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## The Confectionery Market in China

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and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada

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## **The Confectionery Market in China**

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### **EXECUTIVE SUMMARY**

This report examines the market for confectionery in China. The information contained in this report was drawn primarily from secondary sources and the Canadian Embassy in Beijing.

The confectionery market in China includes two distinct segments, sugar confectionery and chocolate confectionery.

Prospects are good for the sale of confectionery in this market. China imported over US\$550 million worth of confectionery goods in 1995-an increase of 186% over 1991, at current dollar value. China has always had a strong domestic market for confectionery, and with the introduction of western-style confectionery goods, the demand for imports is growing.

While fundamental economic indicators point to continued growth, imports can be slowed by Chinese trade barriers, the country's underdeveloped distribution system, inadequate infrastructure, and an inefficient banking sector.

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# The Confectionery Market in China



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## Market Overview

China's confectionery market is dominated by domestically produced products. The market is diverse and extremely fragmented, and market size and potential vary by region. Most domestic production involves goods which are specific to regions which has limited the impact of nationally recognized brands.

The southern region of China is the strongest market for confectionery. The provinces of Shanghai and Beijing are also very good consumers of confectionery because of their higher than average levels of disposable income.

Sugar confectionery is the largest of the two confectionery segments. While the value of the import market for both segments is substantial, it is a mere fraction of the entire Chinese market.

Confectionery has universal consumer appeal in China, but with the higher cost of imported confectionery and the low average wages of China's rural regions, exporters should direct their products at China's 340 million urban residences.

## Market Size and Projections

China imported over C\$55 million worth of confectionery products in 1995. This total constituted in excess of C\$39 million worth of sugar confectionery, and more than C\$15 million worth of chocolate confectionery.

**Table 1: Chinese Imports of Chocolate and Sugar Confectionery (C\$ '000)**

	1991	1992	1993	1994	1995	%Growth 1991-1995
	2,390	3,483	9,304	18,161	15,642	
	17,043	21,639	27,038	49,460	39,928	
Total	19,433	25,122	36,342	67,621	55,570	186%

Source: *International Trade Databank*, SITC Codes 3, 062, 073, 1997.

The sugar confectionery segment dominates the Chinese confectionery market. In 1994, sugar confectionery accounted for 98.3% of the total 878 900 tonnes of confectionery consumed in China. Sugar confectionery's dominance is also illustrated in the import market where it made up 72% of total confectionery imports in 1995.

The sugar confectionery segment is very large in absolute terms, although per capita consumption is low by western standards. In 1994, Chinese consumers purchased 847 200 tonnes of sugar confectionery or 692.7 grams per capita.

This market segment is highly fragmented as a result of two principal factors. First, all manufacturers have been obliged to limit distribution to the province in which they are based because of the size of China. The centrally planned economy has many barriers to interprovincial trade. Second, underdeveloped infrastructure and other natural barriers, such as the distance between the provinces with adequate consumer classes, inhibit interregional trade. However, with the adoption of a free market economy in many provinces and the governments' intention to consolidate industries, the confectionery industry is expected to become more concentrated over the next five to ten years.

In 1994, China consumed 21 700 tonnes or 17.8 grams per capita of chocolate confectionery, which is roughly less than one western sized chocolate bar per person. The market for chocolate confectionery in China is small, not only in absolute terms, but also in relation to the size of the market for sugar confectionery.

There are very few domestic producers of chocolate confectionery, given the size and population of the country. The quality of domestic chocolate is considered poor, and consumers are just recently being introduced to high quality imported chocolate. Product storage problems during warehousing, distribution, and retailing have also slowed the development of this sub-sector. As a result, both chocolate and sugar confectionery are currently oriented towards children, students and higher income groups in major urban centres.

Domestic chocolate confectionery is made from sweet chocolate, whereas imported chocolates are made from sweet or semi-sweet chocolate. Many popular chocolate confectionery products contain nuts, fruits, and raisins. The perception of chocolate coated products is that they are a healthier product and their popularity is in line with the building popularity of healthy foods processed in China.



## **The Competitive Environment**

Domestic products dominate the confectionery market in China. Nevertheless, multinational corporations have entered the market because of China's sheer size and potential. Although traditional Chinese products dominate the market, they are under threat from increasingly popular western-style products.

