



HKHFA E-NEWSLETTER



會長的話

張玉儀女士

香港保健食品協會會長

第五波疫情是自爆發以來最嚴峻的一役，本港各行各業受到嚴重影響，面對前所未有的挑戰。

在這個非常時期，企業要有突破性思維，疫情危機下靈活制定應變方案，保障員工在工作期間的安全健康，令員工能安心繼續為消費者提供服務，於疫情間協助市民選購合適保健品，提升免疫力及健康，共同對抗疫症，同時建立良好品牌形象和聲譽。

疫情期間，防疫政策及商戶經營模式及時間改變，消費者外出購物意慾降低，購買模式亦由實體店改為網上購物。為增加企業競爭力，協會一直致力推廣數碼轉型，透過舉辦不同的研討會和工作坊，幫助企業營運數碼化，為企業作好準備，迎接本地及海外市場新商機。

疫情對弱勢社群的影響尤其嚴重，不少基層員工面臨失業或減薪。院舍缺乏人手及資源，工作環境充滿挑戰。有見及此，協會一眾幹事及會員，主動伸出援手，慷慨捐贈快速抗原測試，協助多間有需要的非牟利機構，解決燃眉之急，使其能維持正常服務。

隨着疫苗接種率上升及「疫苗通行證」推行，加上政府推出新一輪消費券，鼓勵市民本地消費，製造更有利營商環境，市道開始有序復甦。業界要謹守崗位，把握時機，為消費者提供安全、有效的保健產品及優質服務，保障消費者身心健康。

副會長的話

周薇薇女士



產品的質素一直是我們重點關注的問題，所以香港保健食品協會致力引入新的方法和技術以確保產品品質，例如推行優質產品標誌及引入智能條碼等智能防偽技術。

香港的優質保健食品除了著重本地市場，同時亦可聚焦大灣區。在打破政策和註冊等屏障後，通過認證的產品就具備良好的基礎，有利於迎接新的機遇進入廣闊的大灣區市場。

陸華先生



執筆之時正由政府重申第三階段的疫苗通行證於5月底起實施。更多的食肆及娛樂事業得以在防疫政策放寬下營業，帶動業績增長。但同時間，每天染疫個案數百，多區發現污水帶疫。這些數據都告訴我們不要因抗疫疲勞而對防疫鬆懈。

香港保健食品協會內部事務委員會正密切注意疫情發展，並將在安全的情況下恢復各項會員活動。各位可留意日後本會發報資訊。最後，在這祝願各會員及家人身體健康，天天好心情。

馮偉昌先生



香港疫情放緩，社交距離措施亦開始分階段逐步放寬，經濟活動和市民生活逐漸回復正常，相信香港經濟定可迅速復甦。疫情產生很多「新常態」，但有危就有機，協會一直支援會員探索和開展更多商機，並致力為業界打造更優越的營商環境。我將開展新的篇章，很榮幸過去能和會長、副會長和各理事通力合作，為各會員服務，祝願各會員公司業務蒸蒸日上，相信協會在理事會的帶領和會員的配合下，定能繼續為業界和消費者謀福祉。

歡迎新會員加入

普通會員：
恩成行



恩成行(香港)有限公司
JULIUS CHEN &
COMPANY (H.K.) LTD.

恩成行於1987年成立，主要業務包括批發西藥、維他命、健康補充品、天然保健品、護膚、家居和個人護理產品及醫療輔助器，並與信譽良好、品質優良的廠商建立合作夥伴在診所、醫院、藥房藥行和大型連鎖集團建立穩固銷售渠道。

<https://juliuschen.com.hk/>

夥伴會員：
宏忠有限公司



宏忠有限公司
WINHORIZON LTD.

PASESA 為守護每一個家庭健康，及早預防心血管相關的疾病，引進日本獨家專利科技-無創心血管硬化檢測儀90秒可以篩查出腦中風風險，盡早篩查發現出高風險患者，同時透過與各大健康保健用品公司合作，及早發現患者，預防治療，讓大部份潛在心血管疾病的市民提前獲得警號，及時遠離災難。

www.pasesa.hk

Ever Win Accessories Company Ltd. www.ewlabels.com

活動花絮及預告

社交條件放寬，有助本會能夠計劃及籌備本年度會員活動，包括一直以來都大受歡迎的「保齡球錦標賽」。此外，本會亦計劃新加入一個靜態活動，以不同方式，增加各會員公司互動及認識。敬請期待。

