

## **CMA Media Release**

**8 June 2018**

### **Mission to Shanghai – CMA hosts Australian Pavilion at Healthplex**

In a little over a week's time, Complementary Medicines Australia (CMA) will be hosting the inaugural Australian Pavilion at the Healthplex expo in Shanghai, showcasing several well-known Australian complementary medicines brands and involving over 110 delegates.

Mr Carl Gibson, ceo of CMA said: "Thanks to overwhelming support, the CMA Australian Pavilion was quick to sell out, with leading industry players keen to unite to promote Australia's exceptional manufacturing standards, quality products and innovation, supported by the strength of 'brand Australia'."

"CMA has been working closely with each of our exhibitors to ensure the Australian Pavilion at Healthplex is a huge success."

Australian Pavilion exhibitors include:

- Blackmores;
- Caruso's Natural Health;
- Integria Healthcare;
- Lipa Pharmaceuticals Ltd;
- PharmaCare Laboratories Pty Ltd (Nature's Way);
- Sanofi Consumer Healthcare (Australia & New Zealand); and
- Swisse Wellness.

"As well as exhibiting, CMA's delegates will meet with a number of Chinese and Australian Government officials, and Chinese industry stakeholders, building stronger ties between Chinese stakeholders and members of the Australian complementary medicines industry."

"Australia is recognised as a premium brand in the complementary medicines sector, stemming from our strict quality and safety manufacturing standards and Australia's clean and green reputation. 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 the potential to become a long-term success story."

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

CMA, Chief Executive

Carl Gibson

+61 457 028 974

“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 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.<sup>i</sup>”

“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. It is invaluable that the industry is combining under the CMA Australian Pavilion to promote Australian brands with a united voice,” Mr Gibson said.

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<sup>i</sup> Austrade (2017) Complementary Medicines in China: A guide for Australian business