



**Asia-Pacific
Economic Cooperation**

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Session 1, Part B

Regulation of Chinese Wine Imports

Submitted by: China



**Seminar on Key Issues in Wine Regulation
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Summary

In recent years, Chinese wine imports have been increasing rapidly. From 2007 to 2010, the total volume of wine imports came from 148 million liters to 286 million liters. In terms of value, it reached 800 million USD in 2010. Chinese wine market is highly open, we import wine from more than 60 countries and regions. According to Chinese Food Safety Law, AQSIQ is responsible for the safety supervision on imported and exported food. AQSIQ has established inspection and quarantine authorities (CIQ) in every port of China. There are more than 6000 staff working in import and export food safety area. Within CIQ system, we have 163 food testing labs and more than 1000 technicians. Most of the labs are equipped with advanced machines and capable of performing wine test according to relevant Chinese standards. When a consignment of wine arrives at the port of entry, the importer or his agent must first declare to CIQ with relevant commercial documents, certificate of origin and Chinese label specimen. CIQ staff will conduct document checking, on-site inspection, sensory test, label inspection and if necessary, lab test to check if the wine is in compliance with Chinese standards. Wine that meets all requirements will be released and a health certificate will be issued so that it can enter into circulation. Substandard wine will be destroyed or returned except for labeling issues. In that case, the importer must take corrective actions. Over the past years, the most frequent problem we found in imported wine is labeling problems, accounted for more than 95% of all problems. Safety issues are of less concern. Currently, the average consumption of wine in China is well below 1L/capita, there is still big market potential for imported wine.

Regulation of Chinese Wine Imports

Import-Export Food Safety Bureau
AQSIQ



Regulation of Chinese Wine Imports

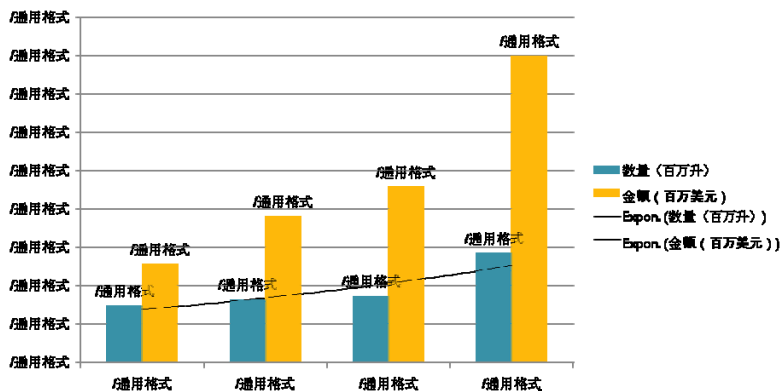
- 1.Chinese Wine Imports
- 2.About AQSIQ
- 3.Laws, Regulations & Standards on Wine Imports
- 4.Inspection Procedure of Imported Wine
- 5.Problems Found
- 6.Future



Chinese Wine imports

- ▶ Rapid Growth
see next slide
- ▶ Open Market
Wine comes from more than 60 countries & regions

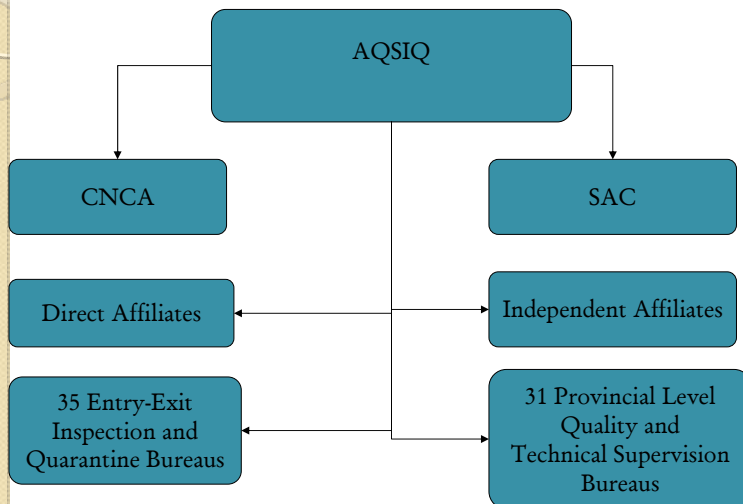
Chinese Wine Imports



About AQSIQ

- Under State Council
- Ministerial Level
- Agency Responsible for Product Quality Management
- 19 Departments. 15 Direct Affiliates. 10 Business Associations or Federations. WTO/SPS/TBT Enquiry Point
- Certification and Accreditation Administration of P.R.C (CNCA)
- Standardization Administration of P.R.C (SAC)

Organizational Chart of AQSIQ



CIQ

- 35 Entry-Exit Inspection and Quarantine Bureaus (CIQ) in 31 provinces.
- About 300 branches and more than 200 local offices
- Total working staff is over 30,000.
- Around 6,000 dedicated to food inspection
- Laboratories: 163, advanced technology, fully equipped, strong testing capabilities

Laws, Regulations and Standards on Wine

- Food Safety Law of P. R. C
- Implementing Rules of Food Safety Law
- Standard on Wine
- Standard on Fermented Alcoholic Beverage
- Standard on the Hygienic Use of Food Additives
- Standard on Labeling of Prepackaged Food
- Standard on Prepackaged Alcoholic Beverage

Inspection Procedure on Imported Wine

- Declaration.
Documents required: Contract, Invoice, Bill of Loading, etc., Certificate of Origin, Label Specimen in Chinese for Prepackage wine
- Inspection: On-site hygienic inspection, Labeling inspection, Organoleptic inspection and Laboratory tests
- Issuing health certificate
- Treatment of failed wine: Corrective action, Destruction, Return

Problems Found

Most Common: Labeling, >95%

No Chinese Label, Food Additive Not Indicated, No Production Date, Wrong Categorization. Corrective Action Required.

Other Problems: Food Additives, Heavy Metal, Micro-organism. Destruction or Return

Future

- Domestic production in 2010
1080000 ton
- Average Consumption < 1 L
- Estimation: 3L by 2020
- Big potential

THANKS