China IP in the Food & Beverage industry

Practical know-how for supermarket self-defence

China is the world's largest consumer market for the food and beverage industry

Reputation is key!
Brand reputation is especially important to Chinese consumers. Protect your brand by registering your trade marks and consider seeking advice on a Chinese language trade marks before engaging with Chinese consumers.
China operates a "first to file" system so make sure to register early or risk missing out!

First to File!

Remember! China operates a first to file system for IPFs so get in first or you risk losing out!
Failure to secure your IPF ownership could result in loss of market share, irreparable damage to your brand or even market exclusion!

Dominate the shelves!
Eye catching packaging immediately identifies your product to consumers. Register it as a design patent or 3D trademark. Labels etc can be protected under Chinese copyright law too.

Stay ahead of the competition!
Keep your recipes and processes secret, restrict sensitive documents and use Non-Disclosure Agreements with staff, manufacturers and distributors to prevent leaks!
Once your secret is out, there's no going back! So make sure to have physical, technical and contractual barriers in place before taking sensitive information to China or disclosing it to partners or staff.

60% of Chinese consumers prefer imported food and beverage products

Know before you go!
Register early. No registration = No Protection.
Be proactive. Ensure your rights are not damaged by your brand's reputation.
Protect your products. Trademark recipes and processes with care. Once the secret's out, there's no going back!

15% Annually
Average rate of growth in Chinese F&B imports