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The Non-Alcoholic Beverages Market in China

February 1998

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(Également disponible en français sous le titre *Le marché des boissons non alcoolisées en Chine*)

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Prepared by the
Team Canada Research Centre
and the
Canadian Trade Commissioner Service

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(FaxLink no. 34933)

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Department of Foreign Affairs and International Trade / Ministère des Affaires étrangères et du Commerce international

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The Team Canada Market Research Centre produces a wide range of market reports by region and sector for Canadian exporters.
For further information please contact:

Market Support Division (TCM)	Trade Evaluation and Analysis Division (TEAD)

Department of Foreign Affairs and International Trade Email: research.center@extott16.x400.gc.ca	Agriculture and Agri-Food Canada Attn: James C. Lowe Telephone: (613) 759-7644 Facsimile: (613) 759-7505 Email: lowej@em.agr.ca
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The Non-Alcoholic Beverages Market in China

EXECUTIVE SUMMARY

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

The non-alcoholic beverage category in China is very broad. The market comprises traditional Chinese beverages, western soft drinks, and a new developing sub-sector. This new sub-sector includes western-style products produced specifically for the Chinese market, and more traditional beverages in new prepackaged formats. For the purposes of this report bottled water will be excluded from the non-alcoholic beverage category.

The Chinese non-alcoholic beverages market was valued at over US$4 billion in 1996. Imports made up less than 2% of the market. This small percentage was due to an increasing number of joint ventures between foreign multinationals and smaller domestic producers. These joint ventures allowed for a large increase in domestic production which effected the import market. However, to avoid a collapse in domestically owned non-alcoholic beverage production, the Chinese government recently placed restraints on all future joint ventures. This move has opened up opportunities for exporters in many niche markets outside the traditional cola sub-sector.

Although fundamental economic indicators point to continued growth, imports can be inhibited by Chinese trade barriers, an underdeveloped distribution system, inadequate infrastructure, and an inefficient banking sector.

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Market Overview

The non-alcoholic beverage market in China is dominated by domestically produced beverages. Major players include traditional Chinese producers and multinational firms like Coca-Cola and Pepsi-Cola Inc., who have established production facilities throughout China.

There was significant growth in the value and size of the non-alcoholic beverage market in China between 1992-1996. However, 1995 witnessed a marked decline in non-alcoholic beverage imports. This was due to improved production facilities in China, and Hong Kong's increasing role as a reexporter of high quality food and beverage products for China.

The average incomes of China's urban population is more than double that of rural residents. Subsequently, the majority China's non-alcoholic beverage sales occur in its urban regions. In rural areas, boiled water and tea are the most common non-alcoholic beverages. Exporters should, therefore, targest their products at China's 340 million urban residents.

Market Size and Projections

The import market for non-alcoholic beverages in China was valued at over US$60 million in 1995. Reexports from Hong Kong accounted for US$52 million of the total import market.

The southern provinces of China, along with Beijing and Shanghai, are the strongest markets for most consumer goods. Shanghai is often used by foreign companies as a test market for new food and beverage products. Guangdong is the fastest growing market in China, and the closest province to Hong Kong.

The retail sale of most non-alcoholic beverages in China varies greatly by region. While carbonated drinks dominate most regions in China, many other beverages maintain a sizable share of the market. Exporters are advised to examine the various regional preferences closely.

Carbonated beverages are the largest segment of the of the non-alcoholic beverages market. The total market for carbonated beverages was valued at US$2.8 billion in 1996, comprising 76% of the non-alcoholic beverage market. Sport drinks are relatively new to China, but have quickly become the second largest sub-sector with a total value of US$842 million. Both of these sub-sectors are dominated by Coca-Cola Corp. and Pepsi-Cola inc. who control over 50% of the market.

Orange drinks are the highest selling carbonated beverage in China followed closely by cola's and clear lemon-lime drinks. China has a number of clear carbonated beverages called Chi-Shui which are especially popular. Diet cola's and other diet carbonated drinks have seen a decline in sales over the past four years, in some cases as high as 100%. Carbonated beverages are most popular in urban areas amongst the younger segments of the population. Drinking canned Carbonated beverages is viewed as a status symbol which enhances their popularity.

