



Producer Involvement Information Pack

The Tastes of Europe Campaign

China 2015

Updated on September 14, 2015



Information about the promotion campaign, events and opportunities for producer involvement



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Dear producer,

Welcome to the Producer Involvement Information Pack. This document provides you with an update and participation details for the Tastes of Europe campaign events in China from September to December 2015.

Please read the guide carefully in order to ensure a smooth running of your participation in the events.

In the following pack, you will find useful information about:

- The Tastes of Europe campaign
- Campaign events and activities
- The campaign exhibition stand
- Producer requirements to participate in the campaign
- Various participation opportunities
- The logistics of cooperating in each event

For further questions and comments, please do not hesitate to contact us.

We look forward to working with you!

Best regards,

The organisers' team

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I. Tastes of Europe Campaign

a. Introduction

The Tastes of Europe Campaign is promoting the EU Quality Schemes of Geographical Indications. The Geographical Indications (GI) consist of PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication), which encourage diverse agricultural production, protect product names from misuse and imitation and help consumers by giving them information concerning the characteristics and benefits of GI products as a guarantee of authenticity, quality and safety, tradition and heritage.

This year the campaign is designed to raise awareness of these schemes through a launch event, seven roadshows from May to December 2015 in Beijing, China as well as online activities, including social media. The launch event and roadshows have been organised around a 200 square meter GI Market Place exhibition stand where seven main GI product categories are displayed: Cheese, Ham & Meat, Olives & Oils, Wine, Beer, Spirits, and other products. Within the exhibition stand, there is a digital interactive display for visitors to learn more about EU GI products, which are linked to the online campaign and social media in both Chinese and English. Along with the seven roadshows, a GI wine tasting event, GI spirits tasting event and two EU GI Quality Scheme workshops will be organised as side events from September to December.

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b. Campaign Objectives

- **To create awareness** among the Chinese consumers and media about the characteristics and benefits of GI products, as a guarantee of authenticity, quality and safety, tradition and heritage; and ultimately to drive consumer sampling and purchase of these products;
- **To create and strengthen the ties** between European producers and Chinese importers, distributors, and retailers, resulting in increased business transactions and ultimately sales of EU GI products in China;
- **To present to the Chinese authorities** (AQSIQ, MOA, SAIC, MofCom) **the value of the GI system** and its core pillars. To deepen the understanding of the GI system and highlight key elements thereof such as quality, reputation and other features associated with the place of origin, particularly in the context of deepening bilateral ties.
- **To increase knowledge of the true origin of GIs**, helping fighting counterfeited or usurped GI goods.

c. Campaign Target Audience

- **Consumer (and Media):** To create increased awareness among the Chinese consumers and media about the characteristics and benefits of EU PDO/PGI products, as a guarantee of authenticity, quality and safety, tradition and heritage; and ultimately to drive consumer sampling and purchase of these products.
- **Authorities:** To demonstrate to the Chinese authorities (AQSIQ, MOA) the value of the PDO/PGI system of protection and its core pillars, such as its qualities, reputation and other features associated with the place of origin, particularly in the context of deepening bilateral ties. Improved enforcement of PDO/PGI legislation with respect to EU Protected Designation Produce.
- **Professional buyers (Business):** To raise awareness among the Chinese trade about the opportunities to build new alliances with EU agro-food producers.





d. Campaign Events

The upcoming campaign events to be arranged from September to December 2015 include monthly roadshows, a GI wine tasting event, a GI spirit drinks tasting event and two EU GI Quality Scheme workshops.

DATE	EVENT
September 19-20	Roadshow No. 4 CapitaMall Crystal No.51 Fuxing Road, Haidian District, Beijing - Map
September 23	GI Wine Tasting Event Isola Restaurant, N3-47, 3/F, Building 3, Taikoo Li North, 11 Sanlitun Street, Chaoyang District, Beijing - Map
October 17-18	Roadshow No. 5 New Yansha Shopping Centre No.1 Yanda Road, Haidian District, Beijing - Map
October 26-31	Study visit to Europe for Chinese media and Key Opinion Leaders United Kingdom and Portugal
November 14-15	Roadshow No. 6 and Visit of Phil Hogan, European Commissioner for Agriculture and Rural Development: Buffet Dinner and Match-Making Event Indigo Lifestyle Mall No.18 Jiuxian Road, Chaoyang District, Beijing, China - Map
November 16	GI Spirit Drinks Tasting Event Embassy of Poland, 1 Ritan Road, Chaoyang, Beijing - Map
November 18	EU GI Quality Scheme Workshop I. & Networking Event World of Food Fair, China National Convention Centre No.7 Tianchen East Road, Chaoyang District, Beijing - Map
December 5-6	Roadshow No. 7 Xin Ao Shopping Centre (tbc) No. 9 Hujing East Rd, Chaoyang District, Beijing - Map
December 9	EU GI Quality Scheme Workshop II. Four Seasons Hotel (tbc)





