548>

## Beijing Daily

1. <https://xinwen.bjd.com.cn/content/s66e6df63e4b01a5d71c8bdd7.html>

## Xinhua News

1. <https://h.xinhuaxmt.com/vh512/share/12190445?d=134da12&channel=weixin>
2. <https://h.xinhuaxmt.com/vh512/share/12190494?d=134da12&channel=weixin>
3. <https://english.news.cn/20240916/cbf24c1280964a008c40ae203de36c66/c.html>

## China Travel Chanel SOHU

1. [https://www.sohu.com/a/808960653\\_484968](https://www.sohu.com/a/808960653_484968)

## China Education TV

1. [https://www.iesdouyin.com/share/video/7414423125888191753/?region=CN&mid=7414422837517126441&u\\_code=15h6d7g97&did=MS4wLjABAAAAt2hFkAepfgwzv7vJ6cK7yk4IkKsDjDawtWzbTM3Nr8&iid=MS4wLjABAAAAAl0DhWjOBtlwM00DUsgelFnWu\\_M3iBmVxXCl14iehSw&with\\_sec\\_did=1&titleType=title&share\\_sign=croe9pRu5uNSQWZOOko5kaR7JwW7W7sKzojJeX8yMyU-&share\\_version=300300&ts=1726539944&from\\_aid=1128&from\\_ssr=1&timestamp=1726539964&utm\\_campaign=client\\_share&app=aweme&utm\\_medium=ios&tt\\_from=share\\_to&utm\\_source=share\\_to](https://www.iesdouyin.com/share/video/7414423125888191753/?region=CN&mid=7414422837517126441&u_code=15h6d7g97&did=MS4wLjABAAAAt2hFkAepfgwzv7vJ6cK7yk4IkKsDjDawtWzbTM3Nr8&iid=MS4wLjABAAAAAl0DhWjOBtlwM00DUsgelFnWu_M3iBmVxXCl14iehSw&with_sec_did=1&titleType=title&share_sign=croe9pRu5uNSQWZOOko5kaR7JwW7W7sKzojJeX8yMyU-&share_version=300300&ts=1726539944&from_aid=1128&from_ssr=1&timestamp=1726539964&utm_campaign=client_share&app=aweme&utm_medium=ios&tt_from=share_to&utm_source=share_to)

## China Economic Net

1. [http://en.ce.cn/Insight/202409/13/t20240913\\_39138433.shtml](http://en.ce.cn/Insight/202409/13/t20240913_39138433.shtml)
2. [http://www.ce.cn/xwzx/gnsz/gdxw/202409/14/t20240914\\_39139627.shtml](http://www.ce.cn/xwzx/gnsz/gdxw/202409/14/t20240914_39139627.shtml)

## CCTV 13

1. [https://content-static.cctvnews.cctv.com/snow-book/video.html?item\\_id=3982024266582157179&t=1726271398276&toc\\_style\\_id=video\\_default&track\\_id=95AE8F81-AF49-4CDE-8A17-B307168637C8\\_747967032489&share\\_to=wechat](https://content-static.cctvnews.cctv.com/snow-book/video.html?item_id=3982024266582157179&t=1726271398276&toc_style_id=video_default&track_id=95AE8F81-AF49-4CDE-8A17-B307168637C8_747967032489&share_to=wechat)



## Beijing Radio TV

1. [https://content-static.cctvnews.cctv.com/snow-book/video.html?item\\_id=3982024266582157179&t=1726271398276&toc\\_style\\_id=video\\_default&track\\_id=95AE8F81-AF49-4CDE-8A17-B307168637C8\\_747967032489&share\\_to=wechat](https://content-static.cctvnews.cctv.com/snow-book/video.html?item_id=3982024266582157179&t=1726271398276&toc_style_id=video_default&track_id=95AE8F81-AF49-4CDE-8A17-B307168637C8_747967032489&share_to=wechat)

## CCTV Mandarin

1. [https://content-static.cctvnews.cctv.com/snow-book/video.html?item\\_id=9096647806634224320&t=1726574633847&toc\\_style\\_id=video\\_default&track\\_id=33FB98DD-E2E2-4E43-B53F-5DE268B08992\\_748268873818&share\\_to=wechat](https://content-static.cctvnews.cctv.com/snow-book/video.html?item_id=9096647806634224320&t=1726574633847&toc_style_id=video_default&track_id=33FB98DD-E2E2-4E43-B53F-5DE268B08992_748268873818&share_to=wechat)