There are more than 30 producers of chocolate confectionery in China, with joint venture companies being the most dominant. Although the market is fragmented, ERC Statistics International estimates that the top eight manufacturers account for nearly two thirds of domestic sales.

## **The Canadian Position**

Historically, Canada has been a small but consistent supplier of confectionery to China. In 1997 Canada exported a total of US\$126 000 worth of confectionery, 55% of which was sugar confectionery. As with all other western countries, Canadian confectionery products have a high quality image and exporters could capitalize on this reputation.

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## **Distribution Channels**

### **Overview of the Distribution System**

The distribution system in China is decentralized and not well organized. Inter-regional trade has traditionally been weak. Each region has the mandate to oversee its own food industry. Consequently, local officials often regard local economies with proprietary interest and frequently create barriers to entry for goods from other regions or countries.

Given China's internal transportation difficulties and regional differences, distribution systems differ by region and market. Exporters will likely find it difficult to target the entire Chinese market. Therefore it is recommended that exporters target specific regional markets like Shanghai, Beijing etc. In some cases producers may find it necessary to invest in the development of their own distribution system to avoid the ineffectiveness of the existing system.

### **Importers and intermediaries**

Chinese importers usually want to establish direct trade links with foreign suppliers, although in the past they found it more convenient to use a Hong Kong intermediary, and in some cases still do. Hong Kong middlemen are falling out of favour with most Chinese businesses because importing products directly reduces costs for local companies. Canadian companies attempting to

entre the Chinese market will find it more cost effective to approach suitable buyers directly in the local market.

Using an intermediary has the advantages of superior market intelligence and improved communication for customer servicing. A listing of Chinese importers is provided in Appendix C.

### **Retail distributors**

Retail outlets in China can be classified into state owned, collective, and privately owned enterprises, including individually owned distribution outlets. State owned outlets are responsible for most of China's large department stores, and account for about 40% of retail outlets. Collectively owned enterprises primarily consist of co-operatives in villages and towns, though there are also some shops in the large cities that operate under this system. This retail distribution accounts for around a quarter of the national distribution system. Private enterprises account for a fifth of Chinese retail outlets, but the share is predicted to grow, at the expense of collectively owned enterprises.

### **Food service operators**

Fast food restaurants are beginning to appear in some of China's larger centres, as well as more upscale western style restaurants. Both these and hotel restaurants would be a good venue for introducing new products as they cater to the upper middle class Chinese and expatriates, both of whom have higher disposable incomes.

### **Direct sales**

Foreign companies are not permitted to directly engage in trade in China, other than the direct marketing of goods they have manufactured in China. Accordingly, exporters need to use a domestic Chinese agent for both importation and marketing within the country. While companies can set up representative offices in China to promote their products and gain market information, they are not allowed to engage in direct profit making activity.

Equity or contractual joint ventures can be advantageous to companies which plan to take advantage of the rapidly developing markets of China and Asia. This is particularly true for companies whose products are expensive to transport.

### **Promotional considerations**

Chinese consumers prefer to have both Chinese and foreign labels appear on imported food. Chinese labels, for ease of understanding, and foreign labels for their perception as high quality products. Large or bulk packaged goods for retail are not popular because most homes are small and few people own cars.

Product promotion will be important in China's larger consumer markets. Markets such as Shanghai are highly competitive and have many imported goods, which makes a products success dependent on advertising and promotion. Most local Chinese people are extremely influenced by advertisements and commercials, such as television, billboards, and in-store promotions.



## Considerations for Market Entry

### Local standards and regulations

China continues to use standards and certification practices which their trading partners regard as barriers to trade. For manufactured goods, China requires that a quality licence be issued before the goods can be imported into China. Obtaining such licences can be a time-consuming and expensive process. China often requires testing and certifications of foreign products to ensure compliance with standards and specifications unknown and unavailable to the exporter.

### Health, phytosanitary and food safety

Despite multilateral commitments and market access agreements, China continues to use unscientifically based standards and certifications. China's phytosanitary standards are often overly strict, unevenly applied, and not backed by modern scientific practices.

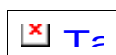
The National Health and Quarantine Administration requires that all imported food items, be affixed with a laser sticker indicating the products safety. Importers are charged five to seven cents a sticker, and the stickers must be affixed under state administration.

