China Certification & Inspection Group
Food Safety Traceability Center

Accelerating quarantine process through high data exchange visibility

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、鑑定、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的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

GS1 STANDARDS USED 應用的 GS1 標準
- Electronic Product Code Information Services (EPCIS)

SOLUTION 解決方案
- ezTRACK
Business challenge

China has seen the fastest growth in wine consumption, a leap of 143.1 percent from 2007 to 2011, reaching 19.25 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 39.6 percent - 7.63 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 Exit-Eximport Inspection and Quarantine Bureau (SZCQ), the sample inspection of the wine with certification issued by authorized overseas test labs can be reduced at the Shenzhen border.

Looking into ways to accelerate the wine import clearance process, the CCIC Food Safety Traceability Centre, SZCQ, Shenzhen Shenzhen Logistics and GSI Hong Kong have combined forces to carry out a wine import clearance project. This project also aims 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 “ccis35.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 serialised number encoded in GSI code will be tagged on each product under the monitoring of CCIC. With this secure label, both logistics and product information can then be verified 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 ccis35.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.

“ccis35.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 SZCQ’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 shorten the customs clearance duration from 15-20 working days to 2 days. Besides helping GSI 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.

In the Internet era, a consumer’s voice is the most powerful weapon. For wine consumers, a convenient and reliable way to check the authenticity of their wine is the key.

In the situation, by utilizing our platform, the wine authenticity can be affirmed on the spot, with a single click on the QR code.

In the article, we will introduce how to realize this dream, and also we will discuss the security features of our platform.

As we can see, our platform can provide certified wine authenticity solution, ensuring the consumers can safely enjoy the wine.

The platform, developed in collaboration with Shenzhen Shenzhen Logistics and GSI Hong Kong, covers all the aspects of wine authenticity, from production, transportation, storage, to consumption.

In the future, we believe our platform will become more powerful, providing a more comprehensive solution for wine authenticity.

In conclusion, our platform is the best choice for wine authenticity assurance.

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