



DANONE

BABY NUTRITION

Subcommittee of Import and Export (General) (Amendment) Regulation

Legislative Council Secretariat

Legislative Council Complex

1 Legislative Council Road

Central, Hong Kong

Attn : Miss Lulu YEUNG

Submission on Import and Export (General) (Amendment) Regulation 2013

At Danone, we consider the needs of mothers and babies to be our top priority and we share the objective set out by the Hong Kong Government of securing a stable supply of formula milk to meet the needs of infants and their parents in Hong Kong.

We are glad to see that the Hong Kong Government recognizes the positive contribution and importance of baby nutritional products to the well-being and health of babies in our community. We regret that a surge in demand for formula milk prior to Chinese New Year strained the entire supply chain in Hong Kong and made it difficult for some mothers to access formula milk. We would like to stress that our Cow & Gate brand is designed for Hong Kong babies and the formula is only promoted in Hong Kong. Our business is committed to "Stand by Mums to Nurture New Lives" and we take measures to ensure fair trade and good value for money proposition.

Danone Baby Nutrition supports the Hong Kong government's goals of ensuring that there is a constant and secure availability of powdered formula in the market to fit the needs of all Hong Kong babies. However, the export ban seems to be an unnecessarily heavy measure and we would recommend the government to use it only on a temporary basis and to incorporate safeguards such as a sunset review into the regulation.

Danone Baby Nutrition (HK) Limited

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