i. Roadshows

The GI Market Place exhibition stand will be displayed in various shopping malls and high-end venues across Beijing for a full weekend each month from September to December 2015. As part of the roadshow, Chinese consumers are invited on a 'journey of discovery' which includes a touch screen digital interactive display and exploring each of the seven GI categories on display: cheese, ham & meat, olives & oils, wine, spirits and beer. The daily programme includes live cooking shows, tasting samples of each category, an "Ask the Producer" session, "Ask the Expert" session, and quizzes with 'Tastes of Europe' prizes. The roadshow campaign is complemented by an online and social media campaign throughout the year.

Producer Participation:

1. Send a representative to introduce their products during the **"Ask the Producer" session**. This session provides producers with the opportunity to describe the product's origin, characteristics, and production process. Our bilingual host begins the discussion with the producer representative, then welcomes questions from the Chinese visitors at the exhibition stand. During this session, **product samples** are offered to allow visitors to experience the product while learning about its origin.
2. Offer **product samples** to visitors on the exhibition stand. One hour each day is dedicated to the sampling and promotion of each product category (ham & meat, cheese, olives & olive oil, wine, beer and diversity). The MC presents a short description about the product, the history, production process and origin. This session has proven to quickly attract attention and gain a positive response from Chinese consumers.
3. **Display products** on the GI Marketplace Exhibition Stand. Examples of display products include the packaged GI products with the PDO or PGI label and any ingredients, props or tools used in the production of these products.

For example images of each participation method, please see [Annex 1](#).

ii. GI Wine Tasting Event

Date & Location: September 23, Isola Restaurant

Attendees: Chinese buyers in the wine sector, Chinese F&B media representatives

Objective: To raise awareness of the EU GI Quality Schemes to a target audience of Chinese food media and buyers and build capacity of GI products in China by emphasizing the quality, tradition, variety, safety, authenticity and heritage behind GI products.





EU GI wine producers may promote their wines by either:

1. **Sponsoring 4 bottles of wine** for tasting along with any **promotional items or product information**;
2. Sending a **producer representatives to speak** about the wine products;
3. Provide products or promotional items for **10 GI gift baskets** to be given to the media.

iii. Study Visit to Europe

Date & Location: October 26-31, United Kingdom and Portugal

Attendees: Chinese F&B media representatives and key opinion leaders

Objective: To engage with the Chinese media and opinion leaders allowing them to experience the PDO/PGI products at the source and learn about the quality, heritage and other special features of the products. This includes organising:

- Visits to farms, vineyards, processing facilities;
- Learning from cooking demonstrations highlighting GI ingredients;
- Attending EU GI Quality Scheme workshops; and
- Participating in discussions with EU production chains, marketing departments, and food safety and quality control authorities.

Producer Participation: not requested.

iv. Roadshow No. 6 and Visit of Phil Hogan, EU Commissioner for Agriculture and Rural Development: Buffet Dinner and Match-Making Event

Date & Location: November 14-15, Indigo Shopping Mall

Attendees: Phil Hogan, EU Commissioner for Agriculture and Rural Development, business delegation of EU GI producers, EU officials, Chinese media, buyers, importers and distributors.

Objective: To raise awareness of and promote the EU GI Quality Schemes in the context of the DG Agriculture Commissioner's visit with a business delegation of European GI producers. For further education of PDO and PGI products, the visit will take place at the Tastes of Europe November roadshow along with a match-making event with Chinese buyers.

