



ROGERS
WORLDWIDE

GLOBAL VIEW

Notes



Shipping to Trade Shows in China

By Michelle Bruno

The People's Republic of China has become a global trade show "hot spot." The high level of interest from the world community is driving growth in the number of new convention centers and the exhibitions that occupy them. Shipping to trade shows in the tightly regulated country can be challenging. Working with a freight forwarder with experience in China can help exhibitors mitigate the complexity of dealing with customs authorities and the vast transportation network within the sprawling nation. Some of the specifics worth noting include documentation, the use of wood packing, and censorship of marketing materials.

Documents

A commercial invoice/packing list (or ATA Carnet) and certificate of insurance are required for exhibition shipments to China. In the absence of an ATA Carnet, an official "Declaration Form for Temporary Import Exhibits" will be provided by the freight forwarder and must contain accurate information on the following items:

- Name of exhibition
- Dates of exhibition
- Venue
- Country/region or origin

- Booth number
- Bill of lading number
- Total number of pieces
- Gross weight in kilos
- Net weight in kilos
- Dimensions
- Description of contents (in English and Chinese)
- Serial numbers and model numbers (especially computers and high tech equipment)
- Quantity
- Unit price/Total price
- Harmonized tariff numbers
- Original signature of shipper

Chinese Customs will not accept the term "No Commercial Value" for any item. For giveaway items, exhibitors should use the lowest possible realistic value. For saleable material, the commercial invoice must reflect the price at which the item would be sold. Once a value is stated on an official document, it cannot be changed. Chinese Customs reserves the right to determine commercial value, should they consider the stated value to be false. All shipments to China are subject to inspection and compared to the commercial invoice/packing list. Discrepancies may cause delays and possible additional costs and fines. Exhibitors should take great care to be exact in descriptions and quantities.

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Fumigation of Wood Packaging Materials

Effective January 1, 2006, all exhibition goods using wood packaging materials (WPM) must be fumigated prior to arrival in China. This includes wooden block cases/crates, wooden pallets, wooden frames, wooden drums, chocks and stow wood, cross ties, etc.

To ensure the WPM is properly treated either by Heat Treatment (HT) or Methyl Bromide (MB), the following information MUST be marked or stamped on the outside packing:

1. **IPPC (International Plant Protection Convention) logo**
2. **ISO (International Organization for Standardization) country code**
3. **Unique number assigned to the company (which carries out the fumigation procedure) by the national plant protection organization**
4. **Fumigation method either HT -Heat Treatment or MB - Methyl Bromide (YY)**

As evidence that the WPM have been treated, exhibitors must also produce their own declaration on their company letterhead for customs clearance purposes. This must be attached to the original master air waybill (for airfreight consignments) and enclosed along with the original bill of lading via courier (for sea freight shipments).

The original declaration letter must be made out exactly as shown in the box to the right.

Wood packaging materials without the acceptable certificates or markings will be destroyed or rejected and immediately re-exported.

For cargo with non-wood packing materials, the cargo owner must provide a non-wood packing declaration, on company letterhead, signed with authorized signature and endorsed by company chop.

Approval of Catalogs and Brochures

The Ministry of Foreign Economic Relations and Trade of China requires that “advertising materials and technical information materials including films, lantern slides, recording tapes, video tapes, records,

To:
 Name of exhibitor
 Stand Number
 Name of exhibition
 c/o Rogers Worldwide

Our exhibition materials for the above event, comprising xxxxx (insert the total number of packages utilizing wooden packing) cases, have been fumigated at xxxxxxxx (name of origin port) and carry the following IPPC logo and markings xxxxxxxx (state the exact Registered Fumigation Number i.e. XX-OOO YY).

Authorized Signature:
 Endorsed by company chop (stamp):
 Date:

Original Declaration Letter

photos, maps, illustrations, directions, and other publicity materials shall be allowed for display or use at the exhibition only after exhibitors have presented the above-mentioned materials to Customs Officers for inspection and approval.”

All exhibitors must prepare an envelope/small package containing 2 samples of each giveaway item for inspection by Chinese Customs Officers and may not distribute any brochures or demonstrate videos that have not been approved.

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

With the enormous amount of growth in the Chinese economy, the exhibition industry will continue to expand. Experienced freight forwarders with representation in China will play a prominent role in ensuring the safe and timely delivery of shipments to the exhibition centers in China and help pave the way for the participation of more small to medium-sized companies in Chinese trade shows of the future.

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