



Korea Health Supplements Association



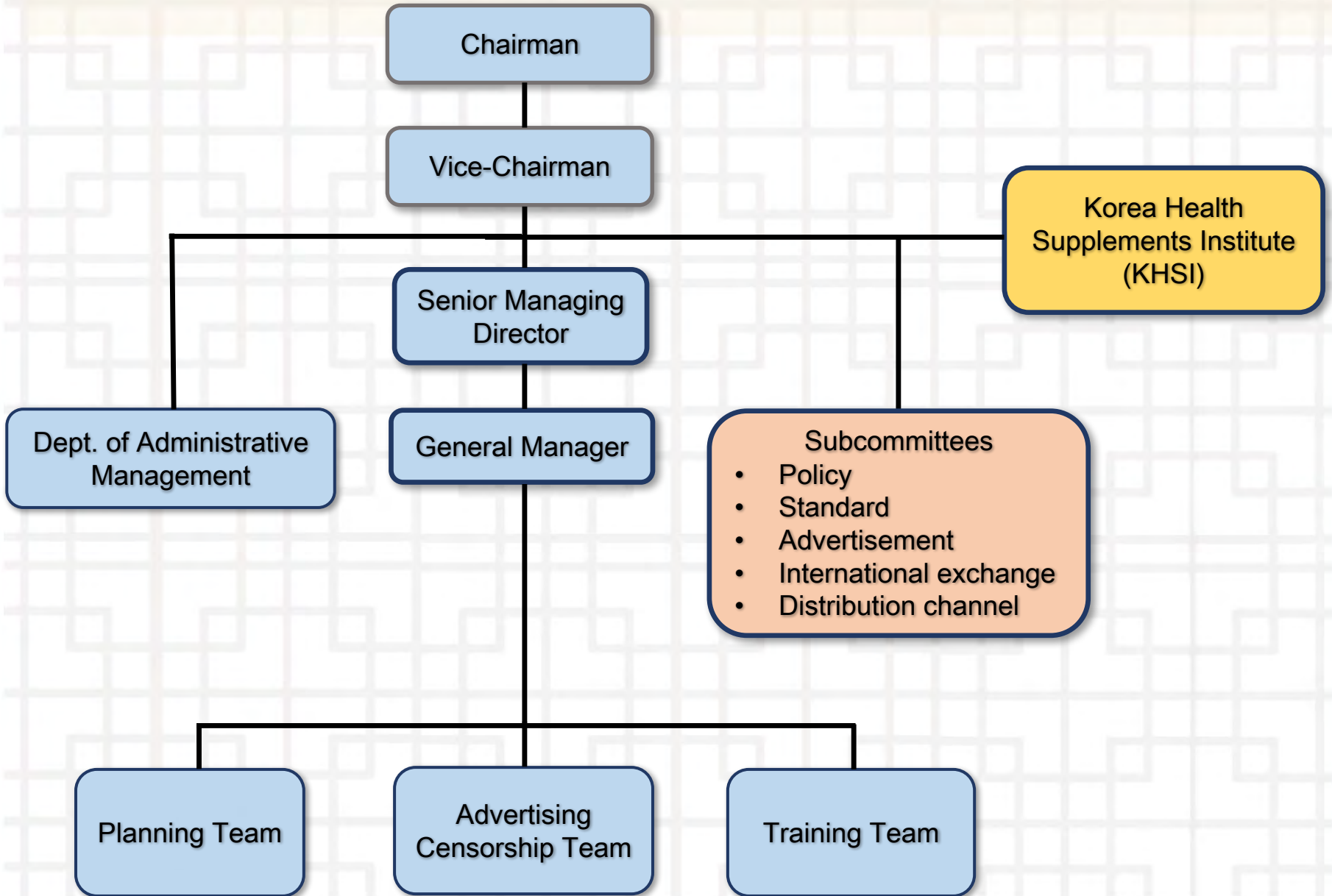
Who we are



- 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