Producer Participation:

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1. A select number of European GI producers may **send representatives** to visit the Tastes of Europe roadshow, attend the **buffet dinner with Commissioner Phil Hogan** and participate in the **match-making event** with Chinese buyers, distributors and importers.
2. Sponsor products or promotional items for **210 GI gift baskets**
3. Provide **sample products** and/or **display products** for the Tastes of Europe exhibition stand for the weekend roadshow
4. Provide GI products to be served in the **GI buffet dinner** for 150 guests.

v. GI Spirits Tasting Event

Part I. Introductory seminar for EU GI spirit drink producers accessing the Chinese market

Part II. Workshop on EU GI spirit drinks for Chinese buyers

Part III. GI spirit drinks tasting with buffet reception

Date & Location: November 16, The Embassy of Poland

Attendees:

Part I. Seminar attendees: EU GI Spirit Drink producers

Part II. Workshop attendees: Chinese buyers and Chinese F&B media

Part III. Buffet attendees: Both EU GI

Objective: To introduce the quality, history and production methods of EU GI spirit drinks in the context of the EU GI Quality Schemes, as well as, to present the best methods of serving and pairing GI spirit drinks with other quality GI products.

Producer Participation: All European GI spirit drink producers are welcome to participate by

1. **Attending the introductory seminar** on Chinese market access
2. **Sending a representative** to attend the workshop to present their products;
3. Sponsoring products or promotional items to be added to **10 GI gift baskets**

vi. EU GI Quality Scheme Workshop I. and Networking Event

Date & Location: November 18, World of Food Trade Show, China National Convention Centre

Attendees: Chinese buyers, EU GI producers and representatives of EU GI Quality Schemes

Objective: To raise awareness of the EU GI Quality Schemes among Chinese buyers by promoting the tradition and quality represented in each GI product. An open networking session will be organised for

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the attending Chinese buyers and EU GI producers.

Producer Participation:

1. EU GI producers are welcome to **send a representative to attend the workshop and network with Chinese buyers**. Any producers interested in doing so may notify Ms Lesley Murray at tastesofeurope-china@development-solutions.eu
Producers are encouraged to bring any promotional items or samples to show during the networking portion of the event.
*Kindly note the number of available seats for this event is limited and the final guest list will be confirmed by the European Commission. It is strongly recommended to have a Chinese-speaking representative to attend the event.
2. Sponsor products or promotional items for **5 GI gift baskets**

vii. EU GI Quality Scheme Workshop II.

Date & Location: December 9, Four Seasons Hotel (tbc)

Attendees: Key Chinese government control authority members (e.g. AQSIQ, Mofcom, etc.)

Objective: To raise awareness of the EU GI Quality Schemes among Chinese officials to build capacity of GI products in China by emphasizing the quality, tradition, safety and heritage behind GI products.

Producer Participation: Sponsor products or promotional items for **5 GI gift baskets**.





e. Social Media

The Tastes of Europe campaign is complemented with a social media campaign on Weibo, Twitter, Facebook, and Youku. We invite producers to follow, like or share the Tastes of Europe campaign social media pages and the campaign will do the same in return to encourage further promotion of the organisations and products. The Tastes of Europe social media links are listed below:

Tastes of Europe website	http://www.tastesofeurope.eu
Weibo	http://weibo.com/TastesOfEurope
Facebook	https://www.facebook.com/TastesOfEurope
Twitter	https://twitter.com/TastesOfEurope
Youku	http://i.youku.com/tastesofeurope

f. Exhibition Stand

Roadshow Exhibition Stand Design

Below are the photos of the GI Marketplace Exhibition Stand for two previous roadshows.



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g. GI Handbook

The China GI Promotion campaign will also make available for EU GI producers a “GI Handbook” which will be a valuable reference for those GI producers planning for, or in the process of entering, the Chinese market. The GI Handbook will provide **step-by-step guides** on the operationalization of the GI market in China and will include relevant information such as **analysis of the Chinese market** for 15 different product categories, **market access** and **market entry procedures**, **IP protection**, **referrals to professional buyers** and a signposting and referral system providing useful contacts and ways to penetrate the Chinese market.

The GI Handbook will be accessible on ec.europa.eu for download.