The fruit juice market is growing because of the changing preferences of several segments of the population. Women and older generations have shown interest in fruit juices because of their perceived health benefits. Natural fruit juices are the most popular juice products because of their quality and nutritional value.

Apple juice is the most popular fruit juice in China, but pineapple juice is growing in popularity and has quickly become the second highest selling fruit juice. The introduction of tropical fruit juices has also been successful. Coconut juice and almond drinks have become popular luxury gift items. Fruit juices are taking market share away from carbonated beverages because of improved quality, product variety, and a growing belief that fruit juices are a healthy alternative.

Hot drinks are declining in popularity in China. Tea, in particular, has seen a decrease in total market share, but continues to be a popular beverage in many regions. Lemon tea is one of the most popular products in the sub-sector, and the introduction of cold teas and a variety of herbal teas has aided in decreasing the decline in tea's market share. However, a majority of tea consumed in China is boiled tea leaves, not prepackaged single servings. China maintains a small coffee market, 80% of which is controlled by multinationals Nescafé and Maxwell House. China imported US$200 million worth of coffee in 1995.

Tea is considered a vegetable drink in China, and this sub-sector is receiving increased government attention. The Chinese government is anxious to stop the decline in the tea market, and is taking steps to protect and promote this domestic industry. Similarly the government is developing a number of vegetable juice products as a means of dealing with surplus vegetables and minimizing waste from the agriculture industry. This product will target the growing segment of the Chinese market that is seeking healthly alternatives to western soft drinks. Both of these sub-sectors would be difficult entry points for Canadian producers.

While some traditional sub-sectors are declining, industry sources predict China's non-alcoholic beverage market will maintain its annual growth rates of 20%. The fruit juice, and carbonated beverage sectors are expected to lead the non-alcoholic beverage markets growth with average rates of 25% per year until the year 2000. A number of niche markets are available to dedicated exporters. While the market for carbonated beverages is dominated by two multinational corporations, fruit juices, health drinks, and regional beverages offer other opportunities.

Tropical fruit juices are new and increasingly popular in the Chinese market. Juices made from regional, or local fruits are especially popular. Foreign producers have found that tailoring western-style beverages to regional preferences has expanded their consumer base. The first such product was introduced in 1997 as a pilot project in Shanghai. Coca-Cola marketed a fruit beverage made from regional tropical fruits, produced in a joint venture with a large Chinese non-alcoholic beverage firm. The product used Shanghai as a test market and has initially proved very successful.

Soya-milk beverages have always been popular in China, but recently producers have offered prepackaged single-serving products which have been well received. In fact, all milk based beverages have experienced growth. Meal supplement beverages have shown strong growth with Chinese consumers looking for convenience foods, and yogurt drinks have increased in popularity due to new formats and packaging.

Health drinks, such as semi-medicinal beverages and nutrient enhanced drinks, have traditionally been popular in China, but new products made from expensive herbs and roots, such as ginseng, are expanding the popularity of the segment.

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The Competitive Environment

Production and retail costs of most non-alcoholic beverages have been lowered considerably because of the numerous foreign firms who have invested in the outdated production facilities and distribution systems of China. These lower costs, and improvements in quality have helped expand the consumer base for non-alcoholic beverages. Price will continue to be a primary concern for a majority of China's consumers.

Coca-Cola Corp. and Pepsi-Cola Inc. control over 25% of the non-alcoholic beverages market in China, including 50% of the carbonated beverage market. The dominance of these two companies has weakened domestic producers of non-alcoholic beverages. However, domestic producers are still present in this market, and dominate the rural regions, but an increasing number of joint ventures between foreign and domestic firms has left only one Chinese beverage producer with a national presence.

The import market is dominated by producers from the Pacific Rim, namely Taiwan, who provide familiar beverages, and benefit from the cost savings that their proximity and special trade relationships provide.

