

GouBiao Standards



Agenda

- About TK Quality
- What is a GB(GuoBiao) standard
- China's Standard System
- Questions



TK Quality – main areas:

- TQM – Total Quality Management
- ISO 22000 – Food Safety Management
- BRC – British Retail Consortium
- IFS – International Food Standard
- Stress management
- Naturopath ibm

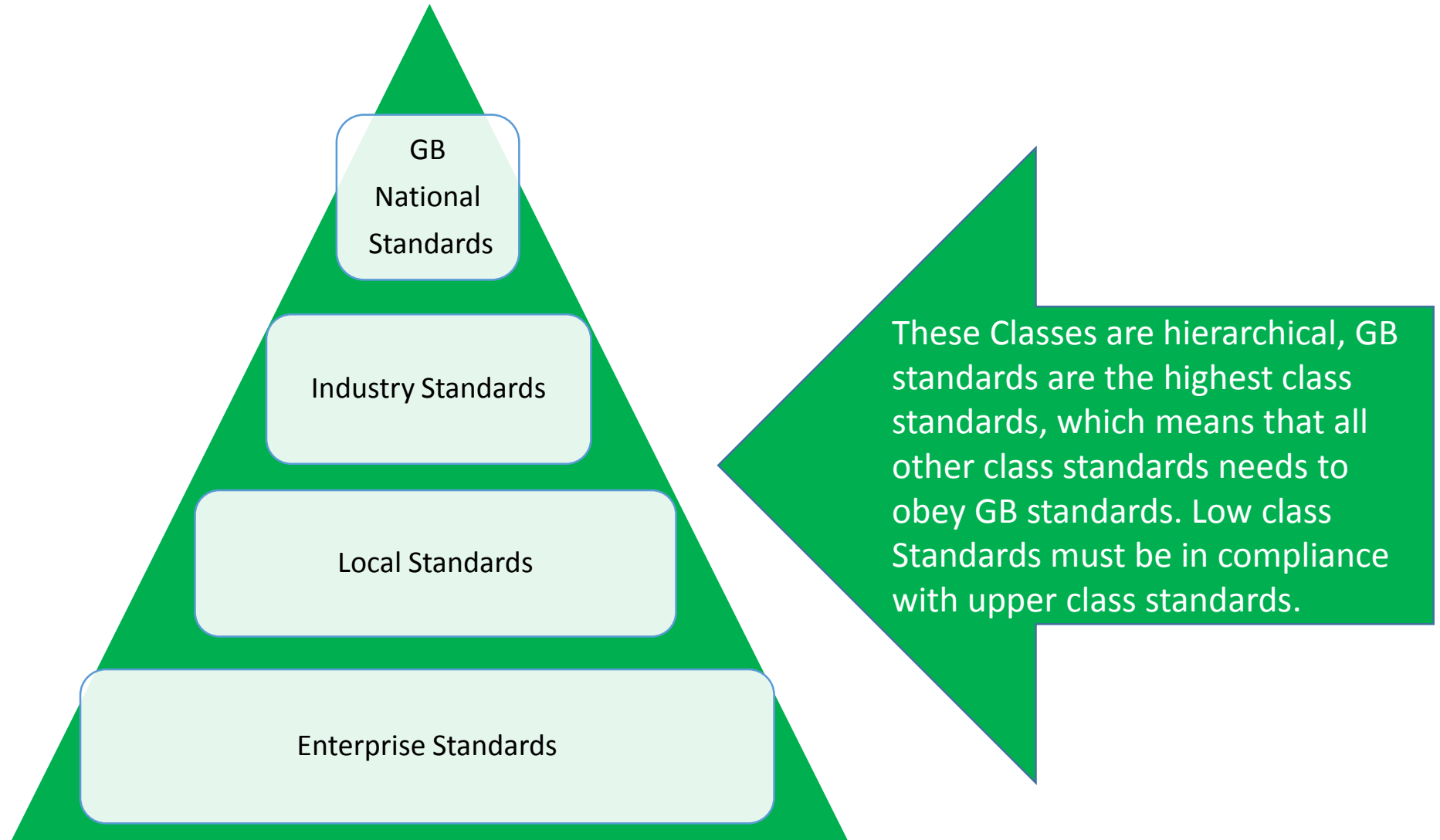


What is a GB standard?

- GB - GuoBiao – Chinese for "National Standard"
- GB – Mandatory Standards
- GB/T – Recommended Standards
- GB/Z – National Guiding Technical Documents



Standards' Class System



- GB – National Standard – is consistent all over China and is developed for technical requirements.
- Industry Standard – is developed when no GB standard exists and there is a need of a technical requirement in a specific industry.
- Local Standard - where neither a national or a industry standard are available.
- Enterprise Standard – developed by an individual company in China.

- However all standards has to be approved by SAC which is the Chinese National Standards Body.
- There are different abbreviations (prefix code) e.g SN, SN/T or SNT in the industry standards. These refer to specific industry sectors and the issuing authorities in charge.
- Many Chinese national GB standards are adoptions from ISO, IEC or other international standards.

E.g;

➤ GB/T 19001-2008 equivalent to ISO 9001:2008

➤ GB/T 24001-1996 equivalent to ISO 14001:1996

➤ BG/T 22000-2006 equivalent to ISO 22000:2005



China National Standards
中华人民共和国国家标准



Is country specific compliance needed?

- Any products or services to be exported/imported to China has to be in compliance with GB no matter whether its domestic or imported products.
- All products to be sold in China are required to be tested to ensure their compliance with GB standards.

Product Failure

- If a product fail to comply with GB standards:
 - It can be rejected from entering the country.
 - All products already in the country can be confiscated .
- A product failure can result in a significant impact on retailers and manufacturers in terms of reputation and costs.
- Culture wise loss of reputation in China is severe.



The industry of China

- Internal distrust in the food industry of China
- Melamin scandal and fatalities
- Clothes
- Working environment
- Environmental issues

The flip side

- Opportunities
- Danish and European product reputation in China is generally high due to high quality of product standard and safety
 - Eg Baby food, pork export, pet food
- Rising economy opens the door to high quality products

