

Korea Health Supplements Association





Who we are











- the only trade association in health functional foods sector in Korea which was established in 1990 as prescribed in the HFF Act
- 178 Member enterprises in total whose revenue accounts for more than 80% of the total health functional food market in Korea.

<Major Members>























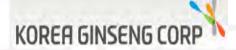








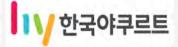
















Who we are Chairman Vice-Chairman Korea Health Supplements Institute (KHSI) **Senior Managing** Director **Subcommittees** Dept. of Administrative General Manager Policy Management Standard Advertisement International exchange Distribution channel Advertising Planning Team **Training Team** Censorship Team

What we do



Policy Support

- legislative activities
- Promoting deregulation
- Operating subcommittees

Government authorized Service

- Advertising & Claims censorship
- Compulsory training of HFF business manager

PR Campaign

- Enhancing consumer awareness
- Media publicity

Industry Promotion

- Research for policy/regulation, Market survey
- Information service

Globalization

- IADSA engagement
- Export support

Korea Health Supplements Institute(KHSI)

- Government authorized Lab -

- Inspection and analysis service
- Consulting service to registration

What our Challenges & Projects are?











Background

2015 ingredient adulteration issue

Challenge-1

of process legislating an act related to claims & advertisements of foods, etc.

Challenge-2

- Drastically declining number the of approvals
- Reassessment of approved ingredients

Challenge-3

Decrease in consumer trust against HFF

Challenge-4

- Government support for fostering industry
- Low growth of the HFF industry compared to other similar industries

Project-1

Conducting a research for the fundamental review on recognition system of HFF &health claims. thereby performing legislative activities

Project-2

- A variety of promotion activities for increasing consumer trust
- Actively monitoring of misleading consumer

Project-3

- legislation(Pre-Need announcement of legislation the amended Food Industry Promotion Act by the MAFRA including functional foods)
- Conducting a research to develop Long range strategy and road map to promote **HFF Industry**

