

Doing Business with China



With a market size of \$11 trillion and a population of almost 1.4 billion, China can represent a big opportunity for small exporters. As China's middle class expands, its consumers are demanding more foreign products and services. This growing demand for imports, including consumer products, is creating opportunities for small business to increase their sales potential by accessing on of the world's largest economies. Today, China is changing from being known as the "factory of the world", and is turning into a key export destination.

- Language: Standard Chinese or Mandarin
- Population: 1,379,302,771 (July 2017 est.)
- GDP: 12.24 Trillion USD (2017)
- Total Imports: 17,788,101,025 US Dollar thousand (2017)
- Currency Exchange Rate: 1 USD= 6.79 Chinese Yuan
- Visa Entry: Belizeans must reach out to the nearest Chinese Embassy (Jamaica)

CURRENT TRENDS:

- Consumers are demanding and willing to pay more for fresher, more nutritious and convenient products.
- Consumers, shopping malls, and high-end hotels are looking to enjoy or provide new food experiences, such as food festivals, exotic locales, and elaborate presentations.
- The College set (younger consumers) is also willing to pay as much as US\$10 to enjoy a latte and a slice of cake, or Asian style ice-cream served with fruits, tapioca pearls, and sweetened beans. Once a rarity, such shops can be found with ease in just about any city in China.
- Over 650 million consumers and businessmen alike are also now monthly active users of WeChat, using the platform to not only communicate and share experiences but also get information and make purchases.
- Online shopping has changed consumption habits. Previously unreachable, Chinese in remote areas now enjoy ordering imported products from their mobile phones.
- China's food service sector is recovering and evolving since suffering a strong setback from 2013-14 with a number of restaurants having changed their focus from government officials to young, affluent consumers; favoring an expansion of international restaurants over more traditional Chinese.

MARKET PREFERENCES:

Consumer Preference:

Food consumption patterns in China have changed significantly as living standards have increased. More consumers are exposed to a greater diversity of choice, both locally and in travel abroad. Chinese consumers are becoming increasingly discerning, and more are seeking the following qualities when making purchases: Food Safety, Nutritional Value, Attractive Package, International Brands, and Convenience.

Cultural Preference:

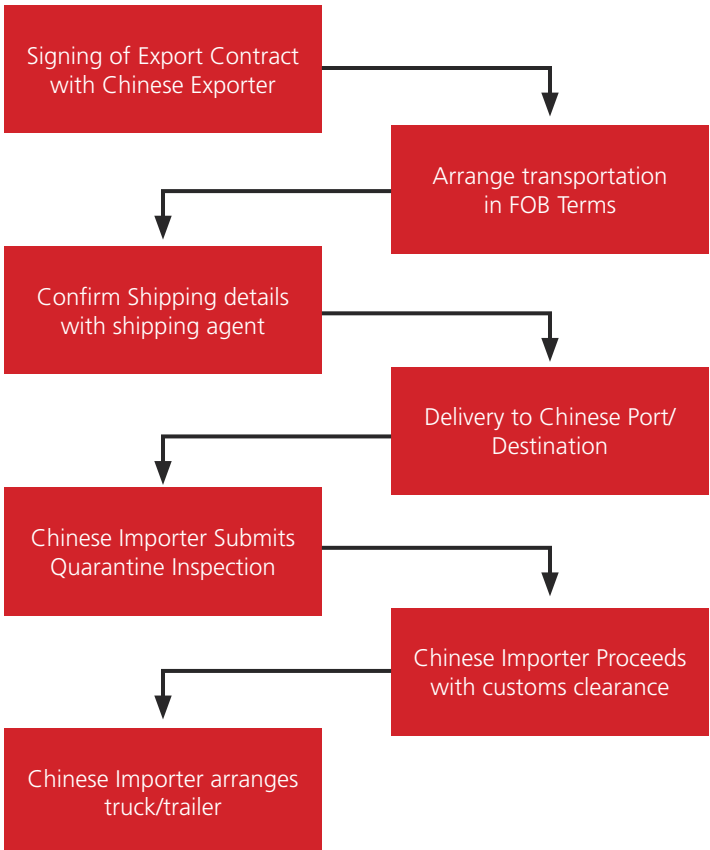
While increasingly relying on the internet to get news and reviews, most Chinese still prefer word of mouth before trying a new product, dish or restaurant. Gifting products, especially elaborately packaged products that contain individual portions, is a popular and often used way to "give face" (给面子 *gěimiànzi*); a concept which involves giving and receiving honor—they want to feel that what is given is satisfying and premium. Many gifts are given with the expectation that their contents will be re-gifted, such as to office staff, colleagues, or important contacts.

