

CMA Media Release

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China Shared Future Policy Welcomed by Australian Complementary Medicine Industry

Speaking from the China International Import Expo (CIIE), chief executive of Complementary Medicines Australia (CMA), Mr Carl Gibson, has today welcomed the announcement that China will continue to expand the opening up of the market, for a shared future.

Mr Gibson said: “China will expand its free trade zones, and provide more certainty and confidence for e-commerce rules for imported products; this is very welcome news for the Australian complementary medicines industry.”

“Australia is on the verge to overtake the USA as the number one importer of complementary medicines into China. Our products are well recognised as a premium brand in the complementary medicines sector, thanks to our strict quality and safety manufacturing standards and Australia’s clean and green reputation.”

“The recent high demand for Australian products has boosted jobs in the complementary medicines sector in Australia across a range of areas, including manufacturing, scientific evaluation and research.”

“The Chinese Government has made health a priority, with the Healthy China 2030 vision being central to all policy making. Supported by strengthened e-commerce rules, this provides huge potential for Australian complementary medicines.”

“The demand for complementary medicines is also growing rapidly in China due to an increasingly health-conscious population taking a strong interest in their health and wellbeing. 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.”

“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, with more than half of our exports destined for China and Hong Kong. With over 60 per cent of companies in the sector engaged in exporting, and Australian brands increasingly being recognised internationally, ours is an industry with huge potential to become a long-term success story,” said Mr Gibson.

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

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