### Packaging and labelling

As of September 1, 1996, Chinese law requires that all food products (domestic and imported) must have Chinese labels clearly stating the type of food, brand name, trademark, manufacturer name and address, country of origin, ingredients, date of production, and product expiry date. Other information may appear on the label, but the Mandarin (simplified characters) language requirements must be met. Research suggests that the new labelling requirements are consistent with what the consumer wants and will aid in protecting consumers, producers and retailers from fake, inferior, or expired food entering the market.

### Retail Packaging

Attractive modern packaging plays an important role in the confectionery market. Chinese consumers often equate an attractive package with quality. In national consumer surveys Chinese consumers have openly stated they would pay more for attractive packaging, and not just simply for imported products. Many foreign firms have redesigned their packaging to maximize their international logo, add eye catching colours, and characters, while still including the necessary Mandarin characters. Retail packaging presents problems for imported confectionery products. The size of most western bars and candies make the product unaffordable to all but the most affluent Chinese consumers. This limits the size of the market. Some manufacturers have cut down on quantity, and packaging to make their products more affordable.



## Documentation and Procedures

### Required documentation

The following documentation may be required to import goods into China. In general, exporters should comply with the importers or shippers instructions for the number of copies of each

document that is required. The information in each document should correspond exactly to the details contained in other documents for the same shipment. The description of the goods must be clear, concise and incorporate all relevant details and costs. A responsible official of the exporting firm (or authorized agent) must sign the document.

Mail and Parcel Post shipments require postal documentation in place of bills of lading. Air cargo shipments require waybills in place of bills of lading. The name of the People's Republic of China should appear on the documentation and all parcels should be sealed.

There are a number of required documents for product entry into China, to which there must be strict adherence. Required Documents include the following:

- Commercial Invoices: Always required, there is no specific format they must follow.
- Pro-Forma Invoice: Always required when negotiating the import contract.
- Bills of Lading: Always required. (See Mail and Parcel Post and Air Cargo).
- Packing List: Required for each shipment. At a minimum, must note the weight and contents of each package.
- Certificates of Origin: May be requested. A standard form is usually issued.
- Sales Contract: Required.
- Insurance Certificate: Only if you are insuring the shipment. (The Chinese usually insure the products themselves).
- Import Quota Certificate: Required for general commodities, where applicable.
- Import Licence: Required if importer is not registered as a national foreign trade corporation.

Where applicable, inspection certificates issued by the State Administration of Import Commodity Inspection or its local bureau are required. Any special requirements should be spelled out in the importing contract for each transaction.

### **Authentication of documents**

The Chinese government requires that some documents be authenticated, such as certificates of sale and letters authorizing an exporter's local agent or importer to act on their behalf. Companies should rely on their local contact to inform them of the specific requirements for their products. The documents should be notarized in Canada and can be authenticated to by sending them to the Department of Foreign Affairs and International Trade (there is no fee for this service) at the following address:

Department of Foreign Affairs and International Trade  
Authentication and Service of Documents (JLAC)  
125 Sussex Drive, Ottawa, ON K1A 0G2  
ATTN: Mario Nuñez-Suarez  
Telephone: (613) 992-6602  
Facsimile: (613) 992-2467



### **Customs Duties, Tariffs and Taxes**

Despite a number of steps taken pursuant to its international commitments, including removing non-tariff measures (NTMs) such as quotas and licensing requirements, China still maintains a large number of non-tariff administrative controls to implement its trade and industrial policies.



In addition to quotas and licensing requirements, China also restricts the type and of number of entities within China which have the legal right to engage in international trade. Foreign exchange balancing regulations could also further restrict imports even for firms that possess the right to import. Moreover, despite recent moves to lower tariffs, China's tariffs remain prohibitively high. Nominal most favoured nation tariffs facing goods entering China in 1995 ranged as high as 150%, and averaged 35%.

Measures that can act as non-tariff barriers are administered at national and subnational levels by the State Economic and Trade Commission (SETC), the State Planning Commission (SPC), and the Ministry of Foreign Trade and Economic Cooperation (MOFTEC). These non-tariff barriers include licences, quotas and other import controls. The level of imports permitted under these measures are the result of complex negotiations between the Central Government and Chinese ministries, state corporations, and trading companies.

