

## China

It is important to consider seasonality when shipping to and from China as the trade lanes can become very slow or congested around the Christmas and Chinese New Year period from mid December to February. Chinese authorities require that goods entering the country, for whatever purpose, be entered in a proper and legal way.

As experts in the handling of trade shows and exhibitions in China, we are highly experienced and qualified customs agents, shippers and on-site handlers and able to provide local partners at main trade fairs who act as importers of foreign goods

### **China's Rise and the WTO**

During the past several decades, China's economy has undergone a transformation, growing by almost 10% each year since 1978. The economy has been dramatically altered from one that was centrally planned and controlled by state-owned enterprises to one in which the free operation of market forces largely determines the allocation of resources. China joined the World Trade Organisation (WTO) in 2001, with extensive commitment to make its economy fit within the regulations of the organisation. While this has helped to continue to propel China's exports in the past few years, the wealth-effect from all these exports has made China one of the world's largest importers as well.

### **The importance of documentation**

Accurate documentation is one of the most important elements to consider as you prepare to ship to China. Properly completed paperwork will reduce the risk of being delayed at customs. In addition to your international shipping label and airway bill, we work with you to ensure that all documentation, certificates and classifications are completed well in advance of the exhibition. You should also consider registering all patents, trademarks and copyrights in China to protect your intellectual property with the enforceable Chinese agencies.

### **Entry and customs examinations**

Once the classification is completed the entry document is prepared and submitted to the customs authority. The cargo is then checked against the invoices by the Chinese customs. Examination is under the control of customs officials responsible at the point of entry. This process can take 2-5 working days. If all the documentation is in order and the freight is identified customs will grant permission for material to be removed from the bonded warehouse and delivered to the exhibition venue.

### **On the show floor**

Under no circumstances can goods or equipment be sold from the exhibition floor, whether in bond or under temporary import. All cargo must be returned to the bonded warehouse and be placed back under customs control, only then can the Chinese importer start the nationalisation process.

## China

**Chinese** authorities have strict requirements regarding catalogue and publicity material censorship. The Ministry of Foreign Economic Relations and Trade in China stipulates that all advertising materials like printed matters and giveaways as well as technical information in all media types shall be allowed display or use at the exhibition only after customs has inspected and approved the censorship clearance.

Effective from 6th April 2011, China customs has implemented the following regulation on the Audio & Video producers:

1. There is no waiver on importation of audio & video products such as CDs or DVD
2. All exhibitors would have to personally apply "Audio and Video Product Import Licence" and submit the original licence to the forwarding agent before the goods arrive in port. The application can take approximately 60 days or more.

All audio and video products imported would have to be re-exported totally after the exhibition. In addition, exhibitors are advised that brochures, giveaways and souvenirs are subject to import duties as assessed by the Chinese Customs which must be payable on entry.

When Taiwan or Hong Kong is mentioned in promotional materials, exhibitors should avoid using any expression which one would misinterpret that Taiwan or Hong Kong is in a position equivalent to a country.

### DO's

- Contact us early as it is a very long journey by sea to China so allow plenty of time.
- Pack your goods in suitable packaging material (the best you can afford and rainproof. External packaging must be made from pre-treated wood and carry the necessary IPPC stamps.
- Remember to list every item you have packed on your LIST of Exhibit Forms (contact us for template). We can arrange the translation for you.
- Supply us with sample literature/CDs/DVDs/USBs for censorship approval by the Chinese Authorities.
- Tell us if you plan to ship **batteries** in shipment
- Consider having your business card translated. The Chinese love the ceremony of exchanging cards.
- Let us know what you plan to ship early as some equipment requires special documentation of licences such as Medical Equipment, Arms/Ammunition, Alcohol and Foodstuffs.

### DON'Ts

- Ignore our shipping deadlines
- Send any foodstuffs (even mints or boiled sweets) - the import regulations are very strict.
- Panic about the paperwork. We will guide you through all the documentation to ensure your goods arrive safely to your stand.
- Forget to tell us if you require secondary forklift hire at the venue (for lifting heavy machines or packing cases etc.)
- Book your return flight home for the same evening the exhibition finishes.
- Do not use a courier or attempt to hand carry
- Do not address cargo to yourself, your hotel or exhibition site—it will not be delivered
- Do not ship without taking copies of all shipping documents

