

# China Certification & Inspection Group

## Food Safety Traceability Center

中國檢驗認證集團食品安全溯源中心

Accelerating quarantine process through  
high data exchange visibility

數據交換高透明度 加快檢疫程序



China Certification & Inspection Group (CCIC), which was officially set up in 1980, is an independent third party certification and inspection organization dedicated to providing inspection, verification, certification and testing services, with accreditation by General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ), Certification and Accreditation Administration of the People's Republic of China (CNCA) and China National Accreditation Service for Conformity Assessment (CNAS).

Under the auspices of CCIC, CCIC Food Safety Traceability Centre was established in 2013 to certify and inspect products. It is the only trans-national and independent certification and inspection institution that aims to provide inspection, identification, certification and traceability information query services.

成立於1980年的中國檢驗認證集團（CCIC）是經國家品質監督檢驗檢疫總局（AQSIQ）許可、國家認證認可監督管理委員會（CNCA）資質認定、中國合格評定國家認可委員會（CNAS）認可，以「檢驗、鑒定、認證、測試」為主業的第三方檢驗認證機構。在全球擁有300家機構，在國內的重要港口和城市有分公司約500家。

在CCIC的支持下，CCIC食品安全溯源中心於2013年成立，負責貨品認證及檢驗工作，是目前國內唯一提供跨國產品檢驗、檢測、認證並可為消費者提供溯源資訊查詢系統的機構。



### INDUSTRY 行業

- Logistics
- 物流

### GS1 STANDARDS USED 應用的 GS1 標準

- Electronic Product Code Information Services (EPCIS)
- 產品電子代碼訊息服務

### SOLUTION 解決方案

- ezTRACK
- 縱橫網

## Business challenge

China has seen the fastest growth in wine consumption, a leap of 142.1 percent from 2007 to 2011, reaching 159.25 million cases, or more than 1.91 billion bottles, according to a survey conducted by the International Wine and Spirit Research, whose findings were published last year. The study also forecasts that Chinese wine consumption will increase by an additional 39.62 percent - 71.63 million cases, or 858 million bottles - between 2012 and 2016.

Across its customs checkpoint in the south, Hong Kong has also grown in importance as a major wine trading hub of Asia, following its abolition of wine tax in 2008. The city's burgeoning wine business can also be attributed to its proximity to the mainland, where market demand for liquor has greatly risen with the popularity of its wine culture.

After a year of operation and equipment test, the quarantine process of wine importing has been accelerated. At the same time, under the policy of the Shenzhen Enter-Exit Inspection and Quarantine Bureau (SZCIQ), the sample inspection of the wine with certificate issued by authorized overseas test lab can be reduced at the Shenzhen border.

Looking into ways to accelerate the wine import clearance process, the CCIC Food Safety Traceability Centre, SZCIQ, Shenzhen Shizun Logistics and GSI Hong Kong have combined forces to carry out a wine import clearance project. This project also aimed at finding solutions to regulate the legitimacy of the market, combat counterfeiting and protect consumers' interest.

## Solutions

To ensure a smooth roll-out of the project, GSI Hong Kong developed "ccic315.com" based on an EPCIS-standard-based platform - ezTRACK, in order to provide testing application and product track-and-trace services. This streamlined the whole process of cross-border product movement. The platform allows Chinese importers to request CCIC's overseas offices to conduct on-site food and wine testing in an authorized test lab. Upon confirmation of test results for a product consignment, CCIC Food Safety Traceability Centre will issue a certificate to the overseas suppliers. The report and the wine information will also be uploaded to the ezTRACK platform, ensuring that the products are compliant with food standards on the mainland and duly endorsed. Based on this certificate, a secured label with a serialized number encoded in QR code will be tagged on each product under the monitoring of CCIC. With this security label, both logistics and product information can then be viewed by the related stakeholders and all consumers.

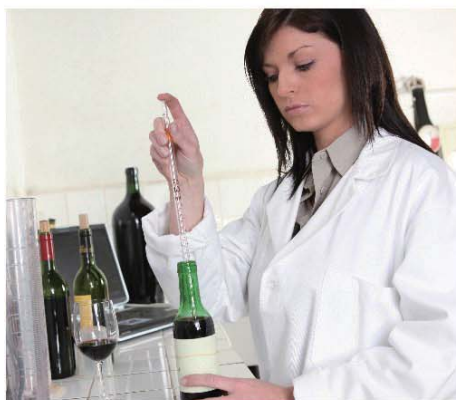
Since product tracking capability is important for monitoring the movement of physical goods from source to port, it is necessary for the global supply chain to be deployed accordingly to ensure smooth information delivery by the various trading partners. The ccic315.com is built on the ezTRACK platform which adapts GSI Electronic Product Code Information Service (EPCIS) information delivering standards to enable stakeholders to view and examine business documents as well as physical goods movement down to item level.