MOFTEC uses import licences to exercise an additional nationwide system of control over some imports. Many products are subject to both quotas or restrictions and also to import licensing requirements. For these products, after permission has been granted by other designated agencies for importation, MOFTEC must decide whether to issue a licence. MOFTEC officials claim that import licences are issued automatically once other agencies have approved an import.

Although China's import approval process remains complex, China is taking some important steps to streamline the process and to reduce gradually the range of imports subject to non-tariff barriers. Central Government agencies have published many, though not all, of their import administration laws and regulations, making China's trade regime more transparent. China has also taken steps to eliminate import restrictions no later than the end of 1997 in accordance with its international trade commitments. However, China still maintains NTMs on some products that were scheduled for removal in 1994.

China has taken steps to reduce tariffs pursuant to its bilateral commitments in an effort to boost its World Trade Organization (WTO) accession bid. In November 1995, China's President Jiang Zemin announced that China would make tariff reductions on more than 4000 tariff line items in 1996. China's stated goal is to bring its average nominal tariff down to 23% in 1996, and to make further reductions to reduce its average nominal tariff to about 15% in 1997.

In addition to import tariffs, imports may also be subject to value-added and other taxes. Such taxes are to be charged on both imported goods and domestic products, but application has not been uniform, and these taxes may be subject to negotiation. China has used the combination of tariffs and other taxes to clamp down on imports that officials viewed as threatening domestic industries.

Businesses selling goods into China often complain about China's customs valuation practices. Different ports of entry may charge different duty rates on the same products. Because there is flexibility at the local level in deciding whether to charge the official rate, actual customs duties are often the result of negotiations between business people and Chinese customs officers.

Since 1988, China has established a number of duty free import/export zones. China also has five special economic zones: three in southern Guangdong province, one in southern Fujian and the island of Hainan. These zones are setup to facilitate foreign investment and trade. They offer lower business tax rates and operating costs, better investment climate, more developed infrastructure, and lower local taxes and rent. In deciding where to locate, some foreign firms have found that willingness of authorities to cater to specific needs of the investor is more important than official incentives. Even though the special zones provide incentives, investors should not forget to consider the normal factors for choosing a location - including most notably

- distance to market, availability of supplies and labour, and other factors.

### **Transportation and Storage**

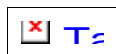
China's infrastructure is poor. It can be so inefficient and costly that, in some cases, products from North America can compete well with domestic products from distant parts of China. Transport (by sea) is the easiest mode of getting goods into China. Many existing and planned manufacturing plants are located on the coast or along rivers, in order to take advantage of these natural transportation routes.

Over 70% of villages and towns are connected with the national highway system. Connections between major cities is improving, but there is great variation between provinces. Of the 1.03 million kilometres, only 170 thousand kilometres, about 0.02% of all roads, can be considered highways by North American standards. There are huge traffic jams in the large cities.

Internationally, the country is linked by rail to most of the rest of Asia and Europe. China is serviced by 204 airports. Seventeen of these are major international airports and the rest are smaller regional airports. Many prominent international airlines fly passengers and cargo into the country. There are 65 780 km of railway in China.

China's goal is to have 10 ports capable of handling over 100 million tonnes a year. With its massive coastline, shipping is a major mode of international transportation and there are many major steamship lines that travel to China from around the world.

Adequate amounts of storage facilities exist at most ports, but the quality of the storage facility may leave something to be desired. Most are fine for general cargo, but they are rarely climate controlled.



### **Export Financing and Payment**

#### **Credit and Payment Conditions**

The usual methods are letter of credit terms. This method accounts for almost 80% of all transactions. More liberal terms, (such as open account) are in use, but are not recommended without prior market knowledge. Credit terms vary widely, usually 60-90 days.

The Renminbi Yuan (RMB), the local currency, remains generally sound. Foreign exchange delays of one to two months are currently reported after local currency cover is made. Local currency delays are averaging up to one month. The import cover is currently 6-8 months.

#### **Cultural and Business Practices**

Canadian exporters need to understand the cultural nuances of doing business in China. Although productivity and output are not ignored, they usually take a back seat to harmony. Person to person dialogue is the preferred method. Committing something to paper usually requires the approval of many people throughout the bureaucracy.

