

# 2021 CHEMLINKED FOOD DIGITAL WEEK

*" A Broader Vision of China Food  
Regulations and Market Trends "*

 **CHEMLINKED** × **REACH24H**

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June 21<sup>st</sup> – 25<sup>th</sup>, 2021 | Online

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# ABOUT CHEMLINKED FOOD DIGITAL WEEK

While COVID-19 has caused trade disruptions and affected the global economy, opportunity coexist with challenge. Governments formulate new policies and adapt regulations under the pandemic situation, demonstrating innovation in various industrial sectors. In this time of uncertainty and challenge, exchange of up-to-date information and proportionate solutions becomes more important than ever to make it through the crisis and seize the new opportunity. So we created ChemLinked Food Digital Week (CLFDW), a virtual platform for delegates around the world to come together and bridge gaps.

The Digital Week, organized by ChemLinked and REACH24H, **will feature one week of informative sessions on China latest food regulatory changes, policy and trend interpretations, and marketing strategies.** From health food or infant formula to cross-border ecommerce, we will have industry experts and government officials present on all the key topic areas to enable you receive updates on these regulations in China and speak directly to professionals.

**Get the most of your Food Digital Week experience!  
Join us for CLFDW 2021.**



## WHAT TO EXPECT



### Compliance

- ✓ 5 Days, 5 Thematic Sessions
- ✓ Focus on Health Food, Infant Formula, Pet Food, CBEC, and more Imported Food Compliance policies and tips



### Communication

- ✓ 15+ Speakers, Live Q&A Sessions
- ✓ A unique opportunity to communicate with regulatory experts, government officials, and industry leaders.



### Connection

- ✓ 5000+ Viewers from Different Regions
- ✓ Sidestep travel restrictions for attendees to share knowledge and connect with global entrepreneurs, opinion leaders and more peers.

# WHO SHOULD ATTEND

You will specially benefit from this conference if your business is aligned with the following:



Food Import & Export



Food Marketing



Food Regulatory Affairs



Food Traceability



Natural & Health Foods



Cross-border E-commerce



Compliance Management



Pet Foods & Feeds



Dairy Products & Infant Formula



Food Production, Processing & Packaging

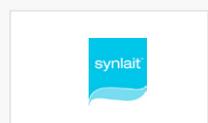


Food Safety Management & Supervision



Government Food Regulatory & Policy Making

# SOME PREVIOUS ATTENDEES



# AGENDA

## DAY ONE / Monday, 21 June (GMT+8)

### SESSION 1: IMPORTED FOOD COMPLIANCE POLICIES

TIME	TOPIC	SPEAKER
10.00am	Opening Speech	
10.15am	Decoding the New Obligations for Food Market Access in China	China GAC Officials
11.00am	Interpretation on China New Food Labeling Regulations	<b>Yilia YE</b> Senior Regulatory Analyst REACH24H Consulting Group
11.45am	Understanding China's New Requirements for Advertisement and Product Claims	<b>Anne PENG</b> Senior Regulatory Consultant REACH24H Consulting Group

- The **Session 1** is free of charge and you can attend simply by registering for it.

# AGENDA

## DAY TWO / Tuesday, 22 June (GMT+8)

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### SESSION 2: HEALTH FOOD

TIME	TOPIC	SPEAKER
10.00am	Cross-Border E-Commerce: New Opportunity for Imported Health Food to Enter the Chinese Market	<b>Zhongpeng ZHANG</b> Director, Department of Health & Nutrition China Chamber of Commerce for Import & Export of Medicines & Health Products
10.45am	Health Foods in China: Market Trend and Practical Guidance	<b>Feng QIAN</b> Director of Regulation Department Zhejiang Health Product&Cosmetics Industry Association
11.30am	Latest Updates of China Health Food Registration and Filing Regulations	<b>Elyse CHEN</b> Senior Regulatory Analyst REACH24H Consulting Group

# AGENDA

## DAY THREE / Wednesday, 23 June (GMT+8)

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### SESSION 3: DAIRY AND INFANT FORMULA