The Canadian Position

Between 1991-1995, Canada's non-alcoholic exports to China were sporadic. In 1995, Canada exported US$12 000 worth of non-alcoholic beverages. While a seemingly small amount, this was a significant increase over the four previous years.

A number of foreign firms, including Canadian producers, have invested in local manufacturing to produce their products with local supplies. this has greatly increased profits for most firms.

Recent moves by the Chinese government have opened up possible opportunities for dedicated

Canadian exporters. With large multinational firms currently unable to expand their production facilities past their present capabilities, many niche markets will remain open to competition. Current production facilities are geared towards producing internationally recognized name brands which has left the developing sub-sectors reliant on imports and foreign capital.

Asian beverage companies are also turning their attention to the small but fast-growing niche markets. These companies are primarily focusing on the rebuilding the popularity of old brands, and more traditional products, although many smaller producers are also keen on developing new products. The desire to develop new products could provide joint venture opportunities for Canadian producers.

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Distribution Channels

Overview of the Distribution System

The distribution system in China is decentralized and regionally based. This has led to weak inter-regional trade. Each region has the mandate to oversee its own food and beverage industry. Consequently, local officials often regard local markets 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, exporters will likely find it difficult to target the entire Chinese market. As a result, Canadian producers should initially explore opportunities in regional markets.

Non-alcoholic beverage manufacturers have begun to develop their own distribution systems in China to lower production costs and expand their market presence. Multinational companies have entered into joint ventures with some regional beverage producers merely to exploit their existing regional distribution channels given that implementing a national distribution system is very difficult.

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 buisnesses becasue 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.

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. These outlets do carry various non-alcoholic beverages, but they carry mainly domestic products, and few imports. 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. These enterprises carry limited amounts of imported non-alcoholic beverages. 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. This sector includes the developing supermarket and hypermarket industry. Western-style supermarkets are new to China, but they are developing rapidly. Supermarkets carry the highest percentage of imported and western style non-alcoholic beverages. These markets will provide the best entry point for imported non-alcoholic beverages as they are geared towards the new more affluent Chinese consumer.

Local markets and convenience stores are the most prominent retail outlets for non-alcoholic beverages, but this is expected to change as the younger generations in China have begun to frequent new western style supermarkets almost exclusively.

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 of companies whose products are costly to transport. Joint ventures are arranged and approved by the China Soft Drinks Association which is a division of the government branch of China Light Industry.

In late 1996, the Chinese government placed limits on all future joint ventures in the non-alcoholic beverage industry. This move was primarily focused at slowing down Coca-Cola Corp. and Pepsi-Cola Inc. who have all but removed Chinese ownership from national non-alcoholic beverage production. Recent joint ventures involving these companies were viewed as hostile take overs with few positive effects for the domestic non-alcoholic beverage producers. While this action could impede future joint ventures, a committed producer could enter into a partnership if the integrity of the Chinese partner was maintained, and the deal was mutually advantageous.

Promotional considerations

Chinese consumers prefer to have both Chinese and foreign labels appear on imported food and beverages. Chinese labels are desired, for ease of understanding, and foreign labels are beneficial as they are perceived by Chinese consumers as evidence of a products high quality. Large or bulk packaged goods for retail are not popular because most homes are small and few people own cars. Consumers are price conscious in this market, but whenever possible they prefer to pay for quality products rather than cheaper goodss based soley on price. In the non-alcoholic beverage segment, consumers are wary particularly of lower priced domestic products. Historically, Chinese non-alcoholic beverages have had difficulty passing government hygiene standards. As late as 1993, only 30% of Chinese carbonated beverage producers passed government tests.

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

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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 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 or unavailable to the exporter.

Health 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 now requires 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 and beverage products (domestic and imported) have Cantonese/Mandarin 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 Cantonese/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 beverages entering the market.

