

Foodmate Limited

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The Secretariat Office
Taskforce on Hong Kong Code
of Marketing of Breastmilk Substitutes
Family Health Service, Department of Health,
Room 1308, 13/F, Guardian House,
32 Oi Kwan Road, Wanchai, Hong Kong.

28 February 2013

TO WHOM IT MAY CONCERN,

Re: Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infant & Young Children

We are the distributor of Beingmate Formula Milk (貝因美愛+系列配方港版奶粉) in Hong Kong.

We sincerely hope the consultation time to our trade companies for the above code can be extended in order to reach consensus among us. We do not think the articles 1-10 of the Code can adequately address the issues and provide clear guidelines to us.

As we know, Hong Kong has always followed international standards in practice. Internationally, the formula milk for 6 to 36 months is not included in the food products that cannot be promoted. We do not understand why the Code restricts the promotion activities of the milk formula for 6 months or above.

Most of the mothers of new-born babies in Hong Kong need to work to support their families. It is extremely difficult for them to breast feed their babies for 36 months. Such an issue should be considered carefully in the Code.

Since the labeling and quality requirements from the Code of Department of Health, Hong Kong are different from those of the legislative proposal by the Centre of Food Safety, it creates confusion and problems to the trade companies in daily operation. If the effective date of the Hong Kong Code and that of legislation is different, it is even more difficult for the trade company to respond.

Thank you in advance for considering an extension of consultation time for the captioned Code.

Yours faithfully,

Foodmate Limited



Zhongxiu Hou

Managing Director

