

# Trust Challenges and Opportunities in China

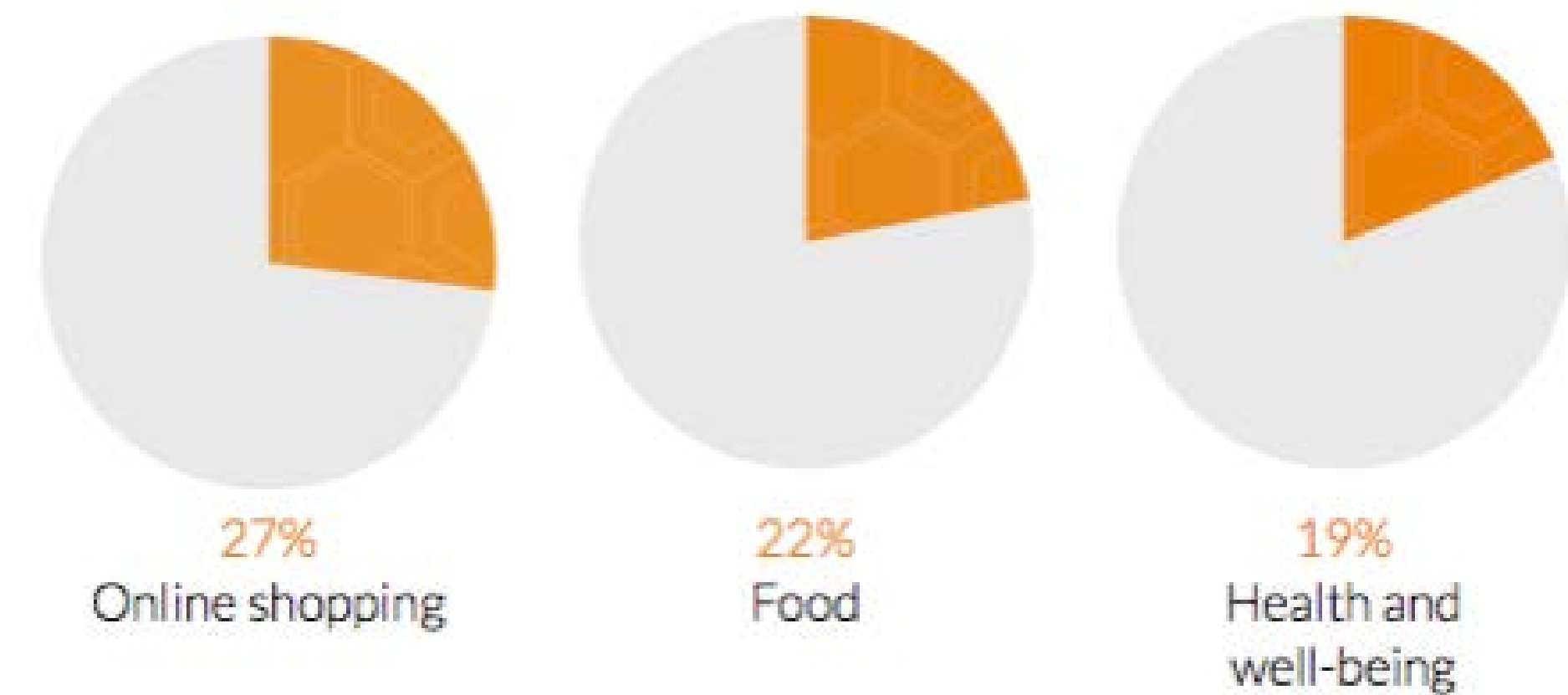




Imagine you are a Chinese  
Consumer

For many products you see  
counterfeit as a legitimate  
brand choice

Types of apps used by urban Chinese Consumers  
every day, China, 2016



Source: Mintel's Mobile Device Apps China 2016 Report



And you are also into health  
and well-being



# But...





**70% of all Wine sold in  
China is fake**

[World Trademark Review](#)



China is home to a \$285 billion counterfeiting industry, representing 12.5% of the country's total exports

[Forbes](#)





Nearly half of  
everything sold on the  
Taobao/Tmall sites is  
fake!

[Forbes](#)

Chinese consumers are  
angry because their  
donkey meat contains  
Fox!