TIME	TOPIC	SPEAKER
10.00am	Decoding New GB standards for Infant Formula Food	<b>Yuanzhao YU</b> Senior Regulatory Analyst REACH24H Consulting Group
10.45am	Opportunities and Challenges of Exporting Infant Formula to China	<b>Jan CAREY</b> CEO Infant Nutrition Council
11.30am	New Era of Infant Formula Registration-Situation, Pitfalls and Solutions	<b>Daisy LUO</b> Food Regulatory Specialist REACH24H Consulting Group
12.15pm	China Dairy Industry: Regulation Dynamics and Business Opportunities	<b>Yilia YE</b> Senior Regulatory Analyst REACH24H Consulting Group



# AGENDA

## DAY FOUR / Thursday, 24 June (GMT+8)

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### SESSION 4: PET FOOD

TIME	TOPIC	SPEAKER
10.00am	China's Imported Pet Food Market: Growth, Trends, and Forecasts	<b>Shine HU</b> Research Analyst REACH24H Consulting Group
10.45am	Analysis of China's Latest Pet Food and Animal Feed Regulations	<b>Lennie TAO</b> Regulatory Analyst REACH24H Consulting Group



# AGENDA

## DAY FIVE / Friday, 25 June (GMT+8)

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### SESSION 5: CROSS BORDER E-COMMERCE

TIME	TOPIC	SPEAKER
10.00am	An Insight of Chinese Cross-Border E-Commerce Market and Regulations	<b>Jocelyn SUN</b> Brand Strategist REACH24H Consulting Group
10.45am	The "Game Rules" of Douyin Cross-Border e-Commerce Business Eco-system	<b>Dean HE</b> Co-Founder Shanghai Xinmu Culture & Media Co.,LTD
11.30am	Localization and Empower your Brand via Chinese Social Media	<b>Andrea GOTTSCHALK</b> Social Media Strategist Digiant Global
12.15pm	Closing	



# SPEAKERS



## Feng QIAN

Director of Regulation Department,  
Zhejiang Health Product & Cosmetics Industry Association

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Feng Qian, graduated from Wageningen University in the Netherlands, major in Food Fermentation & Emzymology, Senior Engineering of Food R&D. 10+years career in Food industry, worked as R&D Director in a famous infant food company, now working as a regulation consulting manager in a nutrition & health Association.

## Andrea GOTTSCHALK

Social Media Strategist, Digiant Global

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Andrea is an Argentinean national with rich international experience in China business development, e-marketing, and content management.

Educated in Argentina and New York, Andrea moved to China in 2014 and has been living in Beijing since then helping local companies with their international strategy.



## Zhongpeng ZHANG

Director, Department of Health & Nutrition  
China Chamber of Commerce for Import & Export of Medicines & Health Products

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Mr. Zhang graduated from China Pharmaceutical University with a Master. He is the director of the Department of Health & Nutrition of the China Chamber of Commerce for Import and Export of Medicines & Health Products (CCCMHPIE), the general secretary of HEALTHPLEX, the director of the Office of Standard Certification of the Foreign Trade of the Green Trade, and a member of the editorial committee of China Contemporary Chinese Medicine. He is devoted to coordinating and promoting the international trade of medicine and health products and analyzing the trade statistics of the market home and abroad. He specializes on the policy and the market trend of the health product industry home and abroad. He is responsible for the international cooperation, projects connection, strategic development and brand support of those outstanding dietary supplement companies. Apart from these, he has published 2 books and 50 academic papers.



## Jan CAREY

CEO, Infant Nutrition Council

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Jan Carey has been the CEO of the Infant Nutrition Council since it was formed in 2009. Jan was also the Executive Director of both the Infant Formula Manufacturers' Association of Australia (IFMAA) and the New Zealand Infant Formula Marketers' Association (NZIFMA) for the two years before that.

Prior to her appointment Jan was responsible for driving the work of the not for profit organisation SIDS and Kids, Australia and maintaining the successful public health campaign to reduce the risk of Sudden Infant Death Syndrome (SIDS).