## Chengdu TV

1. [https://pan.baidu.com/s/12ZVcJfK\\_yAmkAkFB3bxlg?pwd=42m3](https://pan.baidu.com/s/12ZVcJfK_yAmkAkFB3bxlg?pwd=42m3)

## CGTN

1. <https://weibo.com/2377006293/OxigEnZx9>
2. <https://x.com/CGTNRadio/status/1835686389985206279>
3. <https://youtube.com/shorts/hedrleVfL38?feature=share>
4. <https://greek.cri.cn/2024/11/05/ARTIAbyr0JE7QtUaNEQoxpKw241105.shtml>

## Gansu New Media TV

1. <https://weixin.qq.com/sph/A8FTVJR7s>

# Consumer Habit in China

---

Source: Accenture &  
McKinsey

Pandemic forced people to rethink & set new priorities creating a New Era

Chinese people's top 3 priorities: **Family** – **Health** – **Career**

Based on above all consumption decisions will be taken

They decision for purchases:

- Meet their demand
- Pay attention to the nature of goods
- Compare product & Price (find the most suitable option)
- Prefer natural & fresh products.
- Choose based on quality & functionality.

High-end trend will continue among the growing upper-middle class

## Four major consuming urban clusters of China:

- Beijing – Tianjin – Hebei Rim,
- Pearl River Delta,
- Chengdu – Chongqing cluster,
- Yangtze River Delta & Middle Reaches Yangtze River









# China Wine Market Analysis & Strategy







01

# Market overview



# Market Size & Trend

01

## China market ranking

8<sup>th</sup> largest wine **consumer** in the world.

03

## Wine culture

Wine culture is **continue growing** in China consumers' awareness & acceptance of wine is improving

## Trend of consumption

02

**2017** was **746** million liters.

**2022** drop to **335.5** million liters.

**2023** drop to **243** million liters.

**2024** raise to **280** million liters.

The change was influenced by many economic & social factors (COVID).



# Variety Preference

01

## Popularity of Red Wine

The **red wine** has become the **first choice** because of its unique color, flavor and taste.

The **EU** is the most important player with **67% market share**

02

## Characteristics of Young consumers & Women

When **young consumers & women** choose wine, they prefer the wine with **refreshing taste & rich fruit flavor**.

Rapid development of **white wine & sparkling wine**.

03

## Growth white & sparkling wine

The market share of white wine and sparkling wine has shown a significant growth trend **80-20** now **60-40**.

Italian sparkling wine 54% market share.

French & Spanish with 19% each.

# Consumer Groups

01

## Millennials (1980-94)

- **Quality life** & personalized consumption.
- **High acceptance** of **technology products**.
- **Share their life** & consumption experiences through **social media**.

02

## Generation Z (1995-2010)

- Emerging consumption methods such as **online shopping** & **mobile payment**.
- Attention to **innovation** & **sustainability** of products.

03

## Female Consumers

- Attention to **practicality** of products
- Attach great importance to **brand stories** & **cultural connections**.

02

# Domestic Production



# Yield change

## Declining Trend

**Domestic wine production**  
**2017** was **1001** million liters.  
**2022** drop to **213.7** million liters.  
**2023** raise to **300** million liters.  
**2024** drop to **118** million liters.

## Cause of output decline

The decline may be related to many factors, including changes in **consumers' tastes**, intensified **market competition** & **rising production costs**.

01

02

03

## Relationship between investment & output

Despite the **increasing investment** in the wine industry.

The domestic wine production in China has **not been improved**.



# Major Producing Areas

## Xinjiang

The **largest** wine **producing area** in China.  
Has unique geographical environment & climatic conditions produced **high-quality wine**.

## Shandong

**Major** wine producing areas in China, especially Penglai, Yantai & Qingdao.

The climatic conditions are very suitable for the growth of grapes they produce **half of the total national production**.

## Ningxia

Superior natural conditions & strong support from the local government.

