

IMPORT ALCOHOLIC PRODUCTS RISK MANAGEMENT

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Import Alcoholic Products Situation of China

- China imported about 512,000 tons of alcoholic beverages, valued at \$ 2.47 billion in 2011, import volume and value increased by approximately 30% and 57% respectively, comparing with 2010.
- The total amount of unqualified import alcoholic beverages in 2011 is about 5500 batches, the disqualification rate is about 3%. It's mainly about unqualified labelling, containing non-food substances (such as gold foil), methanol exceeding ML, microbial contamination (such as total bacterial count), food additives (such as coloring agent, sorbate or sulfur dioxide), Other substance exceed to it limits in the products (such as iron, copper).

Risk Management of Import Alcoholic Products

- 1.Document Verification

Certificate of Origin are required for importing products.

Other documents related to the shipment are required.

Risk Management of Import Alcoholic Products

- 2.Sampling and testing based on risk assessment

CIQ will sample and test import alcoholic products according to relevant national standards, in association with previous testing records, alert notification, label compliance testing requirements, food safety monitoring plan.

Risk Management of Import Alcoholic Products

- 3.Risk Alert

When serious unqualification in import alcoholic products is found, an risk alert notification will be issued to strengthen the import testing for the related product in the same category from the same country, such as increasing the sampling ratio in a certain period of time.

Risk Management of Import Alcoholic Products

- 4. Follow up action

According to the relevant laws and regulations, all the importers must be filed and the records must be kept to make sure all the products can be traced.

Outstanding Issues

- 1. Difficulty on verifying the Certificate of Origin.

In certain countries, there are many organizations issuing the alcoholic products' Certificate of Origin, such as government agencies, chamber of commerce, associations, etc., we have found several shipments coming into China with fraud certificates of origin. However, given the huge import quantity, it's hard to verify the authenticity of each Certificate of Origin.



Outstanding Issues

- 2. Difficulty on verifying the authenticity of alcoholic product.
We have the national standards of food safety, however, It's hard to verify the different brands/grade of product, Such as low-end/ high-end products.

Outstanding Issues

- 3. Intellectual Property Right protection is a new challenge.
- Most of the famous brand of wines have not applied for Chinese trade mark registration.
- Different foreign brand name can be translated into same or similar Chinese characters.
- It is difficult to verify the brand and grade only according to the lab-testing of the products in the importing ports.

Outstanding Issues

- 4. lack of information of the production process.

For import alcoholic products, it is difficult to get information in a timely manner, especially the food additives added in the production process, and problems will be caused during import inspection.

Coming Approach

- 1.Enhance inspection on problem product.

If quality or safety problems are detected in products of same brand repeatedly , the related products imported in China will be detained for testing.

If there's a serious problem on quality or safety of import alcoholic product, investigations will be conducted immediately. Meanwhile, assessments on the food safety management system of the exporting country will be carried out.

All unqualification information will be sent to the competent authority of the exporting country/area.

Coming Approach

2. Import alcoholic products must be accompanied with certificate of origin issued by government agency or by institutions authorized by government of the exporting country, or inspection certificate recognized by AQSIQ.

3. Importers shall have food safety management staffs, and establish food safety management systems.



Coming Approach

- 4. Enhance the international cooperation on electronic verification mechanism on certificate of origin

To carry out authenticity training cooperation.

To carry out laboratory and technological exchanges and cooperation.

Thanks!