策略發展委員會最新資訊

海關總署公告2021年第103號（關於《中華人民共和國進口食品境外生產企業註冊管理規定》和《中華人民共和國進出口食品安全管理辦法》實施相關事宜的公告）

《中華人民共和國進口食品境外生產企業註冊管理規定》（海關總署令第248號，以下簡稱《註冊規定》）和《中華人民共和國進出口食品安全管理辦法》（海關總署令第249號，以下簡稱《管理辦法》）已於2021年4月12日公佈，將於2022年1月1日起施行。詳情有關《註冊規定》和《管理辦法》，可點擊以下連結：

<http://www.customs.gov.cn/customs/302249/2480148/4053483/index.html>

工商機構支援基金計劃

香港保健食品協會正計劃夥拍香港生產力局向香港工業貿易署申請「工商機構支援基金計劃」，冀望為業界提供本地及大灣區保健食品政策的深入認知及市場狀況，進入大灣區保健食品業發展，進行市場調查報告、推廣及宣傳優質產品標誌計劃、進行灣區考察及製作灣區政策指南書。

捐贈快速測試劑

為了應對持續嚴峻的第五波疫情，香港保健食品期望與香港市民一起齊心抗疫，幫助有需要的人士獲得快速測試包，透過進行快速測試，達到盡早發現，盡早接受治療，以減低本地及院舍傳播風險。

香港保健食品協會捐出3000個「新冠病毒快速測試包」及抗疫物質，並在3月向本地多間慈善團體及非牟利機構派發，受惠機構包括聖雅各福群會、循道衛理楊震社會服務處、仁濟醫院第二中學、瑪利諾修女中心、Hands On Hong Kong及慈星閣仁愛服務中心。

本協會衷心感謝幹事及會員的積極參與及支持，使社會上有需要的人士在疫境中得到關懷和幫助，實現社會上下一心，同心抗疫!

外部事務委員會最新資訊

<1. SIAL 上海>



SIAL上海 2021 吸引了超過 4,500 家參展商和超過147,000 名專業觀眾。是一個為買家提供各種保健食品的市場，也是企業在中國拓展和成長的機會。

香港貿易發展局 (HKTDC) 在SIAL上海 - 國際食品展，亞洲最大的中國內地食品及飲料展覽會，推出健康食品展示。4位會員參加健康食品展示 (Showcase)，並得到1個屬於香港保健食品協會的面板 (1,000mm x 2,000mm) 在上海展會中宣傳協會。

<2. 京東國際「香港·設計廊」跨境電商網店>

網購消費在疫情下更趨熾熱，香港貿發局設計廊將在京東國際開設網上商店，協助會員通過跨境電商平台，以高效率、具成本效益、在「香港交貨、香港收錢」的模式打入內地市場。參加者將能獲得內地市場的電子商務實戰經驗，提升品牌知名度和曝光率。



參加費用全免，會員並獲得以下免費服務：

1. 產品頁面設計
2. 全天候 9-24 客服宣傳
3. 商品入駐及宣傳推廣
4. 訂單配送安排
5. 貨款結算財務管理

「香港保健食品協會會員」享特別優惠參加「香港·設計廊」京東跨境電商網店，首2年貨品回款率給 貴司為60% (一次簽約2年)，第3年為50%。(註：標準合同回款率為首年55%，第2年為50%。)

<3. 靜觀工作坊>

香港疫情持續嚴峻，情緒難免會受到影響，為幫助我們的會員釋放壓力，協會已於 2022 年 3 月舉辦靜觀工作坊。透過導師/Daphane Leung 指導下，進行靜觀練習，幫助會員放鬆身心，改善心理健康，並提高在日常生活中的注意力、記憶力和決策能力。感謝會員的踴躍參與，今次工作坊反應熱烈，當日最多參與人數接近50位。



< 4. 過往研討會 >

香生產力局《知創企業家網絡》聯同香港十大網商創傑會(HKTTECC)將於2022年3月14日舉辦《知創企業家 網上論壇 — 新常態下如何實踐電子商務帶動增長》，為大家分析最新電商模式及機遇，亦會解構物流、交易及電子付款以至網絡安全等各方面的最新資訊。

生產力局「中小企資援組」聯同 香港創新科技及製造業聯合總會、政府代表及專家為您探討製造業升級新機遇、介紹「再工業化資助計劃」詳情與申請要訣，並分享成功個案，為您的業務在香港邁向「智能製造」作好準備。

< 5. 未來展覽會 >

第五屆 中國國際進口博覽會

貿發局將於博覽會的「食品及農產品展區」內設立「香港產品展區」，展示香港優質食品產品，為展商提供買家交流對接活動，以助拓展商機。

日期：2022年11月5-10日（六天展期）

地點：國家會展中心(上海)

