



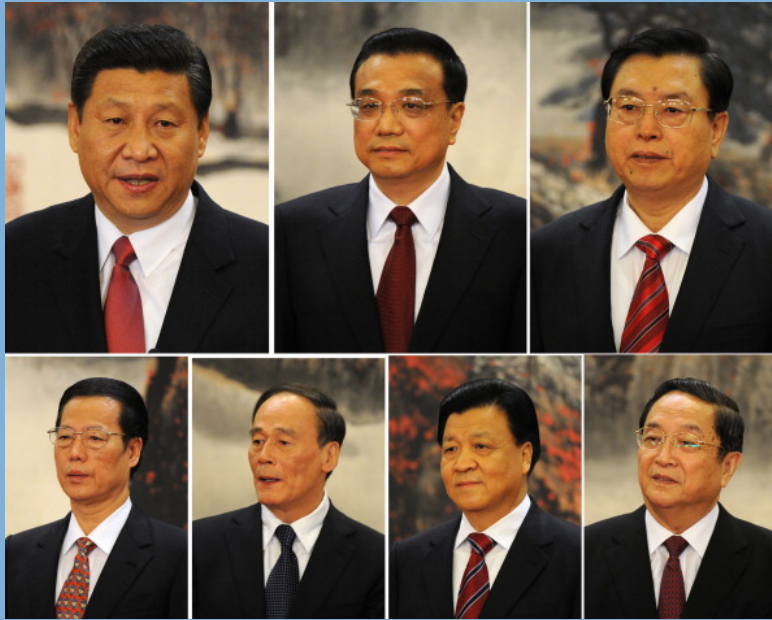
# Relevanz aktueller behördlicher Umstrukturierungen im Bereich Lebensmittelsicherheit für den Außenhandel der Agrar- und Ernährungswirtschaft

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- Chinese political system and recent development
- Reorganisation of the Chinese food and agriculture government structure
- AQSIQ/CNCA and import/export requirements