The wines have **won numerous awards internationally** & become a bright pearl in the wine industry in China.



03

# Import Situation

# Import trend

01

## Fluctuation Import value

2018 - 2022

Import value of China wine showed a downward trend.

**Except bulk wine**, (Chile)

02

## Changes of main import sources

**EU** is the **main** exporter.

United States, New Zealand, South Africa are important competitors.

Some of them enjoy **tariff preferences** because of **free trade agreements**.

03

## Market trends of sparkling wine

Since 2019, **Sparkling wine** accounted for **6%** of the total imports.

**EU** dominates the import market of sparkling wine, with **Italy, France & Spain** as the main import sources.

# Main Source

01

## **Dominant position of the European Union**

The EU's market share has **increase significantly after 2021**

02

## **The competitive situation in the United States**

**US** was one of main competitors in the wine market.

As it they were enjoying **free trade agreement**.

Now the have **177% taxes**

03

## **Influence of New Zealand & South Africa**

They constantly **challenge** the market position of the **EU** & **US**.

Offering **diversified product** choices & taking advantage of **free trade agreements**.



04

# Marketing Channel

# Importer Type

01

## Large National Importer

- Extensive market coverage
- Strong purchasing ability
- Exclusive agreements with well-known brands
- Purchasing large quantities
- Provide consumers diversified high-quality goods.

02

## Small regional importer

- Operate in specific cities or provinces
- Meet specific needs of the local market
- Flexibly respond to market changes & promote local economic development

01

# Retail Channel

## International Supermarkets & Boutiques

Suitable for **all kinds of goods** sales.

New **small brands** are not easy to enter.

Adopted the "**new retail**" model, combined with **online** & **offline** shopping experience, providing consumers **more convenient services**.

02

## E-commerce platform

**Fastest growing** retail channels, e-commerce platform includes **traditional e-commerce** & **social e-commerce**, which can cover the whole China.

In order to stand out in the competition market, brands **need to invest a lot** of marketing resources.