主辦單位：中華人民共和國商務部及上海市人民政府

黃金時代展覽暨高峰會

日期：2022年8月5日 - 8月7日（3天展期）

地點：香港灣仔港灣道1號香港會議展覽中心

主辦單位：黃金時代基金會

美與健生活博覽

日期：2022年8月11 - 15日（5天展期）

地點：香港灣仔港灣道1號香港會議展覽中心

主辦單位：香港貿發局

< 6. 支持機構 >

支持現代化中醫藥國際協會，向香港工貿署「工商機構支援基金」建議了「提升香港健康產業對粵港澳大灣區健康產業政策的深入認知，發揮優勢融入灣區健康產業發展」項目，提議了一系列活動來幫助香港健康行業了解大灣區健康行業的政策法規、制度要求、競爭狀態及市場需求等。

亞洲天然及有機博覽（NOA）是領先亞洲的天然及有機市場商貿平台，將世界各地的最佳有機食品、健康、美容及天然生活產品引入亞洲。疫情下消費者對健康的關注提升，進一步帶動天然及有機產品的需求。今年將於2022年9月6至8日舉行。

會員推薦計劃

為鼓勵更多業界同行加入香港保健食品協會，協會現已推出會員推薦計劃。現任普通會員或附屬會員，每推薦一間會員公司成功加入本會，將可於來年續會獲得15%折扣。每多推薦成功一間會員公司，便可再獲15%折扣優惠。最多可全免會費續會。此計劃至2023年3月31日(以成功審核當日計)，各位會員勿失良機。

會員資料更新

協會重視保存正確的會員資料，因此需要有系統地更新會員已改變的資料。各會員如有資料需要更新，包括公司名稱、地址、聯絡人、聯絡辦法或公司代表，請於協會網頁 www.hkhfa.org > 入會須知 > 表格下載，下載會員資料更新表格。填寫貴公司最新的資料，並電郵至 enquiry@hkhfa.org。多謝合作。

健康資訊

(按下圖檢視全文)



醫藥人文章
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健康資訊

- 常見問題
- 醫藥人文章**

醫藥人文章

協會以市民及消費者的福祉為依歸，透過不同媒體例如報章、雜誌、互聯網等等，提供最新的保健食品科研發展及如何正確、安全使用保健食品的資訊。如要閱讀已刊登的文章請雙擊選定的主題。

歷「日」營養 | 醫·藥·人
2022-04-20
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逆轉「年齡」 活得年輕自在 | 醫·藥·人
2022-01-25
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HKHFA E-NEWSLETTER



SPEECH FROM PRESSIDENT

BY MS. JOANNE CHEUNG

The fifth wave of the pandemic is the most severe period since the outbreak. All walks of life in Hong Kong have been seriously affected. Industry has been challenged as never before. In this extraordinary period, the industry should adopt a breakthrough thinking approach and develop contingency plans in response to COVID-19 to protect the welfare and health of employees.

By providing a safe work environment, the employees can focus on delivering their services to the consumers. They are missioned to aid the consumers in choosing the right health products to improve immunity and health and combat the pandemic together. This also helps the company establish a good brand image and reputation.

During the pandemic, the government anti-epidemic strategy and the change in business operation and opening hours have changed consumers' buying habits from physical stores to online shopping. To enhance the competitiveness of enterprises, the association has been committed to promote digitalization by organizing seminars and workshops to help industry to operate digitally and meet new business opportunities in both local and overseas markets.

The impact of the pandemic on underprivileged communities is particularly severe, with many grassroots workers facing unemployment or salary cuts. The lack of labour and resources in elderly homes presents a lot of challenges. In light of the situation, key officers and members of the association took the initiative to lend a helping hand and assisted a number of non-profit organizations in need by donating rapid antigen tests and other anti-epidemic items to ensure the normal services can be maintained.

In addition to the promotion of vaccination, the implementation of the "Vaccine Pass" and the reintroduction of consumption vouchers encourage local consumption by the public, creating a better business environment and enabling the market to begin an orderly recovery. The industry should keep to its post with dedication and professionalism by providing consumers with safe and effective healthcare products and high-quality services to safeguard consumers physical and mental health.

Message from Vice Presidents



Ms. Vivien Chou

Product quality has always been our main concern, so the Hong Kong Health Food Association is committed to introducing new methods and technologies to ensure product quality, such as the introduction of Quality Product Seal (QPS) and the Smart Anti-counterfeiting Technologies such as Smart Barcodes.

In addition to focusing on the local market, Hong Kong's high-quality health food products can also develop the Greater Bay Area. After the barriers such as policy and registration are resolved, certified products will have a good foundation, which is conducive to learning of new opportunities to enter the vast Greater Bay Area market.