## The Fifth Leadership Generation

the Politburo  
Standing Committee

## Current Policy Priorities

Lower income  
disparities

Increased  
domestic  
consumption

Tax and  
financial  
system reform

Balanced  
regional  
development

Healthcare  
reform

Broader social  
safety net

Industrial &  
service sector  
modernization

“Clean and  
green”  
economy





# Uncovering Corruption – Internet mass hunting



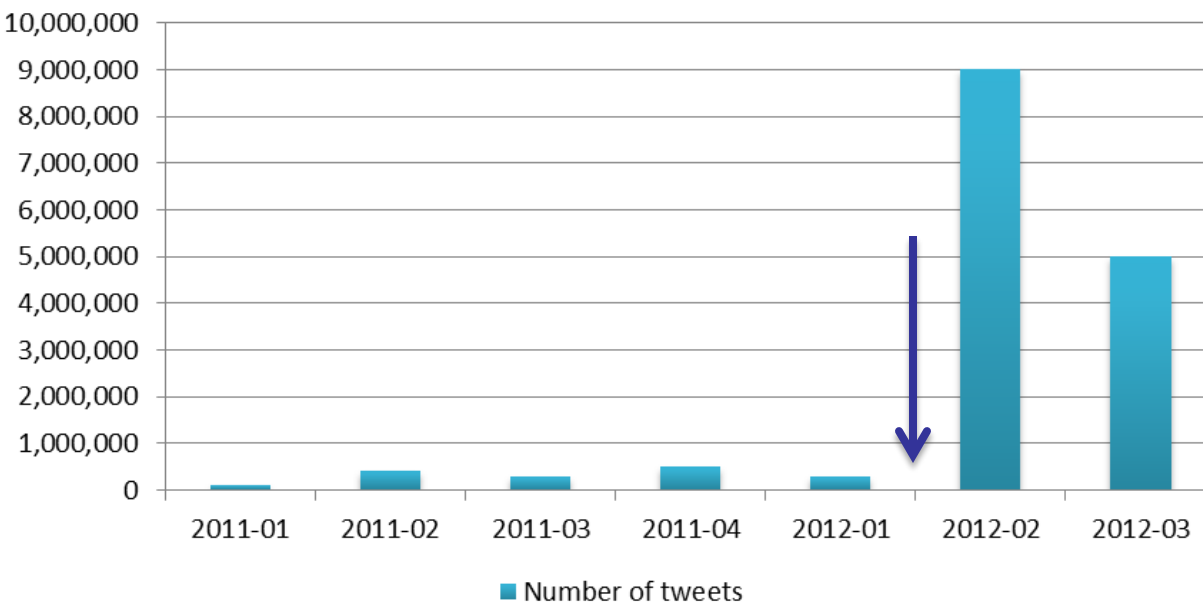
江诗丹顿  
Patrimony传承系列  
¥212500



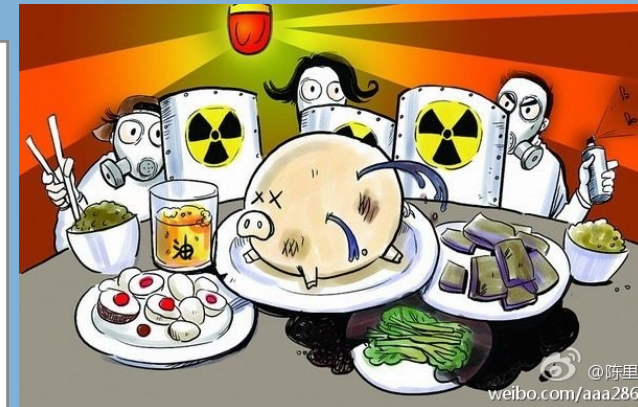
