



HKHFA E-NEWSLETTER



MESSAGE FROM THE PRESIDENT

BY MR. NASSER KHAN

With the development of the pandemic and the spread of new variant viruses in different places, the epidemic situation in various countries is still recurring. Hong Kong is also taking cautious steps to prevent the fifth wave of the pandemic.

The impact on the supply chain is also gradually emerging, such as the extension of the lead time of raw materials; manufacturers still catching up the previous production schedule and undelivered orders, coupled with recent shipping bottlenecks and container shortages, resulting in longer and longer delivery lead time.

Hence, the repeated delays in the delivery lead time is putting much pressure in maintaining the in time supply of goods as well as the turnaround of working capital. Even during the epidemic, the general public has a fundamental demand for health food that can help boost immunity. However, due to the above reasons, the risk of products out of stock and hence hindering capital flow back will be a major challenge for the industry.

Recently, the vaccination rate has increased but is still far away from the target of 70% to 80%. There is still a long way to go before the full recovery of food and beverage, tourism, bars and some entertainment and performance industries.

It is hoped that the health food industry will stick to its position, keep profitable, and continue to provide high-quality health food to consumers, so that the general public will be effectively protected in terms of enhancing immunity and maintaining good health.

Message from the Vice Presidents



Ms. Vivien Chou

Thanks to President Nasser and all members of the External Affairs Committee for their continuous efforts for the Association under the challenge of the COVID-19 pandemic. They worked tirelessly in assisting the growth of the association. The Greater Bay Area has a population of 75 million and an economic output value of approximately US\$1.6 trillion. It is equivalent to a large global economy. With the increasing popularity of health foods and health supplements worldwide, I would like to add that we should take this opportunity to lobby the Hong Kong government to support the development, service, provision, research and innovation of health foods and health products in the Greater Bay Area.



Mr. Danny Luk

First of all, welcome new members to join and support the Hong Kong Health Food Association. The Hong Kong Health Food Association has been committed to safeguarding the rights and interests of our members. The Internal Affairs Committee provides members with different services, such as offer free sales certificates applications. We hope this will allow the industry to explore new development opportunities. The committee has always look for possibilities to arrange different activities for members to increase industry connections. With the recent relief of the COVID-19, we will hold the bowling competition for members in September this year and the annual meeting in the fourth quarter. We look for your active participation.



Ms. Joanne Cheung

HKHFA is committed to corporate social responsibility (CSR). In 2020, we are delighted to be awarded the Caring Organisation 2020/2021 which commends and gives public recognition for our good corporate citizenship and contribution to the society. We aim to provide our members with information of global events, conferences, and research. Government support is important for the industry growth, especially during this difficult time. We work closely with the government and different trade associations to seek for funding and resources for our members to explore their business. We welcome all of you to participate and get involved with our activities. Let's uphold the standard of health food industries together and build a healthy & sustainable society.

Recognition to Sub-committee Chairman and Co-Chairman

Thanks to all sub-committee members for their contribution to the successful operation of the Association. And special thanks to the chairman and co-chairman of each sub-committee for their relentless effort.

Mr. Nasser Khan
Nu Life International (Asia) Ltd.
Co-chairman of Strategic & Regulatory Committee



Ms. Veronica Sze
Wyeth (Hong Kong) Holding Company Ltd.
Co-chairman of Strategic & Regulatory Committee



Ms. Vivien Chou
The Hong Kong Health Care Centre
Co-Chairman of External Affairs Committee



Ms. Joanne Cheung
Concord Alliance Limited
Co-chairman of External Affairs Committee



Mr. Danny Luk
Nu Skin Enterprises Hong Kong, LLC
Chairman of Internal Affairs Committee



Welcome New Members

Ordinary Member:

Total Swiss International Group Limited



Total Swiss was founded in 2010, with previous sales locations in 17 countries. The group has a research team in Germany that specializes in the research of cellular nutrition products, and has its own factory in Switzerland to ensure product quality. In addition to the Fit Solution cell nutrition series, there are other health care series and beauty series products, which meet the different needs of people who care about health and beauty.

www.totalswiss.com.hk

GenieBiome Limited



MicroBiome Precision. GenieBiome Ltd.

GenieBiome, a biotechnology spinout from The Chinese University of Hong Kong was founded by world-renowned clinician-scientists and supported by a multidisciplinary team of experts in microbiology, metagenomics, bioinformatics, disease biomarkers, food technology, clinical trials, IP development and commercialization. G-NiiB® is the registered trademark of GenieBiome Limited.

www.geniebiome.com

Raysun Industrial Ltd.



Raysun Industrial Ltd. is a supplement OEM/ODM based in Hong Kong. We have rapid development in manufacturing NMN and GSH for recent years because we care about health and well-being. We think supplements should offer the purest ingredients without the use of fillers and excipients. Whatever the size of your business, big or small, RAYSUN INDUSTRIAL LTD. can manufacture your supplement products to exceptional quality, and help you grow your brand.

www.raysun.hk

Associate Member:

Easy Health HK Ltd.