During her time at SIDS and Kids from 1994 to 2006, Jan was influential in expanding the SIDS organisations' research and family services both nationally and internationally into the perinatal area to include stillbirth and neonatal death.

She was Chair of SIDS and Kids Scientific Advisory Committee, a member of the international Global Strategy Task Force for education and SIDS and Kids' representative on SIDS International from 2001. She was also an Executive Board member of the International Stillbirth Alliance from 2004 to 2007 and is a co-founder of the Australian and New Zealand Stillbirth Alliance (ANZSA).

## Dean HE

Co-Founder, Shanghai Xinmu Culture & Media Co., LTD

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Yuqi He graduated from the Queen Mary University of London with a master's degree in marketing. Mr. He, as the Country Manager of the international marketing department, has worked for China International Beauty Expo. After years of communicating and helping foreign brands enter the Chinese market, Dean founded an enterprise focusing on the Douyin operation and targeted overseas FMCG brands. Areas of expertise: FMCGs(e.g., cosmetics & food), marketing strategies, clean beauty, fashion trends, luxury products, consumer behaviors.





## Yilia YE

Senior Regulatory Analyst, REACH24H Consulting Group

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Yilia is head editor of Chemlinked food portal and also an experienced food regulation analyst at REACH24h Consulting Group. Her broad experience in the food sector in China has afforded her unique insight on key areas including CBEC, dairy products, infant formula and health food. She is recognized as a knowledgeable expert in food regulation sector and has delivered speeches in multiple industry conferences such as Dairy Asia Pacific Summit 2018.

## YuanZhao YU

Senior Regulatory Analyst, REACH24H Consulting Group

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Graduated from NCSU with a master's degree in food science and worked in food industry for 8 years. As a food regulatory specialist in REACH24H, my job is dealing with the food related consultations, providing advice and written reports to our customers. This mainly includes compliance analysis for any specific food product intended to export to China, and assistance in preparing complicated registration application documents for those special foods such as infant formula and new food additives.



## Daisy LUO

Senior Regulatory Analyst, REACH24H Consulting Group

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Daisy Luo is a food regulatory specialist in REACH24H Consulting Group. She has a master of nutrition and food science from the Chinese University of Hong Kong. Prior to joining REACH24H as a food regulatory specialist, she was a senior researcher in a factory which is producing infant formula and solid beverage. She has worked in food related field for many years (since 2014), and she has an in-depth study of the Chinese food industry and food related regulations. Especially, infant formula recipe registration and new food additive application are her best projects.



## Elyse CHEN

Senior Regulatory Analyst, REACH24H Consulting Group

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Elyse Chen obtained a Master's degree in food science from China Agricultural University and has an in-depth understanding of Chinese health food regulations. 7 years working experience in health food registration and filing has made Elyse an expert in this area. Up to now she has taken charge of more than 50 health food registration and filing cases and assisted multiple enterprises to successfully enter the Chinese market.





## Lennie TAO

Regulatory Analyst, REACH24H Consulting Group

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Lennie Tao is a food regulatory affairs news editor working at ChemLinked. She graduated from Sichuan International Studies University with a master's degree. Lennie has a vast array of experience and is a regular attendee of China special food training programs and forums. Lennie has a broad range of experience in the food sector, and also has a great understanding of China infant formula regulatory requirements and China health food regulatory requirements.

## Jocelyn SUN

Brand Strategist, REACH24H Consulting Group

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Jocelyn Sun is a brand strategist providing market entry and localization consultancy services, from market entry (general trade and cross-border e-commerce), online store opening, distributor selection to long-term operation and management. Jocelyn graduated from the Queen Mary University of London with a master's degree in marketing. She used to be an FMCG regulatory and market research analyst, and this experience makes her establish systematic importation procedure knowledge. Jocelyn possesses extensive experience in attending industrial conferences (China Dairy Products Annual Conference, CIIE, etc.), and has been invited to speak in many influential forums (FHC, CBBC, etc.).



