



Kingdom of the Netherlands

DSCH) JSC
su 14/12
P1 - f...
As (SD) 1. w 14/12
Pls copy to DIT
for info and file.

Dr. Ko Wing-man, BBS, JP
Secretary for Food and Health
18/F East Wing, Central Government Offices
2 Tim Mei Avenue, Tamar
Hong Kong

14/12
→ AA 14/12

Economic Section

Consulate General of the
Kingdom of the Netherlands
Suite 5702, 57/F., Cheung Kong
Center
2 Queen's Road Central
Hong Kong S.A.R.

www.hollandinhongkong.org

Contact

Ellen Poon

T +852 2522 5127

F +852 2868 5388

ellen.poon@minbuza.nl

Our reference

HON-47/2012

Date 04 December 2012

Re

Dear Secretary,

The Consulate-General of the Kingdom of the Netherlands presents its compliments to the Food and Health Bureau of the Hong Kong Special Administrative Region.

I am writing this letter with regard to the Government's proposed plan to introduce the Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children ("the HK Code").

The Dutch Government supports the Hong Kong SAR Government for drafting the HK Code and its objectives: to contribute to the protection of breastfeeding and provision of safe and adequate nutrition for infants and young children via promoting breast feeding for infants. The Netherlands praises Hong Kong SAR Government efforts to extend the ban on marketing for infant formula. The Netherlands encourages this development. The Hong Kong SAR Government sets an example that might be followed by others in the near future.

The Netherlands shares the concern of the industry that ideally this should not be voluntary code, but mandatory through legislation. We appreciate that drafting legislation is a lengthy and sometimes difficult process but it would provide a better way to reach the goal of promoting breastfeeding to HK consumers and ensure a level playing field for all companies. This is a highly desirable outcome from the perspective both of public health and the free market.

The Netherlands Government fully supports the promotion of breast feeding. A multipronged and integrated approach is probably the best strategy to achieve natural and healthy nutrition for infants and young children up to 36 months. Other measures to promote breast feeding, besides a marketing ban, are extending maternity leave, ensuring sufficient public facilities as well as providing information on breastfeeding to the wider public and hospital personnel.

The Consulate-General of the Kingdom of the Netherlands avails itself of this opportunity to renew to the Department of Health of the Hong Kong SAR the assurances of its highest consideration.

Economic Section

Date

04 December 2012

Our reference

HON-47/2012



Wilfred Mohr
Consul General of the Kingdom of the Netherlands