Business flows at a different pace in China. What would constitute an unacceptable delay in Canada, may simply be the normal pace of negotiations in China. Chinese business executives prefer to establish long term relationships, partly because of the lack of enforceability of contracts. The services of a good interpreter, especially one who understands the nuances of the

culture and the language, are invaluable. Yes can mean no in some cases, usually when it is impolite to say no to a guest and a good interpreter can inform you of these types of situations. As well, be prepared to go over everything many times, in the same meeting, and again in subsequent meetings.



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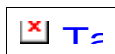
WTDB - Your Business Opportunities, <http://www.wtdb.com/>

South China Food Market Overview, <http://ffas.usda.gov/>

China-Key Economic Indicators, <http://strategis.ic.gc.ca/>

China-a2z, <http://china-a2z.com/>

Links to China, <http://tappet.ime.nrc.ca/>



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## APPENDIX A -- Statistical Tables

### Chinese Consumption of Confectionery (1988-1994)

	<b>Chocolate (tonnes)</b>	<b>Per Capita (grams)</b>	<b>Retail Sales (C\$ Million)</b>	<b>Sugar (tonnes)</b>	<b>Per Capita (grams)</b>	<b>Retail Sales (C\$ Million)</b>
1988	9 474	8.5	21.5	541 801	484	210.8
1989	9 760	8.6	28.3	558 055	491	309.5
1990	10 051	8.7	29.1	574 798	498	408.6
1991	11 360	9.7	41.5	649 521	554	572.7
1992	15 637	13.2	79.1	700 943	590	708.5
1993	19 074	15.8	134.1	772 607	640	922.2
1994	21 700	17.8	181.7	847 200	692	252.8

Source: ERC Statistics International, *Confectionery Market in China*, 1994.

### Canadian Exports of Chocolate and Sugar Confectionery to China (January - October 1995-1997, C\$)

	<b>1995</b>	<b>1996</b>	<b>1997</b>
<b>Sugar Confectionery</b>			
Confectionery, No Cocoa	0	0	69 000
Chewing Gum	0	0	35 000
<b>Chocolate Confectionery</b>			
Chocolate Confectionery	0	2 000	46 000
Chocolate and Other	0	0	11 000
Total	0	2 000	161 000

Source: *Global Trade Information Services, HS Code 17, 18*, 1997

### Chinese Imports of Chocolate Confectionery by Country (C\$ '000s SITC 073)

<b>Chocolate</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>
World	2 390	3 483	9 304	18 161	15 642
Australia	182	220	2 973	6 617	4 828
United States	403	546	2 610	6 599	4 668
Hong Kong	816	1 793	1 935	1 373	1 765
Belgium	0	10	71	960	820
South Korea	0	25	32	110	677
Japan	106	56	128	260	606
Netherlands	7	39	180	160	518
United Kingdom	85	53	312	102	354
Germany	15	75	8	127	341
Switzerland	209	265	383	589	240

Italy	182	149	220	64	188
Malaysia	89	67	88	81	86
Singapore	82	18	57	159	33
<b>** Canada</b>	1	0	20	118	28
Denmark	17	25	60	53	20

Source: *International Trade Databank*, 1997.

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### Chinese Imports of Sugar Confectionery by Country (C\$ '000s SITC 062)

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<b>Sugar</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>
World	2 390	3 483	9 304	18 161	15 642
South Korea	1 000	3 339	4 931	7 792	12 256
Hong Kong	6 893	6 806	10 583	27 591	12 256
Malaysia	1 099	1 371	1 762	4 040	3 279
Spain	776	605	437	1 064	2 336
Indonesia	194	468	440	593	2 247
United States	3 009	2 173	2 631	3 609	2 050
Thailand	1 172	404	681	1 275	1 360
Philippines	1 316	14 073	1 286	975	1 227
Germany	0	26	418	98	756
Japan	0	430	589	705	442
United Kingdom	0	305	99	573	418
Australia	53	32	71	524	194
Singapore	157	0	31	72	192
Switzerland	35	120	319	433	52
<b>** Canada</b>	7	0	35	67	35

Source: *International Trade Databank*, 1997.

