

Opportunities in the Chinese Market

Practical approach to export alcoholic beverages to China



Who we are

The Company is founded by Casper Ø. Eskild and Na Xu in 2016. We have several years of combined experience with various cross border activities between Denmark and China. We offer a broad range of services such as; company start-up, product- and services sourcing, formal product approvals (online / offline) for direct sales in China, including product registration, documentation translation, IPR, logistics and customs clearance. OumEco Trading also offers assistance in marketing, selling and distributing products through online / offline marketing platforms.



1. About OumEco Trading

- Danish based consulting and trading Company specializing within Fast Moving Consumer Goods (FMCG)
- Provide knowledge to Danish companies thus helping them to better understand how to get started selling online and offline to consumers in mainland China
- We offer to introduce you to our network of distributors, ecommerce agents, and logistics partners that you need to work with to start selling to consumers in China

3. step-by-step guide in exporting to China

- Step 1: **Registration for Importers and Exporters of Imported goods**
- Step 2: **Importer Filing and Label Filing at China Inspection and Quarantine (CIQ)**
- Step 3: **Documentation preparation and CIQ inspection**
- Step 4: **Organise shipping/Freight**
- Step 5: **Sample inspection to clear Chinese Customs**
- Step 6: **Goods arrive in warehouse in tax or non-tax free zone**

Step 1: Registration for Importers and Exporters of Imported goods

- Consignor, consignee and factory need to register in China's Import and Export Food and Cosmetic Supplier Recordation System.
- For manufacture this includes legal documentation and identification



Step 2: Importer Filing and Label Filing at China Inspection and Quarantine (CIQ)


- For first-time imported products, the Chinese and foreign labels shall be provided, and the Chinese Customs shall examine the labels and make recordation before the import.



Step 3: Documentation preparation and CIQ inspection



Chinese import requires the consignor to issue the relevant certificates:

- Certificate of origin
 - Health certificate / plant inspection certificate foreign official
 - Certificate of Composition analysis
 - Bottling date certificate manufacturer
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Step 4: Organise shipping/Freight

- Choose port of arrival
- Arrange pick-up and shipping with designated logistic company
- Ensure you have all relevant documents ready for inspection



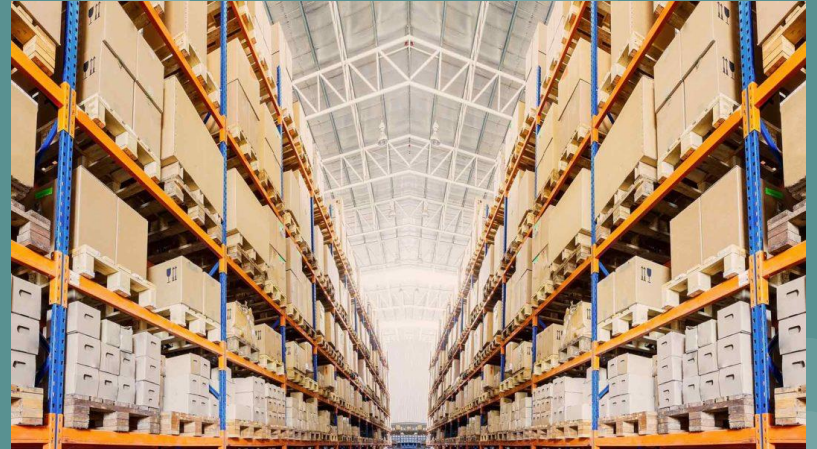
Step 5: Sample inspection to Clear Chinese Customs

- Goods are inspected Chinese customs
- After clearance products are ready to shipped to non-free trade or free-trade zone



Step 6: Goods arrive in warehouse in tax or non-tax free zone

- After clearance products are shipped to designated warehouse
- Products released directly to non tax-free zones
- Tariffs and Tax



Summary

Often in China, the fundamental barrier to success is less about identifying opportunities but more about the inability to understand the Chinese language, culture, and the dynamic rules of business and government policies. Market has become more mature and regulated.

Ecommerce is not the only option;

- physical stores
- Company purchases
- Gift packages
- Holidays and festivals

China is dynamic and might change its regulation tomorrow

Thank you!

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