



Your Trusted Partner in China





Market Entry & Regulatory Consulting

Matchmaking & Partner Search

Marketing & Branding

Industry Conferences & Seminars

Introduction

Health Products Association China (HPA-China)

Established: July 28, 2010

Status: U.S. Non-profit 501c6 Organization

Model: Regulatory Advocacy, Consulting, Marketing and Business Services

Represents Global Dietary Supplement and Nutritional Ingredient Companies Operating in or Focused on Entering China. Benefits also include global marketing in both English and Chinese, which reaches thousands of industry leaders around the world.

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Government Cooperation

Besides SAMR, HPA-China maintains friendly relations with other relevant Chinese government agencies and associations such as China Nutrition & Health Food Association, China Chamber of Commerce for the Import and Export of Medicine and Health Products, China Council for the Promotion of International Trade, China Nutrition Society, China Health Care Association and the Public Nutrition Development Committee for the promotion of the industry and regulatory reform in China.



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Government Cooperation



Over the years, HPA-China has cooperated with a variety of government agencies in order to benefit its members



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Business Services

Nutritional Outlook Magazine: “Best of Industry Award 2014”



U.S.–China Health Products Association

Navigating China’s complex natural-products industry is easier, thanks to the USCHPA.

BY KIMBERLY J. DECKER



Your Trusted Partner in China



NBJ Award “Efforts on Behalf of the Industry”



2024 WINNER

*To be announced at NBJ Summit July 31, 2024
Rancho Palos Verdes, CA – Terranea Resort*

Business Services

HPA-China offers unparalleled value and service to its members. With membership, companies not only get an association working on regulatory and industry issues, but also have access to business services that will assist in the companies' market success. The association works independently with each member, so the below list is by no means all inclusive:

Assistance with:

- Market Entry / Positioning
- Regulatory Consulting
- Cross Border Solutions
- Matchmaking / Distribution
- Product Approvals and Registrations
- Trademark Registration
- Social Media / Live-Streaming
- Marketing and Branding

Access To:

- Association's Trusted Team in China
- Newsletter "China Updates" (English)
- Industry Reports
- All Association Activities in China
- Place Ads and Articles in the Association's Publications as well as other Media Partners' Publications
- HPA-Global Insights – Video Interview Series

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Business Services



HPA
Health Products Association
GLOBAL

Insights

**Video Interviews
with Industry
Experts**

8 Regulatory Questions About China's Dietary Supplement Industry



Jeff Crowther



Cathy Yu

Watch entire video on
HPA-Global Insights  YouTube



HPA-Global Insights is a series of videos where the association interviews members and dietary supplement industry experts from around the world on a variety of topics such as:

Global Markets, Regulatory, Cross Border E-commerce, Ingredients, Formulation, Intellectual Property, Functional Foods, Sports Nutrition, Probiotics, Omega-3s and many of topics of interest to the overall natural health and nutrition industry.

- **20k+** “China Updates” HPA-China’s weekly English newsletter sponsorship. Member will have a logo with a clickable link and can also submit articles for publication, 52 issues per year (English)
- **18k+** LinkedIn: Member press releases, news etc as needed (English/Chinese)*
- **20k+** “HPA-Global Insights” video podcast. Members can do up to three interview videos per year in English. Videos will be distributed through YouTube, LinkedIn, Facebook and a variety of other social media channels. Members can also publish to their own channels. (English)
- **8k+** HPA-China’s WeChat social media: interviews, press releases or general news can be published once per week. (Chinese)*
- **125k+** Food Safety Magazine: Interviews, press releases or general news can be published once per month. Physical printed magazine 25k+, social media 100k+ database. (Chinese)*
- **10k+** Little Red Book micro channel. This is used to promote a finished dietary supplement or a nutritional health ingredient directly to Chinese consumers. (Chinese)*

**For Chinese language news, it should be provided to the association in Chinese*



Association Annual Conference in Shanghai at FiAsia China Expo:



- Past Educational Seminars in China -

Members and Clients Sharing Latest Innovations

International Omega-3 Industry Insights Seminar

June 19, 2019 National Exhibition & Convention Center
Room M3-03 13:00 – 14:30 (FREE EVENT)



Global Industry Insights

Chris Gearheart – Director Member
Communications & Engagement
Global Organization EPA & DHA Omega-3s



Superba Krill Oil –
Latest Research & Applications
Andreas Thorud – China GM
Aker BioMarine



New Novel Ingredients DPA and PRM
Rosin Luo – China Sales Director
KD-Pharma



International Probiotics Industry Insights Seminar

June 19, 2019 National Exhibition & Convention Center
Room M3-03 15:00 – 16:30 (FREE EVENT)



Global Probiotics Industry Insights
George Paraskevacos – Executive Director
International Probiotics Association



Novel Probiotics Applications Beyond Yogurt
Simon Wang – China Business Manager
Proactive Health
Kerry Inc.



