

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## China - Peoples Republic of

**Post:** Shanghai ATO

### CFNA Proposes New Business to Business Platform

**Report Categories:**

Agriculture in the News

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**Report Highlights:**

China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA) is building a Business-to-Business (B2B) platform to facilitate China's importation of food products from foreign countries. The Platform aims to provide free information and consultation service to international manufacturers, exporters, and consolidators as well as Chinese importers and distributors, so as to accurately match-make the domestic demand and the overseas supply of relevant agricultural products.

## **China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA) Business to Business Platform**

China Chamber of Commerce of Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA) is building a Business-to-Business (B2B) platform to facilitate China's importation of food products from foreign countries. The Platform aims to provide free information and consultation service to international manufacturers, exporters, and consolidators as well as Chinese importers and distributors, so as to accurately match-make the domestic demand and the overseas supply of relevant agricultural products.

### About CFNA Import Food Public Service Platform

CFNA is establishing a B2B platform named "Public Service Platform for Imported Food". The intention of the platform is to optimize the supply chain for food imports including coordination, scheduling, procurement, production, inventory management, and sampling.

The free information service includes:

1. Uploading the company profile and the product information.
2. Providing real-time communication and translation between the Chinese buyers and the foreign exporters/suppliers.
3. Accurate "match-making" service between the Chinese buyers and the foreign exporters/suppliers with a recommendation mechanism.
4. Screening and authenticity control of the company profile and the product information to shorten the trust relationship building period between the Chinese buyers and the foreign exporters.
5. Free industry newsletter including market intelligence and the regulatory policies and laws about the food import and distribution in China.

The Platform will also provide the following service with charge:

1. Pre-market approvals: Review of the formula, product ingredients and label to judge all ingredients are compliant and that supplier possesses all required licenses.
2. Test real product import to confirm compliance with applicable Chinese Standards. If smoothly cleared and enter the China market, the products will be used as samples for market testing.
3. Distribution of products samples: Raise awareness and promote sales of the products by distribution of the samples accurately to the target buyers with the right segment of the consumers.
4. Provide a full set of import customs clearance service for the traders.

CFNA will collaborate with the foreign embassies and consulates for maximize the credit of the exporters by collecting the company information via reliable channels.

### About CFNA

Established in 1988, CFNA is affiliated to China Department of Commerce, and has a membership of over 6,600 enterprises targeting domestic and international markets. CFNA has 48 chambers of commodities, which involve all agricultural, forestry, food and farm products, such as cereal, oil seed, dairy, poultry, meat, fresh and dried vegetable and fruit, seafood, alcoholic beverages, soft drinks, canned food, candy, wood, flower, down and feather, and fur & leather.

According to CFNA, the total import and export volume of agricultural products of CFNA member companies represents over 70% of China's total import and export volume of agricultural products.

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