Mr. Danny Luk

The Government announced the implementation of the third stage of the vaccine pass arrangement on May 31. More restaurants and entertainment businesses can operate under the relaxation of the epidemic prevention policy. But at the same time, there are hundreds of infection cases every day, and many districts are found to be infected with sewage. This information tells us not to slack on epidemic prevention because of anti-epidemic fatigue. The Internal Affairs Committee will keep close monitor the development of the epidemic and will resume members' activities under safe conditions. You can pay attention to the information sent by the Hong Kong Health Food Association in the future. Finally, wishing you and your family members good health and a good mood every day.



Mr. Ali Fung

As social-distancing measures were lifted, business activities and our normal lives restarted gradually, and so does the Hong Kong's economy.

Apart from the "New Normal", the Covid-19 crisis presents opportunities for different industries. The Association has been supporting members to explore business opportunities, and is committed to create a better business environment for the industry. A new chapter of my life is about to begin, it was and is always a pleasure to work with the president, vice presidents and the council members, and I am honored to have the opportunity to serve all members. I wish all of you a prosperous business, and I believe under the leadership of the council and the cooperation between members, it could offer benefits to both member companies and consumers.

Welcome New Members

Ordinary Member:

Julius Chen & Company (H.K.) Ltd.



恩成行(香港)有限公司
JULIUS CHEN &
COMPANY (H.K.) LTD.

Julius Chen & Company (H.K.) Ltd. was established in 1987. Our main business includes wholesale of Pharmaceuticals, Vitamins, Health Supplements, Natural Health Products, Cosmetics, Household and Personal Care Products, and Medical Device. We have built partnership with reputable and high-quality manufacturers and established solid sales channels to clinics, hospitals, pharmacies and key chain groups.

<https://juliuschen.com.hk/>

Associate Member:

Win Horizons Limited



宏忠有限公司
WINHORIZON LTD.

In order to protect the health of every family from suffering cardiovascular diseases, PASESA has introduced Japan's exclusive patented technology-non-invasive cardiovascular screening device to screen and detect high-risk patients as early as possible.

Through cooperation with healthcare products companies for early detection, prevention and treatment, we hope all citizens can get an early warning of cardiovascular disease in advance and avoid disasters in time.

www.pasesa.hk

Ever Win Accessories Company Ltd. www.ewlabels.com

Activities Highlights and Preview

According to the easing of social distancing, we are able to restart member activities, including The Bowling Competition, which is the most popular activity in years. Selection of a hobby leisure activity is our new direction, which helps to encourage member interaction in a new way. Please stay close to our information.

Strategic and Regulatory Committee Update

Trade and Industrial Organisation Support Fund (TSF)

The Hong Kong Health Food Association is planning to cooperate with the Hong Kong Productivity Council to apply to the Hong Kong Trade and Industry Department for the "Trade and Industrial Organization Support Fund", hoping to provide the industry with an in-depth understanding of local and Greater Bay Area health food policies and market situation, develop business in the Greater Bay Area, conducting market research, promoting and publicizing Quality Product Seal programs, conducting Bay Area tour and producing Bay Area policy guidelines.

<http://www.customs.gov.cn/customs/302249/2480148/4053483/index.html>

Donation of Rapid Antigen Test Kit

The severity of the 5th wave of COVID-19 pandemic continues. Hong Kong Health Food Association stands with Hong Kong citizens to fight the virus. The Association aims to provide "Coronavirus Rapid Antigen Test" to those in need to align with the government's objective of "early identification, early isolation and early treatment" and minimize the risk of COVID-19 spreading in the community.

The Association donated 3,000 "Coronavirus Rapid Antigen Test" and care packs to various local charities and non-profit organizations in March. The beneficiaries include St. James' Settlement, Yang Memorial Methodist Social Service, Yan Chai Hospital No. 2 Second Secondary School, Maryknoll Sisters Centre, Hands On Hong Kong and Chee Sing Kok Social Centre of the Humanity Love.

The Association is grateful for the participation and support of key officers and members. Your dedication has enabled the people in need to receive help and care during the pandemic. Together, we fight the virus!

External Affairs Committee Update

<1. SIAL Shanghai>



SIAL Shanghai 2021 attracted more than 4,500 exhibitors and more than 147,000 professional visitors. It is a market that provides buyers with a variety of health food, and an opportunity for companies to expand and grow in China.

The Hong Kong Trade Development Council (HKTDC) launched a Health Food Showcase display at SIAL Shanghai - International Food Exhibition, the Asia's largest food and beverage exhibition in mainland China. 4 members will participate in the Health Food Showcase. 1 panel (1,000mm x 2,000mm) will be offered for the promotion of Hong Kong Health Food Association in SIAL Shanghai exhibition.