REQUIRED DOCUMENTS FOR IMPORTATION OF PRODUCTS INTO CHINA:

Necessary documents vary by product but may include standard documents such as:

- Bill of Lading
- Invoice
- Shipping list
- Customs declaration
- Insurance policy
- Sales contract
- Import quota certificate for general commodities (where applicable)
- Import license (where applicable)
- Inspection certificate issued by the General Administration of Quality Supervision
- Inspection, and Quarantine (AQSIQ) or its local bureau (where applicable)
- Other safety or quality licenses.

EXPORT PROCESS:



CHINESE RESOURCES ON REGULATIONS:

China has strict documentation requirements for the majority of imported food and agricultural products regarding quality, quarantine, origin, and import control. Products may also need to meet other criteria such as packaging requirements, pre-clearance (if applicable), treatment options, labeling requirements, and container conditions. In most cases, Chinese importers can provide enough information for exporters to assess trade feasibility. Some of the involved parties in the export/import process in China include:

Chinese Ministry Website:

- **China Ministry of Agriculture (MOA)** determines the standards and requirements for imported agriculture products. MOA issues the import permit.
english.agri.gov.cn
- **General Administration of Quality Supervision, Inspection and Quarantine of the Peoples Republic of China (AQSIQ)** is in charge of national quality, metrology, entry-exit commodity inspection, entry-exit health quarantine, entry-exit animal and plant quarantine, import-export food safety, certification and accreditation, standardization, and administrative law enforcement. Import and Export food safety Bureau/ Animal and Plant quarantine and supervision: www.aqsiq.gov.cn/ywpc
- **China Food and Drug Administration (CFDA)** is the food safety overseer in China; its responsibilities include: Develop draft laws/regulations/policies/plans for oversight of food, drugs, medical, and cosmetics, Recalls and disposes of problematic products, and Responds/investigates into food and drug safety incidents.

LIST OF DISTRIBUTION COMPANIES AND VALUABLE CONTACTS IN CHINA (CHINA-LAC 2018)

Lamei Food

👤 Juan Hernandez
General Manager
☎ +86 185 1736 8634
✉ juan@latinmeifood.com

Youteng Union Ltd

👤 Simon Xiong
☎ 0755-3685-7034
✉ simon@youtengvisa.com

China Council for the Promotion of International Trade CCPIT

👤 Ms. Sui Mengqing (Crystal)
✉ suimengqing@ccpit.org

World Grand Int'l Logistics

👤 Ann Leung
Deputy Project Manager
☎ 0756-3262168
✉ ann@worldgrand.com.cn



VISA APPLICATION PROCESS

Step 1: Visit website: <http://jm.china-embassy.org/eng/lsfw/hzqz/>

Step 2: Chose an appropriate visa category that best describes the main purpose of the visit to China

Categories	Description of Visa
F	Issued to those who intend to go to China for meeting, exchanges, study tours and other activities.
L	Issued to those who intend to go to China as a tourist.
M	Issued to those who intend to go to China for trade activities, commercial sport events, and other commercial activities.

Step 3: Prepare application form (FORM V.2013)

Step 4: Prepare Documents needed: Passport, Visa Application Form and Photo.

Step 5: Prepare Supporting Documents where needed. For an F visa it will require you to have an invitational letter issued by a relevant entity or individual in China. The invitation should contain:

- i. Information on the applicant (full name, gender, date of birth, etc.)
- ii. Information on the planned visit (purpose of visit, arrival and departure dates, place(s) to be visited, relations between the applicant and the inviting entity or individual, financial source for expenditures.



- iii. Information on the inviting entity or individual (name, contact telephone number, address, official stamp, signature of the legal representative or the inviting individual)

Step 6: Submit Required Documents, and Supporting Documents to The Embassy of the People’s Republic of China in Jamaica, along with payment. Visa Fees for regular services are as followed:

Entry	BELIZE, CAYMAN, OR OTHER COUNTRY
Single for 3 month	US\$37
Double for 6 months	US\$55
Multiple for 6 months	US\$74
Multiple for 12 months	US\$111

Payment Method: Bank Cheque in U.S. Dollar to The Embassy of the People’s Republic of China in Jamaica.

Step 7: Prepare return envelop of DHL or Fedex, get DHL Payer Account No. or Fedex Acct. No, and fill them in the shipment Waybill. DHL or international Air waybill (Fedex). Mail all the documents including the return envelop to the Embassy. Do not forget to write down the tracking number before mail out.

Receiver: Consular Section of the Embassy of People’s Republic of China in Jamaica

Address: 8 Seaview Avenue, Kingston, 10, Jamaica, WI

Telephone: 1-876-927-3871

