

## Media Release

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### **CMA Industry Events an Opportunity to Showcase Capabilities to Chinese**

Complementary Medicines Australia (CMA) is pleased to host a Chinese delegation for this week's industry events, the Innovation Seminar & Supplier Expo, Annual Conference and Industry Awards, held in Sydney, to showcase the capabilities of the Australian complementary medicines sector to our Chinese colleagues.

Speaking today at the CMA Annual Conference, Mr Carl Gibson, ceo of CMA, said: "It is invaluable to support such trade delegations, especially to attend events such as the innovation expo and annual conference. The delegation from China provides the ability to promote greater engagement between Chinese stakeholders and members of the Australian complementary medicines industry."

"Members of the delegation will have an excellent opportunity for networking and business development, with over 400 industry attendees at these events. I'm certain that this engagement will promote even stronger ties between Chinese stakeholders and members of our industry."

"The demand for complementary medicines is growing rapidly in China as an increasingly health-conscious population take a strong interest in their health and wellbeing. The recently published *2017 Complementary Medicines Industry Audit* showed that the industry has grown to revenues of \$4.7 billion, partly as a result of increased demand from consumers in both the domestic and international markets. Currently, more than half of our exports are going to China."

"We are fortunate that Australia's complementary medicines industry is backed by a regulatory regime that is regarded as one of the strongest in the world, and that our products hold a global reputation for exceptional quality and safety standards."

"Trade with international markets is crucial for the long term prosperity of the Australian complementary medicines industry, and China, in particular, is a very significant trading partner," Mr Gibson went on to say.

***Promote Australia–China Engagement during CMA Innovation Expo and Conference is supported by the Australian Government through the Australia-China Council of the Department of Foreign Affairs and Trade.***



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#### **For Media Interviews or Further Information Contact:**

CMA, Chief Executive

Carl Gibson

+61 457 028 974