<2. Design Gallery e-commerce shop at JD International>

HKTDC Design Gallery will set up an online shop at JD International and assist our members to penetrate into mainland market in an efficient and cost-effective way via cross-border e-commerce platform. Participants gain the practical e-commerce experiences in mainland market and to enhance the brand reputation.



No participations fees and participants receive the following free services:

1. UI design
2. 9-24 Customer Service
3. Promotion and publicity
4. Logistics support
5. Financial Management

Hong Kong Design Gallery is now offering a discount plan for HKHFA members. The return rate of goods to your company is 60% for the first 2 years, and 50% for the third year. (Note: The standard contract return rate is 55% for the first year and 50% for the second year.)

< 3. Mindfulness workshop>

The pandemic situation in Hong Kong continues to be severe, and emotions will inevitably be affected. In order to help our members relieve pressure, the association held a mindfulness workshop in March 2022. Under the guidance of instructor -Daphane Leung, mindfulness exercises help members to relax, improve mental health, enhance concentration, memory and decision-making skills in daily life.

The workshop received enthusiastic response, the maximum number of participants on the day was close to 50.



< 4. Past Webinars>

HKPC InnoPreneur and Hong Kong Top 10 e Commerce Club (HKTTECC) held a "InnoPreneur Forum - How to Practice E-commerce to Drive Growth under the New Normal" on March 14, 2022, analyzed the latest e-commerce models and opportunities, and deconstructs the latest information on logistics, transactions and electronic payments, and cyber security.

The SME ReachOut of the HKPC, together with Hong Kong Federation of Innovative Technologies and Manufacturing Industries, government representatives and experts, discussed new opportunities for upgrading the manufacturing industry, introduce the details and application tips of the "Reindustrialisation Funding Scheme", and share successful cases, prepare business to move towards "smart manufacturing" in Hong Kong

< 5.Exhibitions>

The 5th China International Import Expo

TDC will set up a "Hong Kong Pavilion" in the "Food and Agricultural Products Pavilion" of the Expo to showcase Hong Kong's high-quality health food products and provide exhibitors with buyer exchange and matching activities to help expand business opportunities.

Date: Nov 5-10, 2022 (6 days)

Venue: National Exhibition and Convention Centre (Shanghai)

Organizer: Ministry of Commerce of the People's Republic of China & Shanghai Municipal Peoples Government

The 7th Golden Age Expo & Summit

Date: Aug 5-7, 2022 (3 days)

Venue: Hong Kong Convention and Exhibitions Centre

Organizer: Golden Age Foundation

TDC Beauty and Wellness Expo

Date: Aug 11-15, 2022 (5 days)

Venue: Hong Kong Convention and Exhibitions Centre

Organizer: HKTDC

< 6. Supporting Organisations>

Supported the International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM) to apply for "Trade and Industrial Organization Support Fund", a project "Enhancing Hong Kong's health industry's in-depth understanding of the health industry policy of the Guangdong-Hong Kong-Macao Greater Bay Area, and taking advantage of integration into the development of the health industry in the Bay Area". A series of activities are proposed to help the Hong Kong health industry understand the policies and regulations, institutional requirements, competition status and market demands of the health industry in the Greater Bay Area.

Hong Kong Health Food Association is the supporting organisation of Natural and Organic Asia Expo. The expo is a leading natural and organic marketplace in Asia, bringing the best organic food, health, beauty and natural lifestyle products from around the world to Asia. Consumers' increased attention to health amid the pandemic has further boosted the demand for natural and organic products. The Expo will take place from 6 to 8 September 2022.

Members Referral Program

To encourage more industry partners to join the Hong Kong Health Food Association, the association launch a Member Referral Program. For existing Ordinary Members or Associate Members, every time you referred a potential member company to join the association successfully, you will get a 15% discount on the membership renewal in the next membership term. For each successful referral of a member company, you can get another 15% discount on membership renewal. At most, you can renew the membership at no cost. This Program is effective from now on until March 31, 2023 (counted on the day of successful membership application). Members do not miss this chance!

Member Particulars Update

It is important for the Association to keep an accurate record of Members. Therefore, if there is a need for a regular update on changes in Members' particulars, e.g. company name, company address, contact information and/or company representative(s), please get the "Member Particular Update Form" in www.hkhfa.org > Joining the Association > Download. Take a few minutes to complete this form indicating the changed particulars and email to enquiry@hkhfa.org. Thank you!

Health Corner

(Please click the picture below for full text)