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### Chinese Chocolate Confectionery Manufacturers Market Shares

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<b>Manufacturer</b>	<b>Market Share</b>
Shenzhen Fengsheng Cocoa & Chocolate Foodstuffs Co. Ltd.	15
Ai Fen Food Beijing Co. Ltd	11
Tian Jing Shi Li Hua Foodstuffs Factory	8
Jiang Xi Qiao Ke Li Foods Factory	7
Shanghai (Da Chong) Children's Food Factory	7
Cheng Du Yao Hua Food Factory	6
En Zhou Shi Confectionery Factory	6

Fu Zhou Shi Confectionery Factory	6
Nan Chang Shi Confectionery Factory	5
Xiamen Foodstuffs factory	2
Other	33

Source: *ERC Statistics International*.

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### Chinese Sugar Confectionery Manufacturers Market Shares

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Manufacturer	Market Share
Zhongqiao Grop - Quanzhou Yuan He Tang Co. Ltd. (Joint Venture)	21
Xia Men Mi Jian Factory	8
Liu Zhou City Confectionery Factory	7
Tian Jing Guo Pu Factory	7
Shan Dong Teng Zhou City Rang Jiu Factory	7
Hu Nan Xu Pu County Can Foods Factory	4
Jiansu Ru Gao Canned Food Factory	3
Xin Hui County Da You Liang Guo Factory	3
Liu Zhou City Food Factory	2
Gui Zhou Lei Shan County Food Factory	2
Lui Zhou City Can Food Factory	2
He Nan Xi Xia County Can Food Factory	2
Other	32
Total	100

Source: *ERC Statistics International*.




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## APPENDIX B -- Trade Shows and Promotional Venues

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<b>Food and Hotel China</b>	August 1998 Annual Shanghai, China	Hong Kong Exh Services Ltd. 9FI Shia Lam Bldg., Wanchai, HK Telephone: (852) 2804-1500 Facsimile: (852) 2528-3103
<b>Baking &amp; Confectionery China International Bakery and Confectionery, Snack</b>	August 1998 Annual Shanghai, China	Hong Kong Exh Services Ltd. 9FI Shia Lam Bldg. Unit 902-2, 23 Luard Rd.

**Foods & Ice Cream Industries  
Exhibition.**

Wanchai, HK  
 Telephone: (852) 2804-1500  
 Facsimile: (852) 2528-3103

**China Supermarket**

March 1998  
 Biennial  
 Guangzhou,  
 China

Blenheim Exh Pe Ltd.  
 75 Bukit Tirrah  
 #06-06 Boon Siew Bldg.  
 Sing. 0922, Singapore  
 Telephone: (65) 338-2868  
 Facsimile: (65) 338--6823

**Bakery and Confectionery International**

August 1998  
 Pechino, China

Overseas Exhibition Services  
 Ltd.  
 11 Manchester Square,  
 London, England  
 W1M 5AB  
 Telephone: (44171) 486-1951  
 Facsimile: (44171) 486-8773




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## APPENDIX C - Confectionery Importers in China

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**China National Cereals, Oils and Foodstuffs  
Import and Export Co.**

Jingxin Bldg, 2A Dong San Huan Bel Lu,  
 Beijing, China, 100027  
 Telephone: 6526-8888  
 Facsimile: 6527-8639

**Beijing Cereals. Oils and Foodstuff  
Import and Export Co.**

22 Fuwai St. Xicheng District  
 Beijing, 100037, China  
 Telephone: (011-86-10) 6832-7585  
 Facsimile: (011-86-10) 6831-1309

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## APPENDIX D -- Key Government Contacts and Support Services

**Canadian Government Contacts****Canadian Embassy**

199 Dong Zhi Men Wai St.,  
 Chao Yang District,  
 Beijing, China, 100600  
 Telephone: (011-86-10) 6532-3536  
 Facsimile: (011-86-10) 6532-4072

**Canadian Export Development Corporation**

152 O'Connor St.  
 Ottawa, ON K1P 5T9  
 Telephone: (613) 598-2500  
 Facsimile: (613) 598-2503

**Agriculture and Agri-Food  
Canada**

Sir John Carling Bldg.

**Market Support Division (TCM)**

Department of Foreign Affairs and International  
 Trade.