II. Producer Participation

a. Steps for Participation

Producers wishing to participate in the Tastes of Europe campaign in Beijing, please carefully read the following steps and information:

- 1. Confirm your organisation fulfils these requirements:**
 - A bilateral protocol for market access should be in place between the country of origin of the GI product and the People's Republic of China pertaining to the product category.
 - GI Producers should have an established market presence in China and have satisfied all of the necessary market entry procedures, required documentation and certificates for their products to be permitted for sale or promotion in the PRC. or
 - Have secured market presence in PRC through the relevant diplomatic channels (embassies).
 - Producers are strongly advised to have in place effective IP protection/registration for their products which covers the Chinese market.
- 2. Carefully read the suggested methods of participating in the campaign.**
- 3. Complete the accompanying "GI Products Form" and send to DEVELOPMENT Solutions at tastesofeurope-china@development-solutions.eu at your earliest convenience.**
- 4. Send sample products, display products and any related promotional items** for any of the events and 110 gift baskets at your earliest convenience to DEVELOPMENT Solutions in Beijing.
- 5. Email either the Certificate for Pre-shipment Inspection or the Sanitary Certificate to tastesofeurope-china@development-solutions.eu at your earliest convenience.** At least one of these is required by shopping malls and high-end venues in Beijing, China for the sampling of food products. Please see the sample of the Certificate for Pre-shipment Inspection in [Annex 2](#) and the sample of the Sanitary Certificate in [Annex 3](#).

b. Suggested Display and Sample Product Quantities

Please find below a table of suggested quantity of display and sample products to promote at each event. The suggested quantities will vary based on the type of product; however, DEVELOPMENT Solutions welcomes the promotion of as many sample products as sent by producers. Please note that these are suggested quantities, but there are no minimum requirements.





i. Display Products

Examples of display products for the GI Market Place exhibition stand include the following items. Depending on the size and shape, the display products will be placed on the two 1 meter cubed boxes in the designated category area of the exhibition stand.

- The **GI products** packaged with the PDO or PGI label.
- **Ingredients** used in the creation of such GI products (e.g. hops or barley used for GI beer or the specific salt and spices used in the preservation of meats, etc.) These may be displayed in clean glass bowls, bottles or any other appealing manner.
- **Props or tools** used in the production of the GI products (e.g. the cylindrical moulds used to give cheese its final shape or the branding irons to label meat products, etc.)
- Examples of **packaging or labelling** for the GI products (e.g. the labels put on bottles of olive oils with the PDO and PGI symbol, the wine bottles before being filled, etc.)
- **Serving tools or glassware** for the GI products (e.g. types of beer/wine/spirits glassware for the various types of drinks, or special tools to cut various cheeses, etc.)

ii. Perishable and Non-perishable Display Products

Please note for perishable display products (ham and meat, cheese, etc.), a new supply of display products will be required for roadshows later in the year. In the accompanying "GI Products Samples and Display Form for Producers" document, please specify when your organisation will send a fresh supply of display products.

All other non-perishable display products will be stored and used for the remaining roadshows and events. Once producers send a set of non-perishable display products, it is not necessary to resend more display products for future events.

iii. Storage

DEVELOPMENT Solutions will provide storage throughout the campaign with industrial-sized refrigerators as well as assistance from a catering company. Please clarify any special storage requirements in the attached document "GI Products Form."





Suggested Quantity of Display and Sampling GI Products Per Producer

Event	Expected Number of Guests	Product Type	Quantity (suggested minimum, but not a requirement)
Roadshows at shopping malls <i>8 days total</i>	3,000 visitors per weekend	Display	<p><u>Food display products:</u> 2-4 products (per roadshow if product is perishable)</p> <p><u>Beverages:</u> 1-3 bottles (per roadshow if product is perishable)</p> <p><u>Props/ingredients/packaging/serving items:</u> 1-3 items depending on size</p>
		Samples	<p><u>Food Products:</u> Serving a total of 200-400 sample servings per producer per roadshow</p> <p><u>Beverages:</u> Serving a total of 100 sample servings per producer per roadshow</p> <p>*Please note the sampling of alcoholic beverages may only occur at select shopping malls and venues.</p>
Wine Tasting Event	30 guests	Samples	4 bottles
		5 GI Gift Baskets	1 bottle/item per gift basket
EU Commissioner Hogan's Visit: Buffet Reception Match-Making Event	210 guests	Samples	GI food & beverage products for the buffet reception, especially wine
		210 GI Gift Baskets	1 bottle/item per gift basket
Spirit Tasting Event	60-100 guests (tbc)	Samples	12 bottles





