

Media Release

19 June 2017

CMA Congratulates Blackmores for China Quality Authority Appointments

Complementary Medicines Australia (CMA) has today welcomed the news that well-renowned Australian natural health company, Blackmores, has been appointed to a key leadership advisory role to the China Association for Quality Inspection (CAQI).

Speaking from the Healthplex Expo in Shanghai, China, where CMA is leading a delegation of Australian industry leaders, chief executive officer, Mr Carl Gibson, said: “we welcome this appointment as an endorsement for Blackmores and for the quality and exceptional reputation of Australian complementary medicines.”

“CMA would also like to congratulate Blackmores Managing Director, Asia, Mr Peter Osborne, for his appointment as Vice Chairman of CAQI’s Advisory Committee, as he will have the honour of being the first foreign citizen to hold a CAQI board position.”

“I believe these appointments are representative of the respect that China has for Blackmores and for Australia’s stringent manufacturing and regulatory standards. The regulation of complementary medicines in Australia by the Therapeutic Goods Administration (TGA) as medicines, including the requirement to meet standards around Good Manufacturing Practice (GMP), means a regulatory vigour that is one of the most highly regarded in the world,” said Mr Gibson.

“Australian complementary medicine brands are well placed to continue to be popular and highly-regarded in China. The industry has seen the value of complementary medicines exports double in just two years. More than half of these exports are destined for China and Hong Kong, with the top five export countries sitting in the Asian-Pacific region.”

China’s demand for health products is expected to grow significantly over the next decade, driven by the needs of an ageing population and growing middle class. The Chinese Healthfood market alone – which includes vitamins and minerals, herbal extracts and Traditional Chinese Medicine – is currently valued at US\$30 billion and is projected to grow by 10 per cent every year until 2025.ⁱ

“Our industry holds great potential to continue to grow, to contribute further to our exports and the strength of high-skilled local manufacturing, and to leverage our strong international branding for excellence,” Mr Gibson went on to say.

ENDS

ⁱ Austrade (2017) Complementary Medicines in China: A guide for Australian business

For Media Interviews or Further Information Contact:

CMA, Chief Executive

Carl Gibson

+61 457 028 974