03

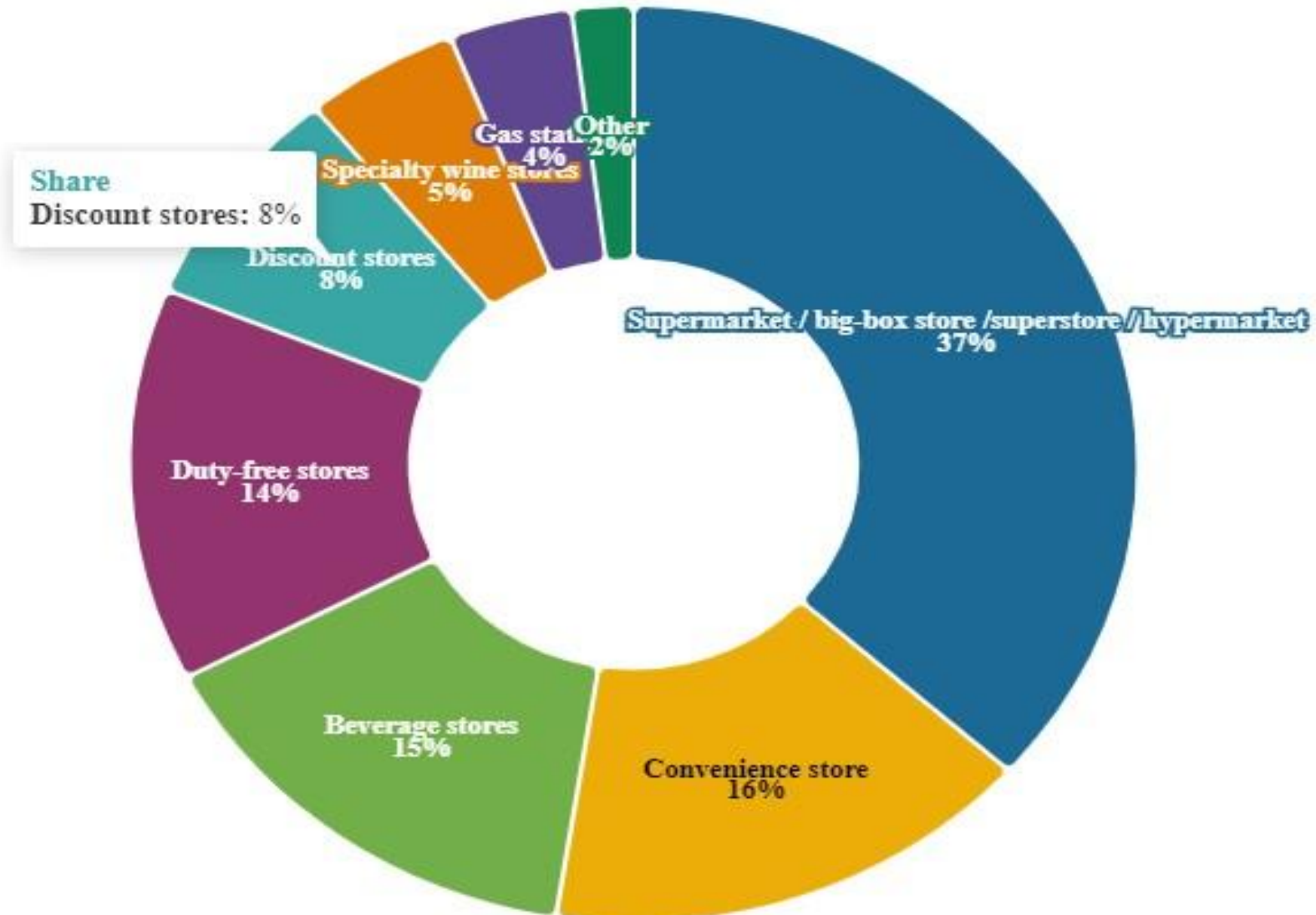
## Hotel & Catering Industry

**Main** part of retail channels, especially for **new small** & **niche brands**, it is relatively easy to enter.

After COVID this channel has once again become an important way to promote the brand.

# Retail Channel

Supermarket / big-box store /superstore / hypermarket Convenience store Beverage stores Duty-free stores  
Discount stores Specialty wine stores Gas station Other





05

# Price Factor

# Influencing Factor

01

## Sensitivity of target Audience

Understanding & analyzing the price sensitivity of the target audience will help enterprises to formulate more **accurate market positioning & price policies**.

02

## Difference of channels

Different sales channels will set **different prices** for the **same product** because of their **operating costs, customer groups** & other factors.

03

## Regional Cost on price

The **economic level** & **logistics cost** of different cities or regions will have an impact on the cost of products & then **affect the final sales price**.

# Price Comparison

## EU wine import price

The selling price of the EU wine in China is usually **4-6 times** more than it is in EU.

Mainly due to the combined effects of **tariffs, market positioning & transportation costs.**

## Advantages of wine from Chile & New Zealand

Enjoy **lower tariff**, prices in China market are relatively low.

**Price competitiveness** makes wines of these countries **more popular** with consumers in China & their **market share is increasing year by year.**

## The influence of price comparison

High import price from EU is in contrast with the low price from Chile & New Zealand, this affects consumers' purchasing choices.

High-priced **EU wines** are often regarded as **luxury goods**



06

# Market Outlook

# Market Adjustment

## Market growth slowed down

- During the period of **market adjustment, the growth rate slowed down** obviously, reflecting the changes in consumer purchasing power and demand
- This forces enterprises to optimize supply chain management, reduce costs and improve competitiveness.
- This phenomenon urges enterprises to **re-evaluate their market strategies** to adapt to the new economic environment.

## The rise of high-quality wine

**Change of consumer preferences**, the **market adjustment** period witnessed an increase in demand for **higher quality wines**.

This requires manufacturers to pay attention to product quality to meet the increasingly critical market demand.

# Market opportunity

## Consumer Cognition Improvement

- Consumers' **increasing awareness** of wine quality & origin
- Provides opportunities for **high-quality** & **distinctive products**
- Enterprises pay more attention to **product quality** & **brand building** to meet the needs of consumers.



## Transformation of market Cooperation Mode

- Need of **new cooperation modes** & **channels** (e-commerce & social media marketing) to explore the market.
- These new models not only **reduce the operating costs** of enterprises, but also **improve the exposure and sales of products**.