Suggested Quantity of Display and Sampling GI Products Per Producer			
Event	Expected Number of Guests	Product Type	Quantity (suggested minimum, but not a requirement)
		10 GI Gift Baskets	1 bottle/item per gift basket
EU GI Quality Schemes Workshop I. & Networking Event	30 guests	10 GI Gift Baskets	1 bottle/item per gift basket
EU GI Quality Schemes Workshop II.	30 guests	30 GI Gift Baskets	1 bottle/item per gift basket

III. Logistics

a. "GI Products Form"

Please kindly fill out the accompanying product quantities form to be emailed to DEVELOPMENT Solutions at tastesofeurope-china@development-solutions.eu **at your earliest convenience.**

This form requests:

1. Producer contact information;
2. The quantity of display and sampling GI products to be promoted at the various campaign events;
3. The special storage and/or display requirements for various products. For example, refrigeration, display stands, packaging, glassware for tastings, etc.

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b. Shipping products

i. Shipping Address

Producers wishing to display their GI products and samples at the China campaign launch, roadshows, spirit tasting event or wine tasting event, please send products to the address below. All logistics and mailing costs will be borne by the producers.

Ms Laiyin Yuan 袁莱茵
DEVELOPMENT Solutions
迪锐思（北京）咨询有限公司
中华人民共和国北京市朝阳区麦子店街 37 号盛福大厦 2480
邮编（100125）
Room 2480, Beijing Sunflower Tower
No.37 Maizidian Street
Chaoyang District, Beijing 100125
PR China

Mobile: + 86 137 0119 4654

ii. Cover Letter

Please include the following information on a cover letter along with the products:

1. Name of Producer
2. EU Member State
3. Contact Information (full name, email, phone)
4. Storage Conditions:
 - a. Normal
 - b. Refrigeration (and type of refrigeration)
 - c. Other (please specify)
5. Products to be used for which event (products can be used for more than one event)
 - a. Launch
 - b. Roadshows
 - c. Spirits Tasting Event
 - d. Wine Tasting Event
6. Which products are for
 - a. Display
 - b. Sampling

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IV. FAQ

1. How much does it cost producers to participate in the campaign?

There are no application fees and all promotion space is free. Producers must cover the shipment of products and any travel costs if sending representatives to the events.

2. Are TSG products, Organic products or non-GI products being promoted in the Tastes of Europe China campaign?

Only registered PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) products with market access in China will be promoted in the Tastes of Europe China campaign.

3. How do I know which GI products are registered in my country?

Please use the following EU GI Databases:

- For GI Foodstuff protected in the EU: The DOOR ("Database of Origin and Registration") (<http://ec.europa.eu/agriculture/quality/door>)
- For GI Wine Products protected in the EU: E-BACCHUS (<http://ec.europa.eu/agriculture/markets/wine/e-bacchus>)
- For GI Spirit Products protected in the EU: E-SPIRIT DRINKS (<http://ec.europa.eu/agriculture/spirits>)

V. Contact

For all general enquiries concerning the Tastes of Europe China campaign please email: tastesofeurope-china@development-solutions.eu

For queries in English, please contact:

Ms Lesley Murray
Project Officer
Email: lesley@development-solutions.eu
Mobile: +86 189 1047 0294

For queries in Chinese, please contact:

Ms Laiyin Yuan
Project Officer

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Email: laiyin.yuan@development-solutions.eu
Mobile: + 86 137 0119 4654

Thank you for your cooperation



Annex 1.

Roadshow producer participation photos

1. "Ask the Producer" session





2. Sample products:



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3. Display products

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Annex 2.
Sample Certificate for Pre-Shipment Inspection