930 Carling Ave.  
Ottawa, ON K1A 0C5  
Telephone: (613) 759-7637  
Facsimile: (613) 759-7506

125 Sussex Drive  
Ottawa, ON K1A 0G2  
Telephone: (613) 995-1773  
Facsimile: (613) 944-0050

## Chinese Government Offices in Canada

### Embassy of the Peoples Republic of China

515 St. Patrick Street,  
Ottawa, ON, K1N 5H3  
Telephone: (613) 789-3434  
Facsimile: (613) 789-1911

### Chinese Consulate

3380 Granville Street  
Vancouver, BC V6H 3K3  
Telephone: (604) 734-7492  
Facsimile: (604) 737-0154

### Chinese Consulate

240 St. George Street  
Toronto, ON. M5R 2P4  
Telephone: (416) 964-7260  
Facsimile: (416) 324-6468

## Chinese Government Offices in China

### China Council for Promotion of International Trade (CCPIT)

1 Fuxing Men Waidajie,  
Beijing 100860  
Telephone: (01) 801-3344  
Facsimile: (01) 801-1370

### Customs General Administration

Building East, 6 Jian Guo Men Wai Dalie  
Beijing 100730  
Telephone: (01) 519-4144  
Facsimile: (01) 512-6020

### Guangdong Province Foreign Economic Relations and Trade Commission

305 Dongfeng Road C  
Guangzhou 510030  
Telephone: (020) 333-0860  
Facsimile: (020) 334-4112

### Guangzhou Foreign Economic Relations and Trade commission

1 Fu Qian Road, Guangzhou 510032  
Telephone: (020) 333-0360  
Facsimile: (020) 334-0362

### Ministry of Agriculture

11 Nonzhanguan Nanli, Hepinili  
Beijing 100026  
Telephone: (01) 500-3366  
Facsimile: (01) 500-2448

### Ministry of Foreign Trade & Economic Cooperation, Guangzhou

Foreign Trade Centre Building  
117 Liu Hua Road, Guangzhou 510014  
Telephone: (020) 667-8000 Ext. 86011  
Facsimile: (020) 667-7040