"ccic315.com" makes it possible for Shenzhen's inspection and quarantine personnel to acquire inspection details and undertake risk assessments prior to shipment arrival in China, thereby accelerating the inspection process significantly.

## Benefits

Efficiency of SZCIQ's quarantine process has been boosted with the adoption of ezTRACK platform, resulting in shorter clearance cycles for the benefit of wine importers into China and their mainland-based trading partners. Its quarantine process has been greatly shortened. Based on the outcome, the Shenzhen customs authorities now target to shorten the customs clearance duration from 15-20 working days to 2 days. Besides helping CIQ save considerable manpower and sampling size, the project has also helped uplift their operational efficiency and facilitated smooth accomplishment of their increasingly heavy workload.

With a serialized security label issued by CCIC and affixed on every bottle of wine, it has now also become possible for consumers to autonomously check the authenticity of the product on hand, just by scanning the QR code with a mobile device.



## 業務挑戰

國際酒類市場研究組織去年發表的調查結果顯示，中國近年的酒類消費總額正以前所未有的速度增長，在2007年至2011年間躍升142.1%，總消耗量達到1.5925億箱（即超過19.1億瓶）。調查報告同時預計，中國的酒類消費額將於2012年至2016年間再上升39.62%，約等同7,163萬箱或8.58億瓶酒類飲品。

內地的酒類消費也節節上升，部分原因是內地消費者日趨富裕，品酒逐漸成為日常風尚。內地品酒文化的崛起，增加了市場對酒類的需求，毗鄰的香港因此受惠，酒類交易越來越蓬勃。位處中國南部海關關口外的香港，於2008年廢除酒稅後，亦逐漸登上亞洲主要酒類貿易中心的寶座。

CCIC食品安全溯源中心經過一年的運行及設備測試，在加速進口葡萄酒清關流程上已初見成效，同時也得到深圳出入境檢驗檢疫局的政策支持，認可海外實驗室的分析報告，並給予CCIC食品安全溯源中心在產地溯源過的葡萄酒到達深圳各口岸後可實施預報關報檢並減少抽檢的優先政策。

為加快進口酒類的清關流程，促進粵港兩地經濟的繁榮和發展，讓此項優惠政策也同樣適用於經香港轉口到內地的進口產品，CCIC食品安全溯源中心、深圳出入境檢驗檢疫局、深圳世尊物流攜手GSI Hong Kong聯手開展溯源葡萄酒清關試驗計畫，為將來打擊假貨，規範市場正當經營，保障消費者的利益做出應有貢獻。

## 解決方案

為順利推行計畫，GSI Hong Kong 開發「ccic315.com」平台，並引入「縱橫網」(ezTRACK)服務，以供測試申請和貨品追蹤追溯，使追蹤跨境貨品動向的過程變得更為精簡。中國進口商可借平台向CCIC食品安全溯源中心提交溯源申請，由當地已獲授權的測試實驗室依據中國對進口食品檢測標準的要求，對送檢食品及酒類進行檢測。實地檢驗完成後，CCIC食品安全溯源中心便會給海外供應商發出證書，檢驗報告和葡萄酒資訊亦會上載至「縱橫網」，確保貨物符合內地食品標準並已獲認證。取得證明書後，每件貨品會於CCIC的監察下貼上安全標籤，以QR碼記錄貨品序號。安全標籤有助相關持份者檢視物流訊息，所有消費者亦可以查看有關資訊。

在貨物從原產地運送到目的地港口的過程中，跨境追蹤貨物動向能力尤為重要。因此，全球供應鏈須作出相應調動，確保各單位可以順利傳送資訊，促成互動合作。「ccic315.com」採用GS1產品電子代碼訊息服務（EPCIS）作為資訊傳送標準，讓持份者可以查閱及審核商務檔以及每件貨品的動向。

透過「ccic315.com」，深圳的中國檢驗檢疫局人員在貨品運抵中國時，便可取得詳細的檢驗結果，預先進行風險評估，大大加快貨品清關檢驗的過程。

## 效益

使用「縱橫網」平台後，深圳出入境檢驗檢疫局的檢疫工作變得更有效率，清關速度亦比以往更快；由於酒類產品可以以更迅速地完成檢疫程序，中國的葡萄酒進口商及其內地交易夥伴雙雙受惠。有見及此，深圳海關訂立目標，希望把清關程式由15至20個工作天縮短至兩天。本項目完成後，中國檢驗檢疫局既可節省人力，減少須檢驗的樣本數目，其營運效率亦得以提升，即使面對工作量上升，仍能游刃有余。

由於每瓶酒均貼上由CCIC發出的貨品序號安全標籤，消費者只須掃描QR碼，便可自行檢查手中貨品是否真品，並透過手提裝置讀取貨品的追蹤及追溯資訊。