Easyhealth.hk is specializes in bottling, packaging, warehouse & distribution for supplements. We have over 20 different types of packaging instruments that Mainly support overseas import supplements in bulk to HK for local bottling and packaging for re-export to China or local distribution as a one-stop shop solution.

www.easyhealth.hk

HKHFA Activities Preview

As the pandemic becoming stable, the association will resume the bowling activity. A new event "Bowling Fun Carnival" will bring more fun and happiness to our members and build connections between members. Unlike traditional bowling games, it breaks the rules. Enjoy this unexpected bowling even you don't know how to play bowling. Each member company may register for maximum 2 groups with 3 people in one group, and all members are welcomed. Sign up and win prizes, coming soon.

<Event details>

Time: September 10, 2021 (Friday), 3 - 6 pm

Venue: Thunderbowl. Shop 2, B-1, Screen World, Site 8 Whampoa Garden

Cost: \$1200 (for one group), \$2200 (for two groups). Each group include 3 pairs of bowling shoes.

In addition, we are planning "The Hong Kong Health Food Association Annual Dinner" and are expected to be held in Q4 of 2021, subject to social distancing measures. The venue and event format will be announced later. Please stay close to our information.

Strategic and Regulatory Committee Update

The Trade and Industrial Organisation Support Fund (TSF)

The Hong Kong Health Food Association appointed the Hong Kong Productivity Council as the implementation agent and submitted a revised application to the "The Trade and Industrial Organisation Support Fund" to the Hong Kong Trade and Industry Department in June 2021. The scheme aims "to establish Hong Kong Health Food Knowledge-based Product Information System (HKHFKPIS) for Hong Kong health food industry through smart innovation and to enhance the image of health food in the expanding market in the Greater Bay Area (GBA) through the research and workshops. The first phase of the Hong Kong Health Food Database covers 3,000 to 4,000 health food products information, increasing transparency to the government and consumers. This will benefit not only member companies but also the related industry chains such as pharmacies, retail stores, etc. The Chinese Manufacturers' Association of Hong Kong, Modernized Chinese Medicine International Association, Hong Kong Trade Development Council, The Hong Kong Retail Management Association, and the Hong Kong General Chamber of Pharmacy also support the scheme by being collaborating organizations.

External Affairs Committee Update

1. Collaboration and Program participation

The Hong Kong Health Food Association was nominated by the Joyful Mental Health Foundation to participate in the 2020-2021 "Caring Company Recognition Scheme" of the Hong Kong Council of Social Services, and was awarded "Caring Organisation" for the first time.

2. "New Smart Anti-counterfeiting Technology Pilot Project" by Hong Kong Productivity Council

The "New Smart Anti-counterfeiting Technology Pilot Project" aims to help Hong Kong's pharmaceutical and health food industries experience the new smart anti-counterfeiting platform technology and the latest printing technology of anti-counterfeiting labels. The pilot plan will adopt a double-layer label design scheme. The top layer code will introduce the anti-counterfeiting query process and project introduction of this pilot plan. The bottom layer anti-counterfeiting code is an effective authenticity query function, comprehensively applying multiple anti-counterfeiting technologies to protect the product brand.

The Hong Kong Health Food Association, as a support organization for the plan, encourages the industry to actively participate in the technical experience, and the plan will not charge any fees. The HKPC project team will select the registered companies according to relevant requirements.

Upcoming Activities

1. The Asia Natural and Organic Expo has been leading similar trade shows in Asia since 2014, exhibiting countless natural and organic products. It is hoped that industry professionals will work together to create a fair business environment and promote a sustainable lifestyle. Like the Asian natural and organic markets, the Expo has unlimited potential. It is the fastest-growing natural and organic trading platform in Asia

Date: 7 - 9 Sep 2021 (Tue - Thurs)

Venue: Hong Kong Convention and Exhibition Centre

2. International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM)

Dates: 12-13 August 2021 (Thursday - Friday)

Conference Venue:

Room N101B, Hong Kong Convention and Exhibition Centre & Online Streaming (Attendants are welcomed to participate the Conference in either format)

Key Programs:

12 Aug 2021 (Thu)

- Opening Ceremony of the ICMCM
- Full Day Conference Sessions

13 Aug 2021 (Fri)

- Conference Sessions
- Breakout Session: International Postgraduate Symposium on Chinese Medicine

Conference Registration Fee: Free Registrations

Members Information Update

To ensure members record are updated in Hong Kong Health Food Membership System, please complete the attached “Membership Particular Update Form” and email to membership@hkhfa.org.

Form: <https://hkhfa.org/wpcontent/uploads/2021/03/Member-Particulars-Update-Form.pdf>

Health Corner

Health Articles

The HKHFA aims at fostering the well-being of the public and consumers, providing information on the latest scientific research and development and the correct safe use of healthy food through different media such as newspapers, magazines, and the internet. To view the previously published articles, just double-click on the selected topic.

(Click on the picture to view the full text)



「吃」出青春！_醫·藥·人

2021-05-14

↓ 下載



若要心情好 勿忽視腸道

2021-04-01

↓ 下載



Mental Health Message

Humans are emotional animals. They are born with seven emotions: joy, anger, worry, thought, sadness, fear, and shock, which accompany people throughout their lives. Chinese medicine believes that seven emotions are the human body's physiological response to the external environment and generally do not directly cause disease. However, if these emotions are too intense and exceed the limit that the human body can bear, it will affect the function of visceral blood and cause certain damage to the body. Let's take a look at how these seven emotions affect or harm our bodies!

Seven Emotions : <https://www.jmhf.org/20210405p24-26>