## Opportunities brought by e-commerce channels

- **Rapid development** of e-commerce, large-scale shopping festivals & promotional activities, created new growth points for wine sales.
- Through the e-commerce platform, enterprises can reach consumers more **directly, realize online & offline integration & improve sales performance**.

07

# Brand Bulding



# Brand Building

01

Emphasizing characteristics & **regional historical** & **profound cultural** background.

This can enhance also establish a **unique brand image** in the hearts of consumers & enhance brand value.



# Brand Building

02

## Marketing channel strategy formulation

- **Strategy depends** on the marketing channels.
- **Social media** & **e-commerce** platforms are very important to formulate corresponding marketing strategies.
- This will help to **reach** the target consumer groups **more effectively** improve brand awareness & market share.

03

## Using e-commerce festivals & traditional values

- Attract the **attention** of a large number of consumers in a specific period.
- **Higher investment** will be needed to build brand influence in the initial stage, but it will bring considerable returns in the long run.

08

# E-commerce

# Using social E-commerce platform

## **Actively use emerging social e-commerce platforms.**

Social platforms with high user activity (Douyin & Xiaohongshu), brands can effectively carry out exposure & product promotion, the interactivity of these platforms has established closer ties between brands & consumers.



## **Cooperate with online celebrity, China to promote.**

Choose well-known online celebrity or KOL to cooperate with the target audience's preferences. Use their influence & trust to promote products with truly attractive content, so as to enhance the brand's market awareness.



## **Formulate targeted marketing strategies**

Custom made, design differentiated marketing activities such as limited-time discounts, gift-giving activities, live broadcast with goods, etc., in order to increase users' participation and purchase willingness.





09

# Attend Exhibitions

# Preparatory Work

## 01 Familiarize the procedure

Before attending, You must **know** the **specific process** & **requirements** of the exhibition in depth.

**Understanding** the **exhibition schedule**, exhibitors' instructions & any specific rules or guidelines to ensure that all activities go smoothly.

## 02 Registered trademark

Ensuring **legal protection** of brands is very important.

Registering the trademark, it can protect the **uniqueness and recognition** of the brand, **prevent** others from using **similar marks** without authorization, maintain the brand image and market share of the enterprise.

## 03 Research market

Conduct in-depth analysis of the target market, understand the needs & preferences of consumers, evaluate the situation of competitors (SWOT).

This is helpful to **formulate effective market strategies** & ensure that products or services can meet market demand and be competitive.

10

# Intellectual Property

# Importance of Registered Trademark

## 01 Protect Brands & Products

Effectively **prevent** others from using the same or similar trademarks, **safeguard** the brand's market position & consumer **trust**, provide **legal protection** for enterprises.

## 02 Avoid trademark disputes

Can **avoid disputes** caused by registered trademarks, **reduce** unnecessary **legal risks** & **economic losses**, ensure the **uniqueness** & legitimacy of brands in the market, protect the market share & brand image of enterprises.

## 03 Ensure market competitiveness

**Enhance** the brand's **popularity - reputation**, enhance market competitiveness, make the brand more **easily recognized** & **trusted** by consumers, **maximize** brand **value** through brand authorization & franchising.



# Trademark Issue

## Notes:

Wine producers must not hesitate to include it, in their business plan for China. Is an essential cost required to have the brand name registered before they get into the market.

The **China IP SME Helpdesk**, EU-funded initiative, provides free-of-charge technical assistance on intellectual property issues in China.

It has produced numerous guides on IP protection in China, including: **F&B products, Wine & Spirits, Geographical Indications**.

For more information: [https://intellectualproperty-helpdesk.ec.europa.eu/regional-helpdesks/china-ip-sme-helpdesk\\_en](https://intellectualproperty-helpdesk.ec.europa.eu/regional-helpdesks/china-ip-sme-helpdesk_en)

# Promotion strategy

## 01 Brand building strategy

Enhance **brand image** emphasize on **Regional Characteristics**, history, culture, healthy lifestyle, combined with **international awards**.

Marketing by using e-commerce festivals & traditional values, requires **high investment** at initial stage to establish a **strong brand influence**.

