



New Zealand - China Food Safety Association Conference

Seminar Invitation

Food Safety and the Internet+

Brought you by  Crowe Horwath.

Auckland - 25th November
Christchurch - 26th November

You are cordially invited to attend our annual conference – either in Auckland or Christchurch. This year our theme is around: “Food Safety and the Internet+”.

Trading between New Zealand and China has soared since the bilateral FTA was signed in 2008 resulting in the food and healthcare industries reaching an historical trading-high last year. There is still great demand from the China market for New Zealand products. Both exporters and importers are keen to better understand and respond to both **compliance issues** and **good practice management** challenges, so as to further enhance trade opportunities. This conference is all about exploring those opportunities with key colleagues from China and from New Zealand.

This conference is our fourth annual event and this year we are proud to have Crowe Horwath as our event partner.

Keynote speakers include:

- Representative of AQSIQ
- Director of CCIC Group
- Director of Traceability Centre of CCIC
- Mr. Zhang Fan, Economic & Commercial Councillor of Chinese Embassy
- Hon. Philip Burdon Patron of NZCFSA
- Mr. Phil Mulvey, the COO of Crowe Horwath NZ
- Dr Keith McLea, CEO of ESR
- CEO of Beijing CP Commercial & Trading Co. Ltd.
(Major e-commerce platform in China; sales exceeding 7bn RMB/yr.)
- Representative of MPI
- Mr. Huang Wei Guo, Chairman of NZCFSA

[Further details to follow.]

The speakers will share issues and insight with you around: Chinese label registration through CIQ to secure advice re potential customs clearance exemptions; product traceability systems; Internet+ E-commerce and network marketing; and much more.

We look forward to seeing at the conference.

Registration: Please register with Susanna (susanna.chen@crowehorwath.co.nz)

Venue: Auckland - Heritage Hotel 11 Wyndham Street, Auckland.
Christchurch – BNZ Partners Centre 5 Sir William Pickering Drive, Burnside, Christchurch

Date & time: Auckland Wed. 25th Nov: 9:00 am - 3:00 pm
Christchurch Thurs. 26th Nov: 9:00 am - 12:30 pm

Cost: Free

This Conference is proudly sponsored by



ICBC New Zealand



Bank and New Zealand