



U.S. Department of Commerce  
China Business Information Center presents  
**Selling Nutritional Supplements to China Webinar**

Recorded June 2012. [Access here.](#)

**Webinar Overview:**

Chinese are hungry for health products! The market for supplements is more than \$10 billion and growing at 5% per year, with no slowdown in sight. Chinese consumers' concerns about health, rising disposable income, and preference for US manufactured products position American companies well. But regulations are challenging. Learn more about current market conditions, distribution channels, how to register, realistic views on entering the market, costs to do so, and the competition.

**Discover:**

- How to register nutritional products in China. Cost, timeline, challenges.
- Hear about China market trends, demand, competition (domestic & foreign), consumer profiles, and buying habits.
- Understand regulatory environment, changes in the horizon, as well as challenges and paths to success for US exporters.
- Ask questions directly to the presenters. Benefit from their on-the-ground China perspective and track-record in working with nutritional supplement firms.
- Receive program recording & presentation materials for on-going reference.

**Access Program Recording:**

[http://www.oceac.com/China Nutritional Supplements 06-12-2012\\_PW5389461.wmv](http://www.oceac.com/China%20Nutritional%20Supplements%2006-12-2012_PW5389461.wmv)

Stay abreast of market developments, sign up for the **US China Health Products Association** free newsletter. Go to <http://uschinahpa.org/>

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**Speakers:**

**Jeff Crowther**, Executive Director

[US-China Health Products Association](#)

**Monica Feldman**, Global Head of Consumer Health Research

[Euromonitor International](#)

**Sarah Fox**, Commercial Officer

**Shuquan Li**, Senior Commercial Specialist

[US Commercial Service, China](#)

**Preview of Webinar Insights:**

Regulations: [Health Food Raw Materials](#)

Market Info: [China Vitamin Market](#)

**Who Will Benefit:**

Corporate Decision Makers

Marketing / Business Development Execs

International Sales Managers

Trade Compliance Officers