## 02 E-commerce platform and exhibition participation

Actively use emerging social e-commerce platforms such as Tik Tok & Redbook to promote products in cooperation with **online celebrity**.

At the same time, **participate** in comprehensive & professional **exhibitions**, prepare in advance & follow up in time to expand market influence.

## 03 Win-win cooperation & Intellectual Property protection

**Cooperate** with other manufacturers to reduce risks & improve bargaining chips. Pay attention to the importance of **registering** a **trademark** in China, understand the trademark system, complete the registration process ahead of schedule.

11

# Technical Requirements Laws & Regulations

# Mode of Trade

## General Trade

**Traditional import method**, involves complicated examination & approval procedures, but allows products to be sold freely in the domestic market.

This method is suitable for **extensive distribution channels**.

## Cross-border e-commerce Trade

Provides convenient cross-border sales channels for "high-risk" products, & realizes **rapid customs clearance** & **sales** through specific platforms,

Especially suitable for **market expansion** of emerging or niche wine brands.

## Wine trade choice

Although cross-border e-commerce provides convenience for some products, the **wine industry** usually prefers to adopt **general trade methods** to ensure product quality & compliance, while maintaining brand image.



# Registration Requirements

01

## Create an account

You need to **create an account first**.

This step is basic & necessary to ensure that the enterprise can **smoothly enter** the subsequent registration process.

02

## Information giving

You need to provide **detailed enterprise information**, including but not limited to company name, address, contact information, etc.

The **accuracy** of this information directly affects the **smooth registration** and subsequent operations.

03

## Sign the declaration & get registration code.

Enterprises need to sign relevant statements to confirm compliance with import regulations.

After that, the system will generate an **18-digit registration code**, which needs to be **marked on the label and outer packaging of the product**.

Cyprus competed authority is Phytosanitary Services, Ministry of Health.

**Detailed guidelines** on each step of the CIFER registration were produced by the **EU SME Centre, with screenshots** as well as FAQs encountered by relevant exporters during the process, available on the following link:

<https://eusmecentre.org.cn/publications/mandatory-gacc-registration-for-europeanfood-beverage-establishments-2> .

The EU SME Centre may also help individual producers in contacting via phone CIFER operators, free of charge.

You can contact them via the “Ask-the-Expert service”

# Safety Standard

01

## Alcohol content standard

The **alcohol content** of wine must meet the **standards** stipulated in the **Food Safety Law of China**, to ensure the safety of consumers and avoid the impact on health caused by too high or too low alcohol content.

02

## Volatile Acid & Food additives

The **volatile acid** and **food additives** content in wine must meet the relevant standards of China, to ensure the safety and hygiene of wine and protect the health of consumers.

03

## Total sugar content control

The **total sugar** content of wine should be controlled within the allowable range to ensure the quality and taste of wine and meet the taste needs and health considerations of different consumers.

# Label Packaging

## 01 Label information content requirements



The label must be in **Chinese** & **Contain** many **key information**.

## 02 Packaging standard compliance



**Wooden packaging** should meet the international standards of **ISPM15**, to prevent pests from spreading through wooden packaging.

## 03 Flexibility of label attachment location



Labels can be **attached in the country of origin** or the **supervised warehouse in China**.



Name and type of  
wine (Primitivo  
Red Wine)