中华人民共和国出入境检验检疫
ENTRY-EXIT INSPECTION AND QUARANTINE
OF THE PEOPLE'S REPUBLIC OF CHINA

检验证书——装运前检验 编号 No.: 470200207014755

CERTIFICATE FOR PRE-SHIPMENT INSPECTION

申报价值: Declared value: USD3949.44								
出口商名称及地址: Name and Address of the exporter: FOSHAN HCC BUILDING MATERIAL CO.,LTD. 7/F NO.72 FENJIANG NAN RD.,CHANGCHEN DIST.,FOSHAN, GUANGDONG,CHINA								
进口商名称及地址: Name and Address of the importer: GRASEL TRADING PLC TEL: 251-91-1208920 ADDIS ABABA, ETHIOPIA								
检验地点: Site of inspection: GUANGZHOU, GUANG DONG								
产品标准 Product standard: Q / (GZ)YT 2—2006	检测标准 Inspection Method Standard: Q / (GZ)YT 2—2006							
检验结果: Results of inspection: 合格 QUALIFIED	价格核实结果: Result of Price Verification: -3949.44-美元 -USD3949.44-							
数量及包装检验情况 Findings on quantity and package inspection: 包装纸板箱 PACKING: 960 CARTON 数量: -30720-千克 Quantity: -30720-KGS								
品质检验情况 Findings on quality inspection 上述货物经检验,质量符合 Q / (GZ)YT 2—2006 标准的规定。 UPON INSPECTION, THE QUALITY OF THE ABOVE GOODS ARE IN CONFORMITY WITH THE REQUIREMENTS OF STANDARD Q / (GZ)YT 2—2006								
所附单证: *** Deconteneuioned	备注: 集装箱号: PCIU3911124, PCIU3192859 封号: J636208, J636206 Remarks: Container NO. PCIU3911124, PCIU3192859 Seal No. J636208, J636206							
检验局章 Seal of inspection	检验员签名 Signature of the inspector							
附件 Attachment								
序列号 Serial Number	商品名称 Description Of products	HS 编码 HS Code	原产地 Place of Origin	数量 Quantity	单位 Unit	包装方式和件数 Type and number Of packages	单价 Unit Price	估价结果 Results of Price verification
1.	水泥制品 ART STONE	68109990	CHINA	27216	KGS	864CARTONS	0.11	USD 3058.56
2.	水泥制品 ART STONE	68109990	CHINA	3024	KGS	96CARTONS	0.34	USD 890.88
合计数量 Total in Quantity: -30240-千克 -30240-KGS				合计估价结果 Total amount of price verification: -3949.44-美元 -USD3949.44-				

我们已尽所知和最大能力实施上述检验。不能因我们签发本证书而免除卖方或其他方面根据合同和法律所承担的产品质量责任和其他责任。All inspections are carried out conscientiously to the best of our knowledge and ability. This certificate does not in any respect absolve the seller and other related parties from his contractual and legal obligations especially when product quality is concerned.

[ce-1(2)商虎中国
Sonhoo.com

A 2224882

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Annex 3.
Sample Sanitary Certificate

中华人民共和国出入境检验检疫 ENTRY-EXIT INSPECTION AND QUARANTINE OF THE PEOPLE'S REPUBLIC OF CHINA		正本 ORIGINAL 共1页第1页 Page 1 of 1 470400110089539
卫生证书 SANITARY CERTIFICATE		编号 No.:
收货人名称及地址 Name and Address of Consignee	深圳市聚广田实业发展有限公司	
发货人名称及地址 Name and Address of Consignor	EJ ENTERPRISE LIMITED	
品名 Description of Goods	澳洲塔斯马尼亚田园蜂蜜等	
报检数量/重量 Quantity /Weight Declared		标记及号码 Mark & No.
包装种类及数量 Number and Type of Packages		塔斯马尼亚
产地 Place of Origin	澳大利亚	
合同号 Contract No.	FM10005	
到货地点 Place of Arrival	广东省深圳市	到货日期 Date of Arrival
启运地 Place of Dispatch	中国香港	卸毕日期 Date of Completion of Discharge
运输工具 Means of Conveyance	汽车粤 ZFB85 港	检验日期 Date of Inspection
经卫生学检查，该批澳洲塔斯马尼亚田园蜂蜜（产地：澳大利亚，罐头：塔斯马尼亚，规格：1x12x400g，生产日期：2010年07月06日，保质期：3年）等（详见附表），所检项目符合中华人民共和国食品卫生要求，标签经检验合格。 *****		
印章 Official Stamp	签发地点 Place of Issue	签证日期 Date of Issue
	深圳	2010年9月20日
	授权签字人 Authorized Officer	签名 Signature
	邓琼	

A 0487919 [9-2(2000, 1, 1)]

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