Retail Packaging

Attractive modern packaging plays an important role in the non-alcoholic beverage 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 only for imported products. Many foreign firms have redesigned their packaging to maximize their international logo, added eye catching colours and characters, and the necessary Cantonese or Mandarin characters.

Another concern for non-alcoholic beverage packaging in China is the size and format of the package. Western style packaging, while attractive and sought after, typically makes the product unaffordable. There are many options and variations in place in the industry.

Canned drinks are believed to be a status symbol in China, but this type of packaging severely limits market size as it puts the cost of the product out of the reach of most Chinese consumers. Cardboard packaging is in use for most types beverages in China, but its success is hinged to the products low cost, and not its appeal. Consumers generally purchase beverages in this format when there is no other option. Cardboard has become common at sporting events and other large entertainment venues. Many foreign non-alcoholic beverage companies have simply reconfigured their own packaging to suit the Chinese market. For instance, Coca-cola markets its carbonated beverages in smaller 200 ml bottles. By cutting down on quantity and packaging, the product became more affordable to the average Chinese consumer.

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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 air 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: May be 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 it 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 the 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 specific 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

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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 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%.

All imported non-alcoholic beverages are subject to a 17% value-added tax. A duty of 30-75% is levied depending on the type of beverage. As of 1997, non-alcoholic beverages, both domestic and imported, were not subject to a sales tax. However, the Chinese government is planning to impose a

8% tax on non-alcoholic beverages in the near future.

Measures that can act as non-tariff barriers are administered at national and sub-national 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 itsinternational trade commitments. Neverthless, 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 was to bring its average nominal tariff down 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 believed threatened domestic industries.

Businesses bringing goods into China often complain about China's customs valuation practices. Different ports of entry may charge different duty rates on the same or similar 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, and availability of supplies and labour.

Transportation and Storage

China's infrastructure is poor. It can be so inefficient and costly that, in some cases, products shipped from North America can compete well with domestic products from distant parts of China. Shipping (by sea) is the easiest mode of transport. Many existing and planned plants are on the coast or along rivers, so they may take advantage of natural transportation routes.

The transportation system in China has limited the size of most Chinese beverage companies in the past. The lack of an adequate national rail service has been partially blamed for creating China's diverse and regional non-alcoholic beverage market. With the introduction of industry giants, Coca-cola Corp. and Pepsi-Cola Inc. a semi-national distribution system is evolving, but this system remains fairly exclusive to the two companies. A matching system will develop for the hundreds of other companies as regional markets are defined, but this has yet to happen.

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.

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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 Renmimbi Yuan (RMB), or peoples currency, remains generally sound. The basic unit is the yuan. The Renmimbi is technically market determined, although there are many foreign currency laws which restrict this in practice. Foreign exchange delays of one to two months are currently reported after local currency cover is made. Local currency delays average one month. The import cover can average between 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 of communication. Writing (letters, facsimiles, memos) is the least preferred method. Committing something to paper usually requires the approval of many people throughout the bureaucracy.

Chinese business executives prefer to establish long term relationships, partly because of the difficulty of enforcing contracts. The services of a good interpreter, especially one who understands 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 preparedto go over everything many times, in the same meeting and again in subsequent meetings.

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APPENDIX A -- Statistical Tables

The Non-alcoholic Beverage Market in China, Sales Volume and Percentage Growth by Flavour, 1993-1995

Flavour	1993	1994	1995	%Growth 1993/1994	%Growth 1994/1995
Orange	181,494	205,421	222,146	13.2	8.1
Cola	78,369	184,581	217,059	135.5	17.6
Lemon-Lime	120,674	140,896	177,347	16.8	25.9
Apple	132	101	155	-23.5	53.5
All Other	376,920	299,537	311,816	-20.5	4.1
Total	757,589	830,536	928,523	9.6	11.8
Source: ERC Statistics International, *Confectionery Market in China*, 1994.					

