

Guiding Suggestion on Supporting the Development of International Famous Brands
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In order to implement the spirit of accelerating the cultivation of self-initiated
worldwide famous bands and transiting the manner of foreign trade growth, Circular
on Guiding Suggestions on Supporting the Development of Exporting Famous Brands
was promulgated in 2005, by Ministry of Commerce, National Development and
Reform Commission, Ministry of Finance, Ministry of Science and Technology,
General Administration of Customs, State Administration of Taxation, State
Administration for Industry and Commerce, General Administration of Quality
Supervision, Inspection and Quarantine. All the local areas, sections and industries
have put into effect in the light of specific conditions, and increased the international
competitiveness of China's enterprises and exporting commodities.

We have revised and updated the Guidance, and change the export famous brand
to international famous brand.

Specific Notice

Ministry of Commerce
National Development and Reform Commission
Ministry of Finance
Ministry of Science and Technology
General Administration of Customs
State Administration of Taxation
State Administration for Industry and Commerce
General Administration of Quality Supervision
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Since the reform and opening up to the world, our export developed quickly. Position as large trade company has been solid. Meanwhile, there is lack of self-initiated intelligence property; the added value and quantity is low. Especially the lack of world famous brand has become barrier in our national trading. To implement international famous brand policy, we hereby propose our guiding suggestions as follows:

1. Unify cognition; proceed with confidence and keep promoting cultivation of international famous brand

From experience of developed country and our participation in international competition, it is one of important ways to cultivate international famous brand, an important way to strengthen international competitiveness and comprehensive national strength, and necessary way to transfer from large trading country to strong trading country.

Taking Deng's theory and "Three Representatives Theory" as the guidance, precede the Scientific Outlook on Development, implement principle of accelerating cultivation of multination corporations and international famous brand in the 11th Five Year Plan. Based on the market as guide, the enterprises as main part, government encouragement and guidance as principle, improve policy and administration system; provide public service, generate cultivation environment, keep promoting international famous brand and improving national enterprises.

2. Give prominence to key areas; focus on enterprises, and reinforce foundation of cultivation on international famous brand

The enterprises should play an important part in cultivation, pay attention on short term and long term benefit, cognized the importance of cultivation work in market exploring, high efficiency and strengthen competitiveness, generate practical brand develop plan. Draw on the experience of other countries in development, expend research & design input, strengthen self-initiated research and development creative ability, increase added value, increase processing and manufacturing level, ensure production quantity and safety. Take advantage of modern communication method, initiated new sales model, explore sales channels, generate sale net-work, and improve after-sale service. Improve comprehensive quality, fulfill social liability, generated credit system, respect and protect intelligence property.

3. Encourage actively, strength guidance; support cultivation of international famous brand

Local government and department can support cultivation of international famous brand within regulation of international agreement. Support enterprises to improve research and development ability and generate public information service, provide assistance on personal and information, increase enterprise core competitiveness.