**Vacheron Constantin**

Source: Weibo

## Microblog Buzz on "Food Safety"



Source: ABS Group

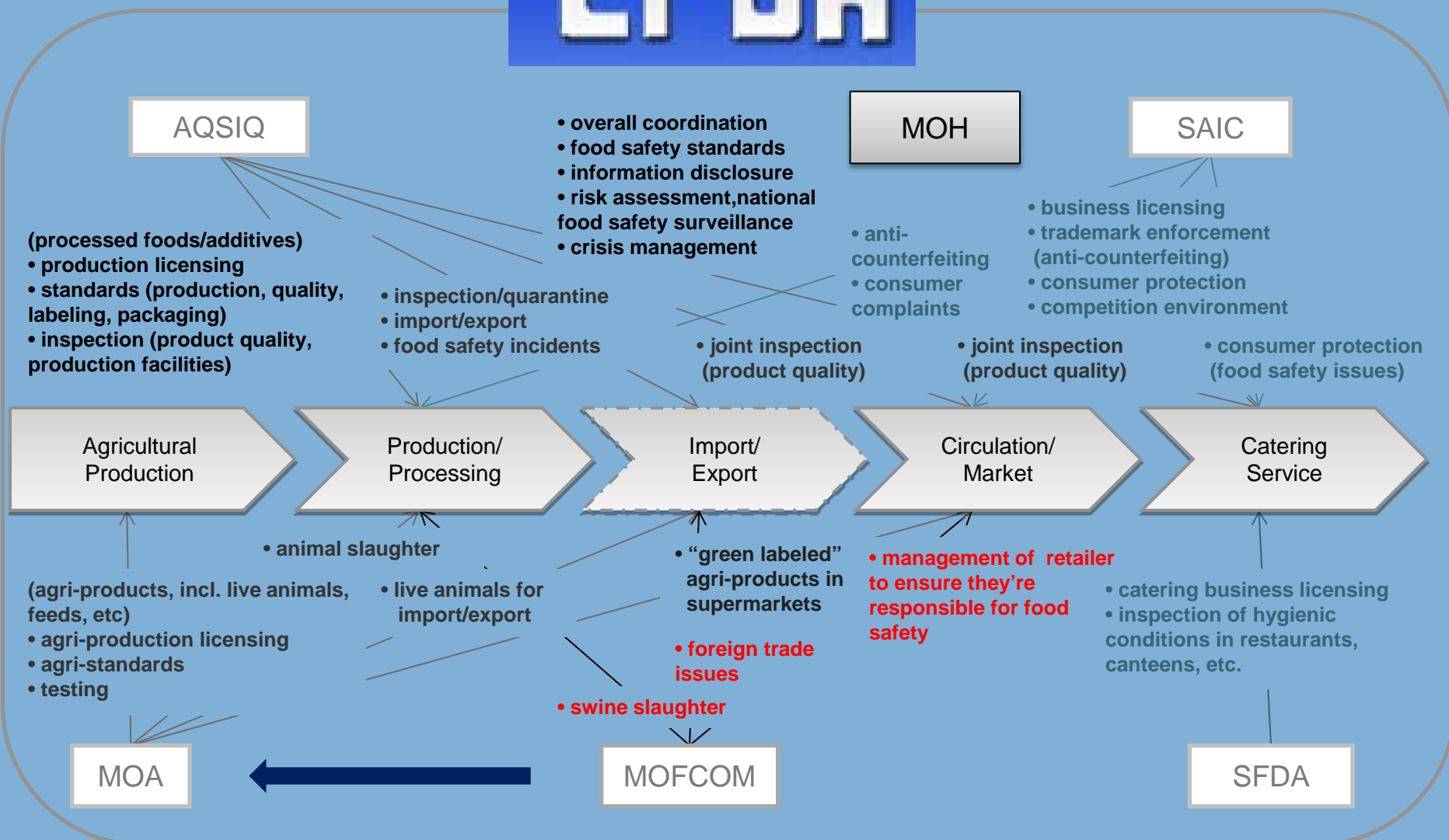


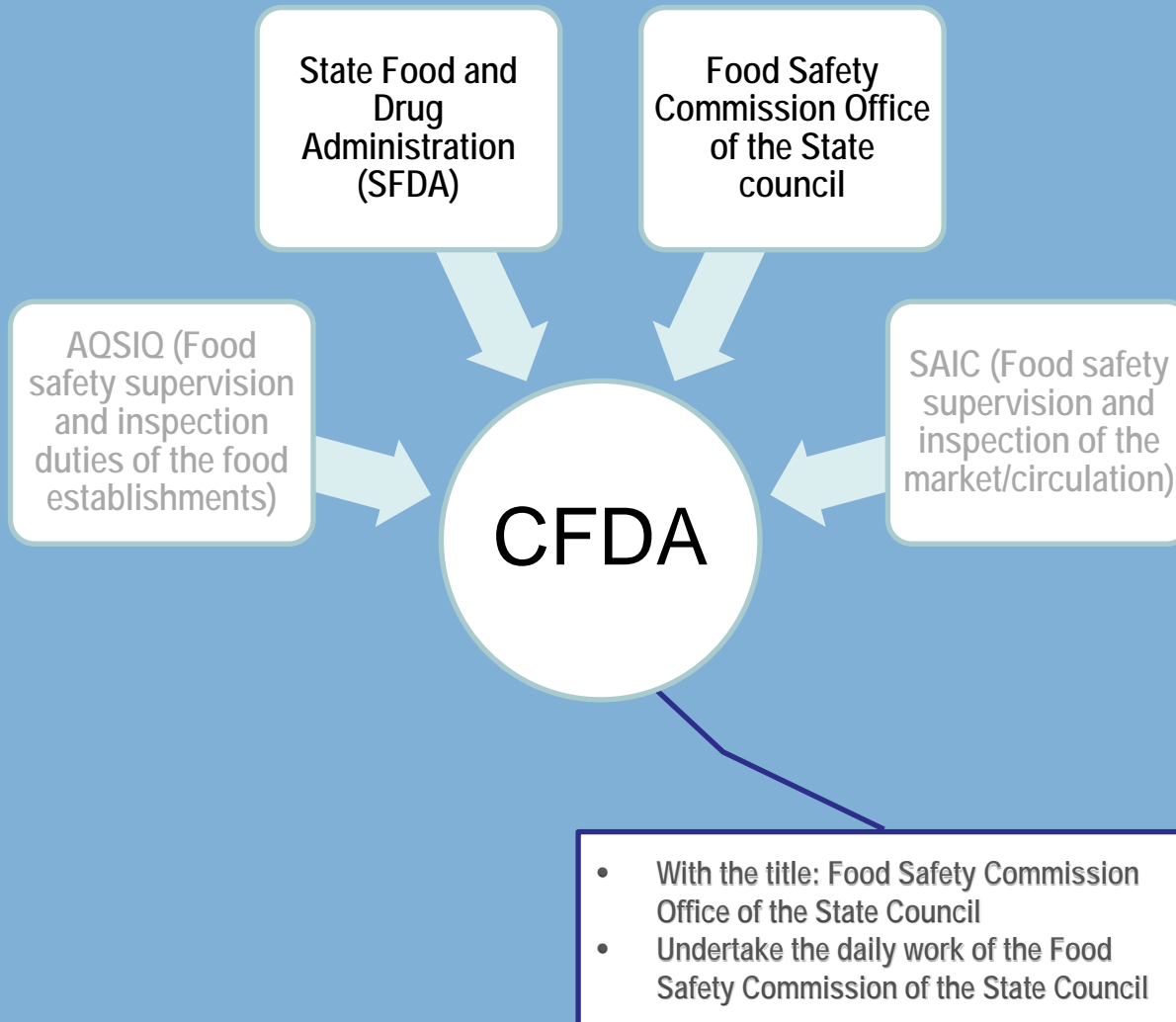
Source: Weibo

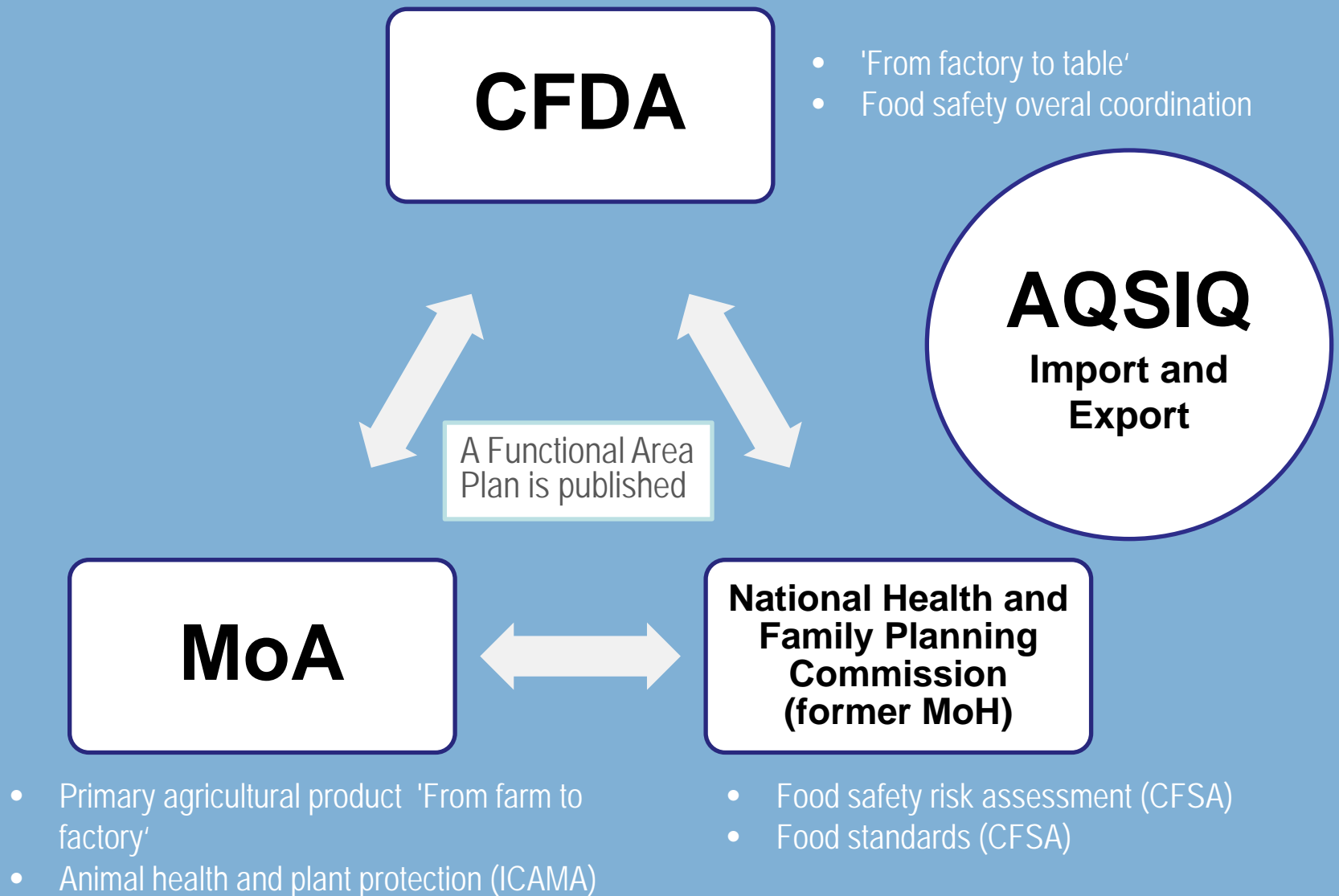
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# CFDA