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APPENDIX B -- Trade Shows and Promotional Venues

Bevtek and Brewtek China	International Beverage and Brewing Production Exhibition July 1998 Convention Centre, Shanghai, China	US Contact IMEX Management 6525 Morrison Blvd Ste. 402 Charlotte, NC 28211-3532 Telephone: (704) 365-0041 Facsimile: (704) 369-8426
China Brew & Beverage	International Brew & Beverage Processing Technology and Equipment. July 1998 Beijing Exhibition Center, Beijing, China	Business and Industry Trade Fairs Inc. 4/F Antel Bldg 144-148 Des Voeux Rd., Hong Kong Telephone: 2895-2633 Facsimile: 2866-1773
PFP Expo - Drinkmac & Pac	International Beverage & Brewery, Packaging & Materials. March 1998 Convention Centre, Guangzhou, China	Copro Int. Service 2003-4 Hing Yip Commercial Centre 272-284 Des Voeux Rd. Hong Kong Telephone: (852) 2541-9196 Facsimile: (852) 2545-7639

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APPENDIX C - Non-Alcoholic Beverage Importers in China

China National Cereals, Oils and Foodstuffs Import and Export Co. Jingxin Bldg, 2A Dong San Huan Bel Lu, Beijing, China, 100027	**Beijing Cereals, Oils and Foodstuff Import and Export Co.** 22 Fuwai St, Xicheng District Beijing, 100037, China

Telephone: (86-1) 466-0684	telephone: (011-86-10) 6832-7585 Facsimile: (011-86-10) 6831-1309
Shanghai Tea Import and Export CO. 74 Dianchi Rd. Shanghai 200002, China Telephone: (86-21) 6329-8888 Facsimile: (86-21) 6329-1989	**Mountain Tai Shenli mineral Water Co. Ltd.** Dongshan Rd., Shangdong province, 271500 Telephone: (86) 821-003
Shandong An Baili Foods and Beverage Co. Ltd. 20 Longshan Rd., Tengzhou, Shandong, 277500, China Telephone: (86) 512-879 Facsimile: (86) 513-809	**Shaanzi Longshou Dali Mineral Water Co. Ltd.** Yuhong Village, Duanjai Township, Dali County, Shaanxi Province, China Telephone: (86) 222-631 Facsimile: (86) 222-631

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. 930 Carling Ave. Ottawa, ON K1A 0C5 Contact: Randy Nelson Telephone: (613) 759-7637 Facsimile: (613) 759-7506	**Market Support Division (TCM)** Department of Foreign Affairs and International Trade. 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 Affairs 225 Chaoyangmennei Dalie, Dongsi Beijing 100701 Telephone: (01) 513-5566 Facsimile: (01) 512-9568	**Ministry of Foreign Trade & Economic Cooperation(MOFTEC)** 2 Dongchangan Jie, Dongcheng Qu, Beijing 100731 Telephone: (01) 519-8114

	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 Beiheyan 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	

Canadian banks in China

The Bank of Nova Scotia Guangzhou Branch Unite 1005-1007, Main Building	**The Bank of Nova Scotia** Beijing Representative Office 1205-06 China World Tower, China World Trade Centre

Guangdong International Hotel 339 Huan Shi Dong Lu Guangzhou, 510098 Telephone: (86-20) 8331-2323 Facsimile: (86-20) 8331-1799	1 Jianguomenwai Avenue Beijing, 100004 Telephone: (86-10) 6505-0552 Facsimile: (86-10) 6505-0553
Bank of Montreal Room 707, Nobletower 22 Jianguomen Wai Dajie Beijing Telephone:(86-1) 512-3442 Facsimile:(86-1) 512-3442	**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
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 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 Union Building, Room 403 100 Yan An Road East Shanghai 200002 Telephone:(86-21)320-2823 Facsimile:(86-21)320-0417	**Royal Bank of Canada** Suite 1208, East Block, International Comercial Building. Shenzen Telephone:(86-755)226462/4 ext. 1208

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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.

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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?

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Useful					
Complete					
Well organized					
Well written					
Ideal length					

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. ____

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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: ____________________

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OPTIONAL — The name of your organization is: ______________________

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