LAFTI L10 - Application of Probiotics in
Sports Nutrition
Lyu Ran – Scientific Sales Manager China
Lallemand



International Sports Nutrition Industry Insights Seminar

June 20, 2019 National Exhibition & Convention Center
Room M3-03 13:00 – 14:30 (FREE EVENT)



Opportunities in Female Sports Nutrition
Market and Innovation on Protein Fortified
Foods
David Townsend – VP Commercial ASpac
Glanbia Nutritionals



Sports Nutrition Solution Platform
Driven by Innovation
Stephen Ye – Business Manager FIA
Aland Group



LONZA New Solution for Sports
Nutrition
Jessica Zhang – Marketing Manager
LONZA Consumer Health & Nutrition



Annual Expos in China



Weekly Market Intel Newsletters



Your Trusted Source:
China Nutrition & Health Market Intel



The Value of China
A seminar of food
China's Nutrition
Commerce in Chi

Your Trusted Source:
China Nutrition & Health Market Intel

Tianjin Cracks Down
Local regulators o
sales fraud and fi
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Council. [Read Mo](#)

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Health of Women,

Children in China

Keeps Improving: Statistics

The health of women

and children in China

has been improving, according to the

latest statistics. [Read More...](#)

China's Innovative Farming Brings Healthier Food

From using mosquito

nets to raising catfish in their paddy fields, the sky is the limit

for Chinese farmers trying to grow healthier food. [Read More...](#)

Alibaba Invests \$3.7 Billion in Chinese Chain to help Fight Wal-Mart

Hong Kong—Alibaba Group Holding Ltd.'s \$3.7-billion deal to buy a slice of China's

largest hypermart chain pits it against Wal-Mart Stores Inc. in the world's largest

retail arena. [Read More...](#)

December 5, 2017 - Issue 275



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ARCHIVE AVAILABLE HERE

China Updates is brought to you by the U.S.-China Health Products Association and Its Sponsors:



China Updates is published weekly and goes out to thousands of readers around the world.

It covers all the latest on China's supplement industry, food safety, industry information, consumer insights and much more.

Business Services



China Social Media

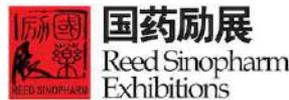


The association posts international health news as well as promotes its members and functions in Chinese to the China Market.



美中健康产品协会

Current and Previous Members



HPA-China Leadership



Jeff Crowther
Executive Director

Since 1993, Crowther has been working in the natural health product industry. From 1993 – 1999, he worked with GNC and then from 2000 – 2006 with NBTY. Making the move to China in 2005 as NBTY’s representative, he assisted in opening their first office in Beijing. In 2006, he took the position of Chief Representative to China for the Natural Products Association and worked under the American Chamber of Commerce in Beijing. In 2010, he established HPA-China with founding members NSF and Jarrow Formulas.

Crowther is recognized as one of the foremost experts on China’s developing natural health product industry. He has published many articles on the subject in *Nutraceuticals World*, *Nutritional Outlook*, *Natural Products Insider*, *Nutrition Business Journal*, etc. He has also produced numerous educational seminars in the U.S. and China in cooperation with such organizations as U.S. FDA, U.S. DOC, New Hope Network, Informa, Chinese Ministry of Commerce, China Health Care Association, China Council for the Promotion of International Trade, Chinese Medicine Association and others in order to promote the natural health product industry.

HPA-China Leadership



Award is not real; it was created for fun by ChatGPT

"*TOP RECOGNIZED EXPERT*"

"Jeff Crowther - Executive Director, Health Products Association-China (HPA-China / HPA-Global Insights). He is widely seen as a global authority on China's dietary supplement and natural health product market."

Well, that's what ChatGPT and Gemini said.

Your Trusted Partner in China



The Time is NOW!

Join the association today and become a supporting partner in the continued development of China's dietary supplement and nutritional ingredient industry.

For more information contact
Health Products Association - China:

info@hpachina.org

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