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

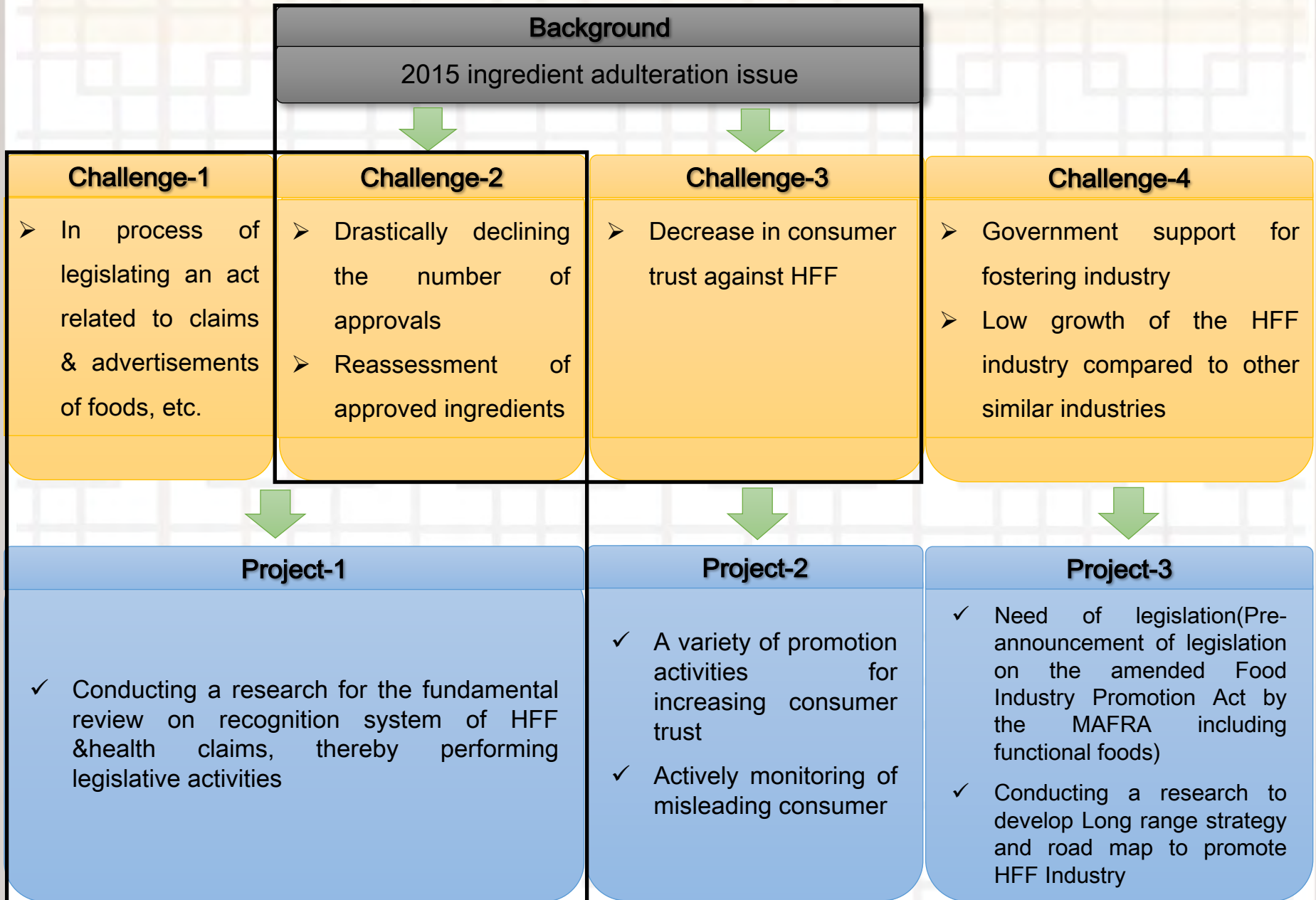
Globalization

- 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?





THANK YOU