Wine region

Net content

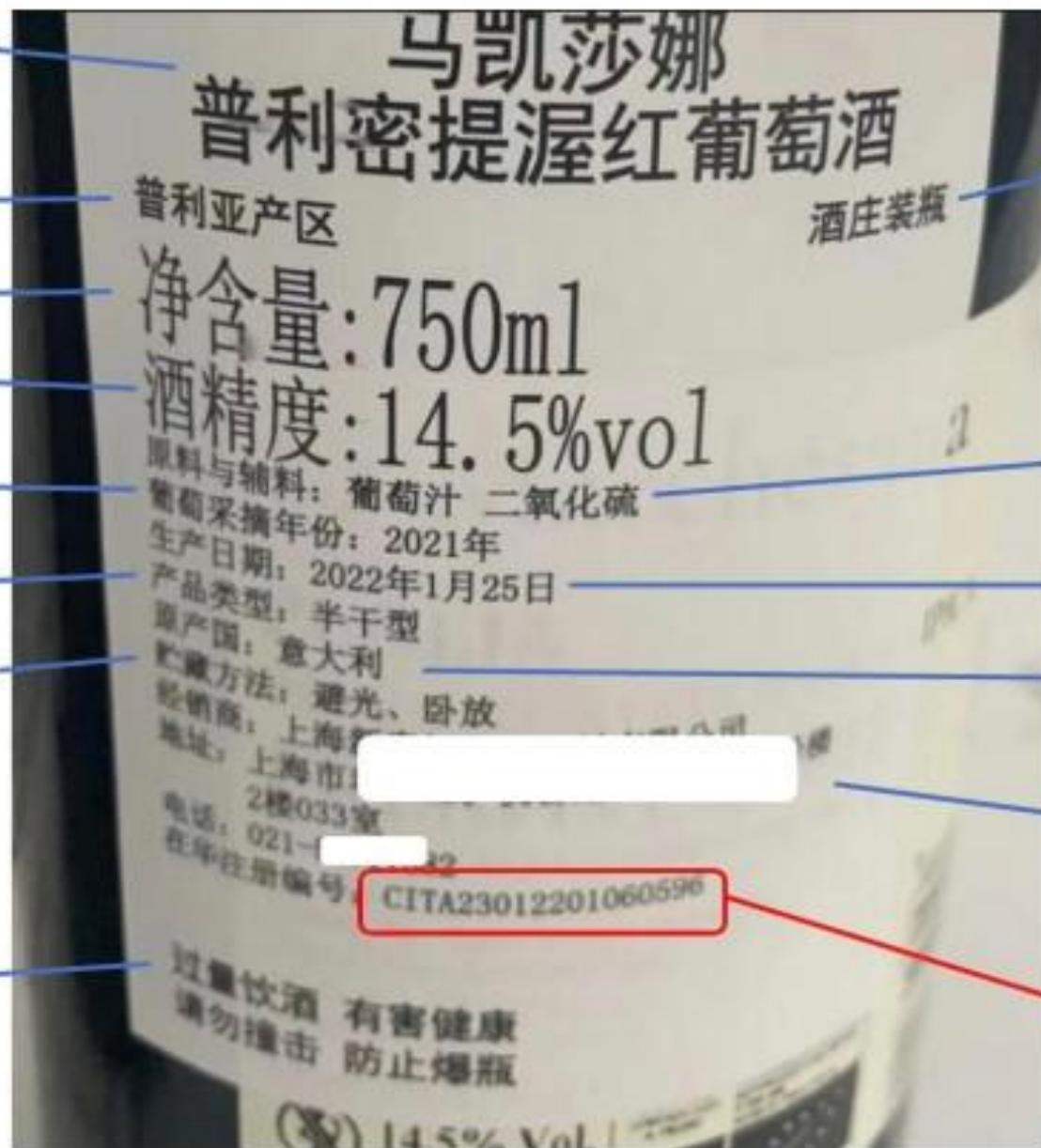
Alcohol content

Vintage  
year

Classification

Storage conditions

Health warnings  
("Excessive drinking  
is harmful to health.  
Please do not hit the  
bottle to prevent it  
from exploding.")



Bottled by the winery

Ingredients

Production date

Country of origin

Name, address  
and contact of CN  
distributor

**GACC  
registration  
code**

Chinese label of Polvanera – La Marchesana Primitivo. Affixed on the original label in Italian.



## Customs

01

**Health certificate does not meet the requirements.**

If contents of certificate are **inconsistent** with actual product, or certificate itself **has problems**, the customs **will refuse to release** it.

02

**Product inspection is not up to standard.**

Any indicator that does not meet the safety standards of the importing country **may lead to** the product being **refused entry**.

03

**The label information is unqualified.**

If the information on the label is misleading or inconsistent with the regulations, it will also be **rejected** by the customs.

12

# Case Study

Peter Lisicky  
Slovakia

Peter of the Lisicky family decided to follow the family tradition, combining traditional and modern ideas, new and old brewing techniques, to create a new wine that will give you a completely new experience.















# MY UNKO MAKER







Thank you