## Shine HU

Research Analyst, REACH24H Consulting Group

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Shine Hu graduated with two masters of English translating and interpreting from Macquarie University and Wuhan University. She previously worked at Xinhuanet, the official portal of Xinhua News Agency and reported China economy and business updates and now work for ChemLinked Market Team. She mainly focuses on market updates of imported consumer products in China and has published a quite number of market analysis articles on the website & involved in several customized research projects. Areas of expertise: dairy, infant formula, cosmetics, health food, maternal and infant nutrition.

## Anne PENG

Senior Regulatory Consultant, REACH24H Consulting Group

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Anne is a food regulatory analyst working with ChemLinked with expertise in China food regulations, food importation processes and related requirements. Her primary strength is on the regulatory requirements of infant nutritional products, dairy products, health and nutritional foods and food/beverages for special medical purposes in China.

# REGISTRATION

## DAY PASS

\$ **129** /person

(ChemLinked Premium Member)

\$ **258** /person

(Non-Member)

Each Day Pass provides full one day access to the Digital Week include:

- 2+ hours of keynote presentations (you can choose any one of the 5 sessions to participate)
- Access to communicate with experts
- Access to recordings of the day's content post-event

## WEEK PASS

\$ **299** /person

(ChemLinked Premium Member)

\$ **598** /person

(Non-Member)

The Week Pass provides full access to all 5 days of the Digital Week:

- Daily keynote presentations
- Access to communicate with experts
- Access to all recordings of the conference content post-event
- 1-hour free consultation on food regulatory compliance or market entry

**20% OFF** Regular Price



**Early Bird** (until May 20)

\* If you are paid membership with ChemLinked, please enter the **promotional code** we sent to you via the email invitation before making payment.

\* Once completing the payment, you will receive a confirmation email with an access link to enter the session(s) you have registered for.

## *Cancellation Policy*

If you are unable to attend the CLFDW 2021, you must contact ChemLinked no later than 30 days prior to the day of the event. A cancellation fee of USD 100 will apply to cover the costs incurred in relation to your registration. No refunds are available for cancellations made within 30 working days of the event.

# SPONSORS & MEDIA PARTNERS

## Sponsorship Opportunities

ChemLinked Food Digital Week 2021 will offer the following sponsorship packages that may allow your organization to maximize branding exposure and networking opportunities at this unique industrial digital event.

### Sponsorship Benefits

Sponsor Benefits		Diamond Sponsor (\$5,000)	Gold Sponsor (\$2,000)	Speech sponsor (\$3,000)
Session Passes	Complimentary tickets to the event	5	2	2
	Discount for extra registrants	20% off	10% off	10% off
Brand Awareness	Verbal acknowledgement in the opening session	✓	✓	✓
	Company listing on the event brochure	Logo & description	Logo	Logo
	Company listing on the webpage	Logo & description	Logo	Logo
	Logo on the event backdrop	✓	✓	✓
	Logo in the event invitation emails	✓	✓	✓
	Mention in our company annual report	✓	✓	✓
	Special thanks in our company annual report	✓	X	✓
	Logo on the event flyer	✓	✓	✓
Communication	Mention in the pre-event social media accountment	✓	✓	✓
	Mention in the post-event press release	✓	✓	✓
Direct Marketing	Commercials (up to 30 seconds) played in the gap between speeches	✓	X	X
Sponsored Content	Sponsored speech	X	X	✓
	Sponsored poster in the post-event PPT	✓	X	X
	Sponsor services introduction in the newsletter	✓	X	X
Sponsor / Attendee Interaction	Electric copy of attendee list	✓	✓	✓
	ChemLinked to support for certain sponsor /attendee interaction	✓	X	X

We can also create tailored sponsorship packages to suit your needs and budget. To find out more about how to become a sponsor of CLFDW 2021, please contact Ms. Kallen Chen at [0086-571-8710-3822](tel:0086-571-8710-3822) or [kallen.chen@chemlinked.com](mailto:kallen.chen@chemlinked.com).

## Media Partner Opportunities

Become our media partner to further the reach of your publication or association. The partnership will give you access to our audiences through a range of pre-event and on-site branding opportunities.

For specific media requests, please get in touch with Ms. Kallen Chen.