# System Reorganisation



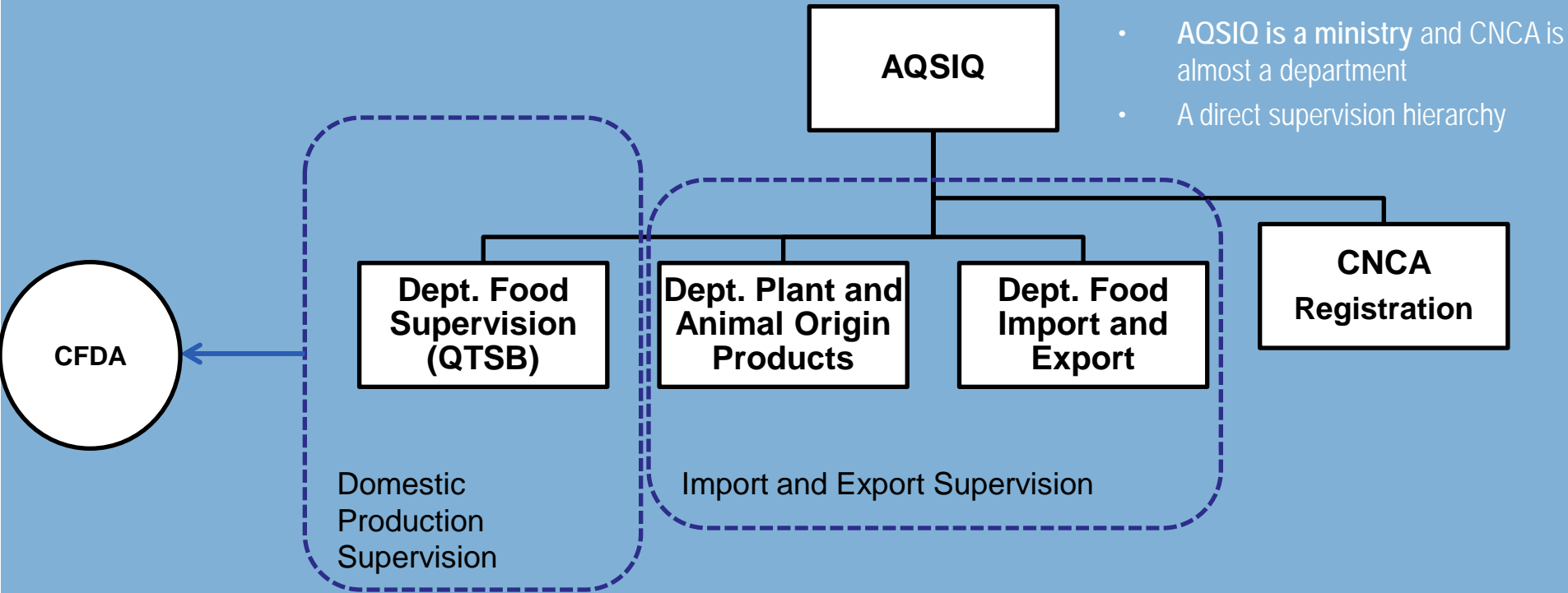






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# The General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ)



## The Registration of Overseas Manufacturers of Imported Food

- Meat and fish mandatory, dairy product and wine will be most likely to be included soon
- Dept. of Registration, CNCA
- Awareness



- Tracking of policies and plans to position operations and anticipate challenges
- Risk-benefit Analysis: Reassessment of global and China operations to adapt to changing markets and operational challenges
- Active engagement and relationship-building with governments and external stakeholders
- Increased use of Chinese enforcement channels to protect company interests
- Discover direct personal contacts and try to be always on the spot
- **Work in team (EU, DE Embassy, AHK, Associations, and companies)**
- **Be prepared, be flexible and show your respect**
- CSR in China

Vielen Dank für Ihre Aufmerksamkeit!

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