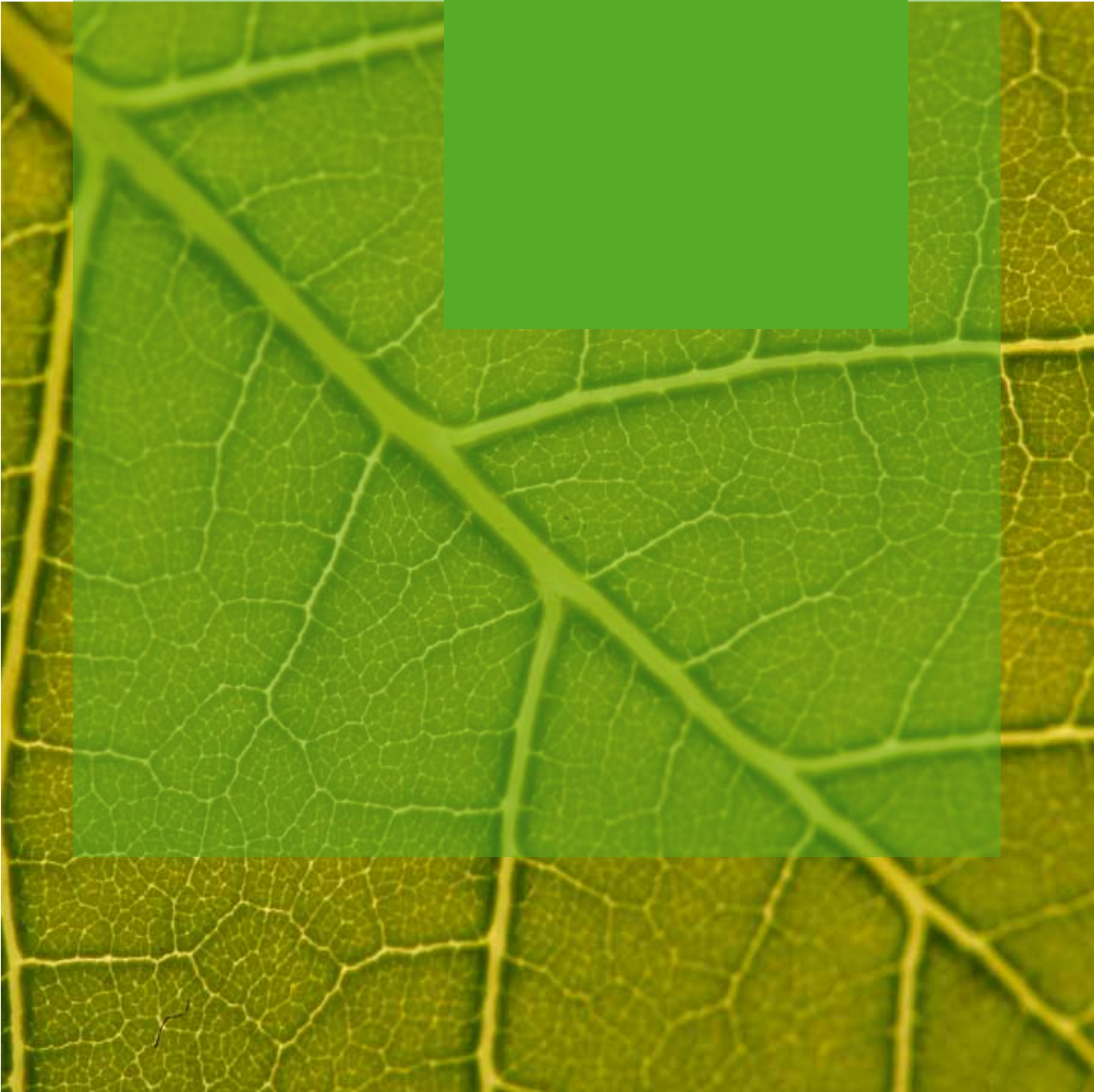


China Food Law





Core strengths

The Simmons & Simmons Chinese Food Law practice provides expert advice on a range of legal and regulatory issues in relation to the product concept, manufacture, distribution and sale of food products in Hong Kong and Mainland China.

Our experience in this fast-changing and highly regulated area includes advising on product liability; product recall; advertising and labeling; nutritional and health claims; general safety management; crisis management, including liaison with enforcement authorities; and handling packaging design infringements claims.

Our food law specialists, who are based in our offices in Hong Kong, Beijing and Shanghai, are fluent in English, Mandarin and Cantonese and have long-standing relationships with the food safety authorities in China and Hong Kong.




Our services

Our Chinese Food Law practice focuses on the following core areas:

- Assisting with applications for various permits and licenses required for market entry in Mainland China.
- Advising on specific preferential policies granted by local authorities in Mainland China, including assisting with applications for subsidies.
- Negotiating with Chinese suppliers and distributors.
- Labelling, including advising on audits and risk reviews, nutritional and ingredients labeling, product claims and product presentation.
- Advising on nutritional and health claims, contamination and allergens claims.
- Branding, including trade marks, copyright and design.
- Product recall, including corrective actions, decision making and risk and crisis management.
- Product liability, including any associated media management in China and abroad, claims handling and group litigation.
- Supply and distribution of products including advice on logistics and import/export.
- Food law enforcement.
- Launching new products and supply chain/distribution agreements.
- General food safety management and hygiene, including advising on the development of best practice standards.
- Advising on regulations of genetically modified foods (GMO) and other types of novel foods.



Expertise in practice

- 
- **Bacardi Company Limited** – acting on behalf of this well known drinks company in registering and protecting a number of trade marks, including Bombay Sapphire, Martini, Breezer and Bacardi in Hong Kong.
 - **CITIC Capital** – advising on the company's investment into Shanghai Guan Sheng Yuan Food Group in China.
 - **Eisai Food & Chemical** – advising on regulation of a beauty food product in Hong Kong, including its advertising.
 - **GSK** – advising on product recall of a drink product in Hong Kong and advising on design infringement of a drink's packaging in Hong Kong.
 - **Häagen Dazs** – advising on the company's compliance with Chinese laws and food standards.
 - **Hero Group AG** – advising this group on its RMB 400 million strategic investment into Shenyang Huishan Dairy Group in China.
 - **National Foods Limited** – prosecuting and maintaining the company's trade marks in Hong Kong.
 - **Pillsbury** – advising on the buyout of the company's Chinese joint venture partners.
 - **Uni-president, Dongguan Hsu Food, Fortune Food** – prosecuting and maintaining the trade mark portfolios of these companies in Hong Kong.
 - **Wanchai Ferry Frozen Food** – advising on the company's crisis management in relation to a food quality investigation by the State Food and Drug Administration (SFDA) department in China.

Key international contacts

Key contact biographies can be viewed at simmons-simmons.com

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