

The Swisse logo consists of the word "Swisse" in a white, sans-serif font, centered within a black oval. This oval is set against a red rectangular background.

**Swisse**

# **Submission into the IA-CEPA Negotiations**

**Swisse Wellness**

SEPTEMBER 2016



**Swisse Wellness Submission into IA-CEPA Discussion**  
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Swisse Wellness is a Melbourne based global leader in nutraceuticals, including vitamins, herbal and mineral supplements which has recently expanded into sports nutrition, natural skincare and functional foods. We have a strong market presence across Australia, the Asia Pacific, China and Europe and sell Australian-made products of the highest quality, safety and efficacy.

Swisse welcomes the opportunity to note its strong support of the Australian Government engaging in trade liberalisation negotiations with the Republic of Indonesia. The expansion of the Australian-Indonesian economic relationship is critical to both countries' national interest, and will facilitate the development of an agreement that is focussed on expanding outbound trade and inbound investment opportunities.

Australia's complementary medicines industry is already recognised as being regulated to the highest global standards. Given this, the domestic nutraceutical industry is well placed to leverage its clean and green reputation to drive sales volumes and tap into this market's significant export potential.

Whilst Swisse recognises the significant steps forward the ASEAN-Australia-New Zealand regional cooperation agreement achieved by reducing tariffs for VHMS products on its signing in 2005, an opportunity exists for negotiating parties to enhance standards co-operation with a view to rectifying behind the border market access issues.

Of concern to our industry is the dual-tracked registration process that requires sponsors to navigate a pre-assessment and assessment regime which lacks transparency, is time intensive and can often produce inconsistent evaluations. In the interest of competition and freer consumer choice, the negotiating parties should aim to develop a cross-regulatory licensing pathway that accounts for the fact that Australian nutraceutical products are manufactured to Good Manufacturing Practice standards and are TGA compliant.

It goes without saying that this streamlined listing pathway should be afforded to any Indonesian sponsor who manufactures their products to the same standards.

Swisse Wellness is interested in providing further input through negotiations in regards to Indonesia nutraceutical export opportunities.