### Ministry of Foreign Trade & Economic Cooperation (MOFTEC)

2 Dongchangan Jie, Dongcheng Qu  
Beijing 100731  
Telephone: (01) 519-8114  
Facsimile: (01) 512-9568

### State Economic and Trade Commission

25 Yuetan North Street, Beijing 100834  
Telephone: (01) 839-2227  
Facsimile: (01) 839-2222

### Ministry of Foreign Trade & Economic Cooperation, Shanghai Commissioner

1 Yongfu Lu, Xuhui Qu  
Shanghai 200021

### Ministry of Foreign Trade & Economic Cooperation, Tianjin Commissioner

59 Nanjing Road, Tianjin 300042  
Telephone: (022) 217-0600



Shanghai 200051

Telephone: (021) 431-7212

Facsimile: (021) 431-7065

Telephone: (022) 511-0600

Facsimile: (022) 307-742

**Shanghai Foreign Economic Relations and Trade Commission**

33 Zhongshandongyi Lu

Shanghai 200002

Telephone: (021) 323-2200

Facsimile: (021) 323-3798

**State Administration of Import and Export Commodity Inspection**

12 Jian Guo Men Wai Dalie,

Beijing 100022

Telephone: (02) 500-3344

Facsimile: (02) 500-2387

**Ministry of Foreign Affairs**

225 Chaoyangmennei Dalie, Dongsu

Beijing 100701

Telephone: (01) 513-5566

Facsimile: (01) 512-9568

**Chambers of commerce and industry associations****China Chamber of International Commerce**

1 Fuxingmenwai Dajie, Beijing

Telephone: (86-10) 6851-3344

Facsimile: (86-10) 6851-1370

**China Chamber of Commerce for Import/Export of Foodstuffs, Native Produce, and Animal By-products**

95 Beiheyuan Dajie

Dongchengu, Beijing, China

Telephone: (86-10) 6513-2569

Facsimile: (86-10) 6513-9064

**Chamber of Commerce CCPIT Shanghai Sub-Council**

14/F New Town Mansion

55 Loushanguan Lu

Shanghai, China

Telephone: (86-21) 6275-0700

Facsimile: (86-21) 6275-6364

**Asia Pacific Foundation of Canada**

666-999 Canada Place

Vancouver, BC V6C 3E1

Telephone: (604) 684-5986

Facsimile: (604) 681-1370

**Canada-China Business Council**

Suite 802, 110 Yonge Street

Toronto, ON M5C 1T4

Telephone: (416) 954-3800

Facsimile: (416) 954-3806

**Canadian International Development Agency**

Business Cooperation Branch, Bureau for Asia

200 Promenade du Portage

Hull, QC K1A 0G4

Telephone: (819) 997-7901

Facsimile: (819) 953-5024

**Canadian Commercial Corporation (CCC)**

50 O'Connor Street, 11th Floor

Ottawa, ON K1A 0S6

Telephone: (613) 996-0034

Facsimile: (613) 995-2121

**Export Development Agency**

151 O'Connor Street PO Box 655

Ottawa, ON K1P 5T9

Telephone: (613) 598-2500

Facsimile: 598-2503

**Canadian Exporters Association**

99 Bank Street, Suite 250

Ottawa, ON K1A 0G2

Telephone: (613) 238-8888

Facsimile: (613) 563-9218

## Canadian banks in China

### The Bank of Nova Scotia

Guangzhou Branch  
 Unite 1005-1007, Main Building  
 Guangdong International Hotel  
 339 Huan Shi Dong Lu  
 Guangzhou, 510098  
 Telephone: (86-20) 8331-2323  
 Facsimile: (86-20) 8331-1799

### Bank of Montreal

Room 707, Nobletower  
 22 Jianguomen Wai Dajie  
 Beijing  
 Telephone:(86-1) 512-3442  
 Facsimile:(86-1) 512-3442

### Canadian Imperial Bank of Commerce

International Club  
 Jian Guo Men wai da Jie  
 Beijing  
 Telephone:(86-1) 532-3164  
 Facsimile:(86-1) 532-5385

### Royal Bank

Union Building, Room 403  
 100 Yan An Road East  
 Shanghai 200002  
 Telephone:(86-21)320-2823  
 Facsimile:(86-21)320-0417

### The Bank of Nova Scotia

Beijing Representative Office 1205-06  
 China World Tower, China World Trade Centre  
 1 Jianguomenwai Avenue  
 Beijing, 100004  
 Telephone: (86-10) 6505-0552  
 Facsimile: (86-10) 6505-0553

### Bank of Montreal

Room 2603, North Tower  
 World Trade Centre  
 No.371-375. Huan Shi Lu  
 Guangzhou, P.R.C.  
 Telephone: (86-20) 778-3718  
 Facsimile: (86-20) 778-4893

### Royal Bank of Canada

Unit 18-20, Level 6, China World Tower  
 No.1 Jian Guo Men Wai Ave.  
 Beijing 100004.  
 Telephone:(86-1) 505-0358  
 Facsimile:(86-1) 505-4206

### Royal Bank of Canada

Suite 1208, East Block,  
 International Comercial Building.  
 Shenzen  
 Telephone:(86-755)226462/4 ext. 1208



## Reader Evaluation

Please help the Team Canada Market Research Centre to produce market reports which meet your information needs by completing this evaluation form and returning it by facsimile at (613) 943-8820. Thank you for your valuable input.

### 1. How did you obtain a copy of this market report?

- InfoCentre FaxLink system  Government worldwide web site  
 InfoCentre help line  InfoCentre bulletin board system  
 Local government office  Other: \_\_\_\_\_

### 2. How would you describe this market report?

	<b>Strongly agree</b>	<b>Agree</b>	<b>No opinion</b>	<b>Disagree</b>	<b>Strongly disagree</b>
<b>Useful</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Complete</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Well organized</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Well written</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Ideal length</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3. In what form do you prefer to obtain these reports?**

- Print       Electronic

**4. Based on the information in this report, what specific action(s) does your organization plan to take in this market? Check all that apply.**

- Seek an agent/distributor                       Contact Canadian trade office abroad  
 Visit the market                                       Participate in a trade show abroad  
 Do more research                                       Nothing  
 Other: \_\_\_\_\_

**5. What other market reports would be of benefit to your organization? Please identify specific products and countries. \_\_\_\_\_**

\_\_\_\_\_

\_\_\_\_\_

**6. Which of the following categories best describes your organization? Check one only.**

- Processor/manufacturer       Government  
 Trading house                       Student/academia  
 Export service provider       Consultant  
 Industry/trade association       Other: \_\_\_\_\_

**7. What were your organization's total sales last year, in Canadian dollars?**

- Less than 10 million       10 million to 50 million  
 More than 50 million       Not applicable

**Additional comments/suggestions for improvement:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**OPTIONAL** — The name of your organization is: \_\_\_\_\_

