

Food, Beverage and Alcohol

Industry Working Group (IWG) Fact Sheet

食品饮料和酒业行业小组

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小组协调员：徐璐佳，易富

Group Members:

小组成员：

Abbott	Ferrero	Treasury Wine Estates
ACE OF SPADES	Heineken	T.C. Pharmaceutical
Anheuser-Busch InBev	Jixifu	Shanghai M&G
Bordeaux Wine Council (CIVB)	LKK	Unilever
Carlsberg	McCormick	Coca-Cola
Danone	Perfect	Mars Wrigley
DSM	PepsiCo	Moët Hennessy
Entertainment One	React	Relx Tech

Key Objective(s):

主要目标：

1. Cooperation and communication with relative government sectors in legislation, reform and intellectual property in Food, Beverage and Alcohol industry.
 2. Provide differentiated, value-added services and information to member companies and different committees/IWGs.
 3. Protection of intellectual property, trademark and customers.
 4. Unscramble China's macro policies, establish a regular visit mechanism to Legislative Affairs Office, Trademark Office and IPO.
1. 与相关政府部门在食品，饮料和酒业立法、改革、知识产权等方面的合作与沟通。
 2. 为会员企业和各工作组/行业小组提供差异化的增值服务和信息。
 3. 保护知识产权、商标和客户。
 4. 解读中国宏观政策，建立定期走访法制办、商标局和 IPO 的机制。

Introduction:

介绍：

Food, Beverage and Alcohol IWG is a branch of QBPC representing the unique interest of Food, Beverage and Alcohol industry, but also sharing the common interest with other QBPC members in different industries. Food, Beverage and Alcohol IWG will contribute its effort to provide insight of the beverage industry to QBPC, and support QBPC's decision making and events in terms of intelligence.

食品饮料和酒业行业小组是品保委的一个分支，代表着食品，饮料和酒业行业的独特利益，但也与其他不同行业的品保委成员有着共同的利益。食品饮料和酒业

行业小组将尽其所能，提供有关行业的见解，并在信息线索方面支持品保委的活动和决策。