

## **Entering the Chinese Cosmetic Market: The First Conference on the Regulation & Market of Cosmetics in China**

In the past 20 years, the Chinese cosmetic market has been expanding steadily with an annual average growth rate of 13%. The market volume now reaches 19 billion US\$ and China has become one of the most important marketplaces of the industry in the world. It is expected to continue to grow annually at an average rate of 10% for the coming 5 years.

Before entering this huge and fast-changing cosmetic market, it is essential to have a precise and complete understanding of its characteristics and the market-entrance conditions within the Chinese regulation framework.

This conference is the first of its kind supported by China SFDA (State Food and Drug Administration), and Department of Health of Hong Kong SAR and held in Hong Kong. The focus will be *Cosmetic Regulations* and *Cosmetic Market* in China. The Window Company in Hong Kong of the Ministry of Health of China will organize the conference, and SEYCO (Sino-European Yihong Consulting Co. Ltd.) will be the co-organizer. This will be the highest-level conference of its kind to date.

High-level officials from the SFDA will participate in the conference. Some of them will offer not only their knowledge on the history, the current developments, and the newly updated regulations, but also their latest perspectives regarding cosmetic products and new raw materials. Furthermore, they will also give presentations on the evaluation and approval process, the principles and rules for evaluation regarding the applications for Hygiene Permits (HPs) from manufacturers or distributors.

A high-level official from the AQSIQ (Administration of Quality Supervision, Inspection and Quarantine) of China will also speak on regulation concerning imported cosmetic products.

An expert from one of the most important SFDA-designated organizations in charge of product testing will elaborate on how cosmetic product testing is carried out in China according to the prevailing cosmetic regulations.

SEYCO will share with participants its expertise and knowledge about how to apply for the HPs in China.

A vice president of L'Oreal China will deliver a presentation on the current Chinese cosmetic market, its main characteristics, the distribution channels and market trends.

Finally, two experts from the Expert Review Committee for Cosmetics of the SFDA will

present new raw material registration which has been **toughened since April 1st 2010**.

If you are planning to enter the Chinese cosmetic market or already have presence on this market, this one-day conference is an opportunity to get the most **comprehensive** (from importing, testing, application and approval), **valuable** and **reliable** information and advices coming directly from the relevant Chinese authorities (SFDA, AQSIQ). You will also gain registration practice and experience offered by SEYCO.

In addition, attendants may also have a **rare occasion** to get direct contact and exchange with administrative authorities, experts of the testing, experts from the SFDA, consulting industry, and with Chinese and foreign cosmetics/raw materials companies/distributors on this same conference.

Conference materials will be printed and offered to attendants. In addition, you may procure at a discount a complete collection of Chinese cosmetic regulations in English with latest updates as of 2010 and 2011.

*Target attendants* will be decision makers from the cosmetic industry and raw material manufacturers, especially those in charge of export, regulation and Chinese policy studies.

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## **ORGANIZER**

The Window Company in Hong Kong of the Ministry of Health of China

## **SUPPORTERS**

- State Food and Drug Administration (SFDA), China
- Department of Health, Hong Kong Special Administrative Region (SAR), China

## **CO-ORGANIZER**

SEYCO (Sino-European Yihong Consulting, Ltd.), Beijing, China

## **VENUE**

Regal Hong Kong Hotel, Causeway Bay, 88 Yee Wo Street, Causeway Bay, HONG KONG  
Tel: +852 2890 6633

## **DATE**

**Tuesday, Nov. 8, 2011**

## **CONFERENCE LANGUAGES**

English and Chinese (simultaneous interpretation between English and Chinese will be provided).

## **CONFERENCE FEE**

- Before Sept. 30, 2011: 985 US\$ (taxes included)
- After Sept. 30, 2011: 1185 US\$ (taxes included)

*Note: The fee includes tea breaks, meals, drinks and conference materials.*

## **REGISTRATION**

See details by downloading the pdf file here: [Download the Registration Form](#)

## **CONFERENCE SECRETARIAT**

Should you need additional information or for sponsoring, please feel free to contact SEYCO:

Email: [confcosreg@seyco.com.cn](mailto:confcosreg@seyco.com.cn)

TEL: 86-(0)10 6836 9483

FAX: 86-(0)10 6834 6709

## **PROGRAM**

08.00 – 08.45: **Registration / Breakfast**

***Morning Program Highlights:***

*The new regulations and the procedures for ingredient and product registration will be presented by the representatives of the SFDA and AQSIQ who are responsible for policy-making and evaluation of applications of cosmetics and new raw materials. Detailed explanations will be offered on the organization of the relevant Chinese administration, the aims of the new regulations, the evaluation procedure and how it is implemented, their recent updates and market access conditions.*

08.45 – 09.00: **Welcome Keynote Address**  
High Level Official, SFDA, China

09.00 – 09.15: **Welcome Keynote Address**  
High Level Official, Dept. of Health, Hong Kong SAR, China

09.15 - 10.00: **Presentation on Cosmetic and New Raw Material Regulations in China**  
Jinjing ZHANG, Vice-Director of the Dept. of Health Food and Cosmetics Supervision, SFDA, China

10.00 - 10.30: **Networking Break**

10.30 - 11.15: **Introduction on the Evaluation Principles & Rules of Cosmetics and New Raw Material Applications**  
Baojun LIU, Director of the Cosmetic Division of Health Food Evaluation Center, SFDA, China

11.15 - 12.00: **Introduction on the Requirements of Cosmetic Label Verification for Customs Clearance**  
High Level Official, Bureau of Import and Export Food Safety, AQSIQ, China

12.00 - 12.30: **Questions & Answers**  
Jinjing ZHANG, Baojun LIU, xxx

12.30 – 13:45: **Lunch**

***Afternoon Program Highlights:***

*What are the requirements and procedures regarding the accomplishment of test in China? How can application and registration be completed? What are the common errors in the registration process and how can they be avoided? What is the Chinese cosmetic market like and what are its characteristics? What are the requirements on New Raw Material Registration, and more importantly, the information upon toxicology and technical processing?*

**13.45 - 14.30: Overview of the Testing of Cosmetic Products**

Expert from an Important SFDA-Designated Organization in Charge of Testing, China

**14.30 – 15:15: Practical Arrangements for the Registration**

Françoise Yidan LI, Vice-President, SEYCO

**15.15 – 15.45: Networking Break**

**15.45 - 16.30: Cosmetic Market in China**

Jackson ZHANG, Vice president, L'Oreal China (Tentative)

**16.30 - 17.30: Registration of New Raw Material: Technical Considerations**

- Dr. Hongwei ZHANG, Director, Department of Environmental Toxicology, Institute of Environmental Health and Related Product Safety, China CDC  
- Professor Liang XU, Director, Beijing Daily Chemical Research Institute

**17.30 - 18:00 Questions & Answers**

Hongwei ZHANG, Jackson ZHANG, Liang XU, Françoise Yidan LI, xxx,

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**SFDA (State Food and Drug Administration), China**

**Department of Health, Hong Kong SAR, China**



**Window Company in Hong Kong of the Ministry of Health of China**



**SEYCO (Sino-European Yihong Consulting Ltd.)**

<http://www.seyco.com.cn>