## Event Partners



Italian Trade Agency - ITA is the government organization which promotes the internationalization of the Italian companies, in line with the strategies of the Ministry of Foreign Affairs and Inter-national Cooperation ITA provides information, support and advice to Italian and foreign companies, helps to develop, facilitate and promote Italian economic and trade relations with foreign countries, focusing on the needs of SME, their associations and partnerships.



Embassy of the Czech Republic  
捷克共和国驻华大使馆

The main mission of the Commercial and Economic Section of the Embassy of the Czech Republic in Beijing is to promote Czech exports in China, which is achieved by providing basic information about the Chinese economic and business environment, identifying business opportunities, providing support in communication with the local institutions and SOE's, assisting in organizing business missions of Czech companies to China and supporting the participation of Czech companies in local fairs.



China-Britain  
Business Council  
英中贸易协会

The China-Britain Business Council (CBBC) is the leading organisation helping UK companies grow and develop their business with China. We help companies of all sizes and sectors, whether new entrants or established operations.

CBBC has worked with China for 60 years and our team has extensive experience of doing business there. We offer practical in-market assistance, services, industry initiatives and a membership programme delivering access, seminars and networking.



The Infant Nutrition Council represents the interests of the infant formula industry in Australia and New Zealand which advocates optimal nutrition for all infants. Its membership is made up of traditional multinational companies; well established local companies; formula manufacturers; and ingredient manufacturers and suppliers;

The Infant Nutrition Council's objective is to improve infant nutrition by supporting the public health goals for the protection and promotion of breastfeeding and, when needed, infant formula as the only suitable alternative.

INC also works with local and international regulators to advance infant nutrition. INC advocates to ensure that the regulatory environment includes the benefits provided by global research and the consideration of global trade and harmonisation with international food standards.



Complementary Medicines Australia is the peak body representing the complementary medicines industry, with members drawn from across the sector, including manufacturers, importers, exporters, raw material suppliers, wholesalers, distributors and retailers. CMA represents the industry in supporting appropriate regulation, promoting the benefits of complementary medicines as an important health care option, and championing international trade for Australian products.

CMA is the principal reference point for members, the government, the media and consumers to communicate about issues relating to the complementary medicines industry. CMA is proud to work closely with the TGA and other Australian government agencies, such as Austrade and DFAT, to ensure a strong and sustainable industry. It is CMA's aim to improve public health and wellbeing through education and information, and to support the responsible promotion of complementary medicines.

## Media Partners





## ABOUT CHEMLINKED

ChemLinked, launched by REACH24H Consulting Group in 2012, is now a leading comprehensive regulatory information and market insights online platform. We focus on meeting the growing demand for clear and concise regulatory advice and market intelligence involving Chemical, Food, Cosmetic, Agrochemical, Pharmaceutical industry in Asia Pacific regions especially China.



CHEMICAL



FOOD



COSMETIC



BAIPHARM



AGROCHEMICAL

Backed by a multidisciplinary team of scientists, compliance specialists and language experts, ChemLinked provides professional one-stop regulations and market access services for domestic and foreign brands, manufacturers, trade logistics, raw material enterprises, retailers, distributors, regulators, as well as government departments, industry associations and research institutions. Over the years of constantly growing, ChemLinked has received high praise and now counts on 50,000+ registered members and 40,000+ newsletter recipients from more than 100 countries.

We look forward to seeing you at our future events.

**50,000 +**

Registered  
Members

**150,000+**

Monthly  
Page Views

**30+**

Industry  
Specialists

**10**

Years of  
Experience



## How to Start

It's quite easy to work with ChemLinked. Whether you choose free or premium membership, a range of amazing benefits apply.



### STEP 1 Register for Free

Create a ChemLinked Account for quick and easy access to our FREE resources including regulatory news, pedia-articles, webinars, newsletters and E-publications.



### STEP 2 Apply for a Free Trial

We offer a 14-day free trial so you can try our premium privileges and explore the features of our services.



### STEP 3 Take Premium Services

If you need more features than free account can give you, look at our premium membership options and choose a plan that suits your needs.

## Contact Us

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