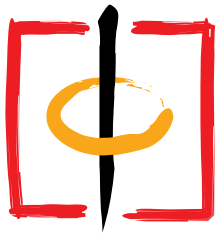


Issue 144 • May 2014



## CHINA BRIEFING

From Dezan Shira & Associates



# Industry Specific Licenses and Certifications in China

**p. 4** Special Licenses for Industrial Products, Food and Advertising

**p. 9** China Compulsory Certification and China Energy Label



## Introduction



Before a foreign company decides to bring its products or services to the Chinese market, it is important to first acquire a firm understanding of the relevant regulatory environment. The Chinese government has put into place various licensing and certification schemes to regulate its economic development and ensure that products and services meet certain standards to safeguard public health and interest.

For example, a company must first obtain a special license before it is allowed to manufacture or sell food in China. Certain services, such as advertising, also require licensing. Meanwhile, products such as toys and automotive parts must acquire China Compulsory Certification (CCC), and specific electronic devices such as air conditioners and refrigerators need to obtain energy efficiency certification. It is important to note that China has its own mandatory licensing and certification systems. This is often overlooked as some foreign firms assume that licensing and certification from their home countries will suffice.

In this issue of China Briefing, we provide an overview of the licensing schemes for industrial products; food production, distribution and catering services; and advertising. We also introduce two important types of certification in China: the CCC and the China Energy Label (CEL). We hope that you find this issue helpful in giving you a basic understanding of the requirements for selling your products or services in China.

Kind regards,

Sabrina Zhang | National Tax Partner  
Dezan Shira & Associates, Beijing Office  
china@dezshira.com  
www.dezshira.com

### For Reference

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A Distant Ballad, A Home in the Dreams  
(遥远的歌谣梦里的家乡)

Zhao Chengxiang (赵澄襄)

Chinese Painting, 150x95.5 cm

Wan Fung Art Gallery (雲峰畫苑)

wanfungart@126.com | [www.wanfung.com.cn/eng/](http://www.wanfung.com.cn/eng/) | +86 21 6487 4072\*107

This Month's Cover Art

# Industry Specific Licenses and Certifications in China

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“It is important to note that China has its own mandatory licensing and certification systems.”


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**Liaison Offices, Germany**  
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