Time







Last year (2016) a food delivery app was exposed for allowing unlicensed restaurants with fake images onto its platform

[Reuters](#)

And ... more than  
300,000 babies became  
sick in 2008 due to the  
Fonterra baby formula  
scandal

[Forbes](#)





# The Chinese consumer has Trust Issues!

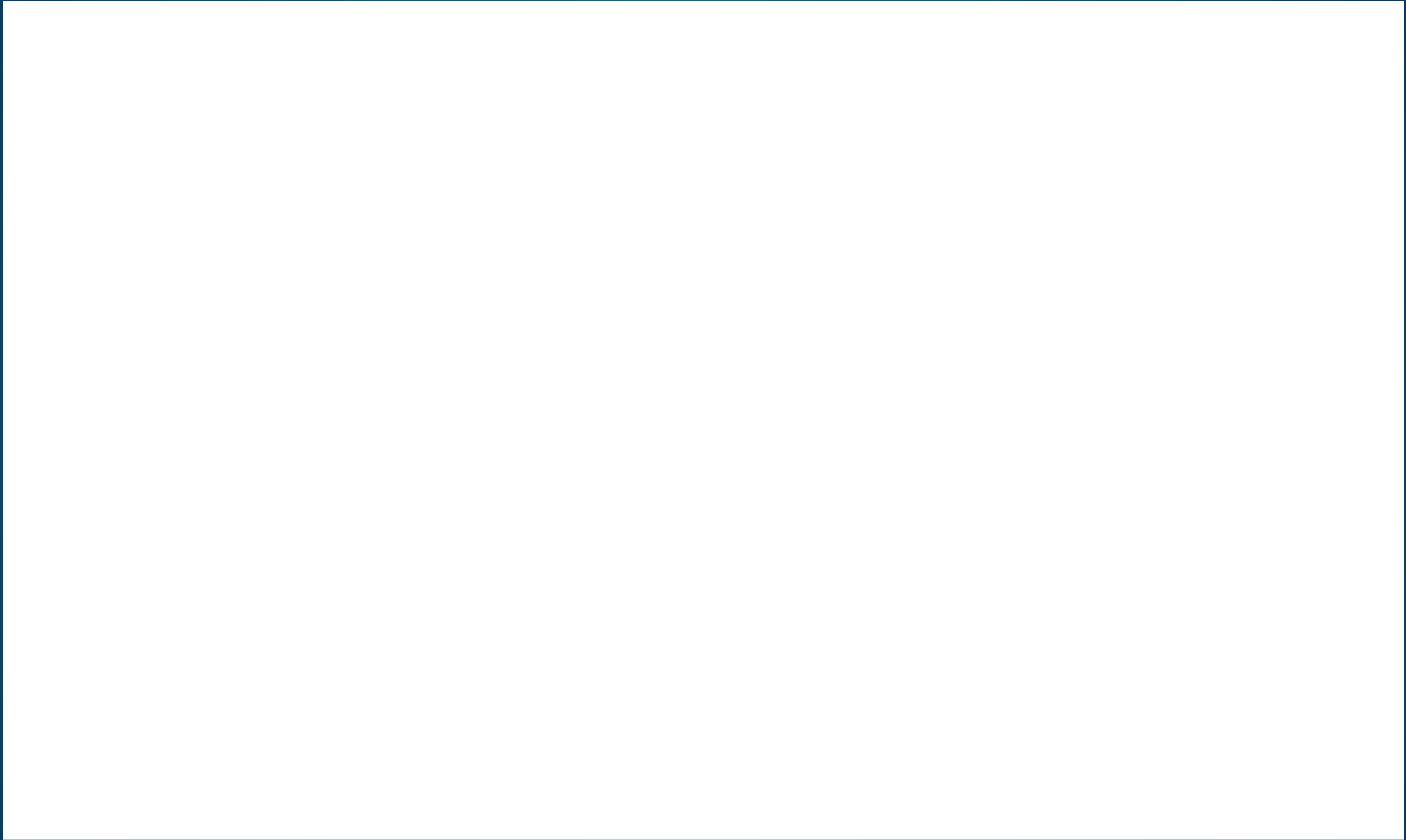
- What's real and safe?
  - What's not?
- How can I tell the difference?



These trust issues are a challenge and an opportunity.  
How do I generate and maintain trust?  
Can I make trust a positive differentiator?







Smartphone App



Smart Label



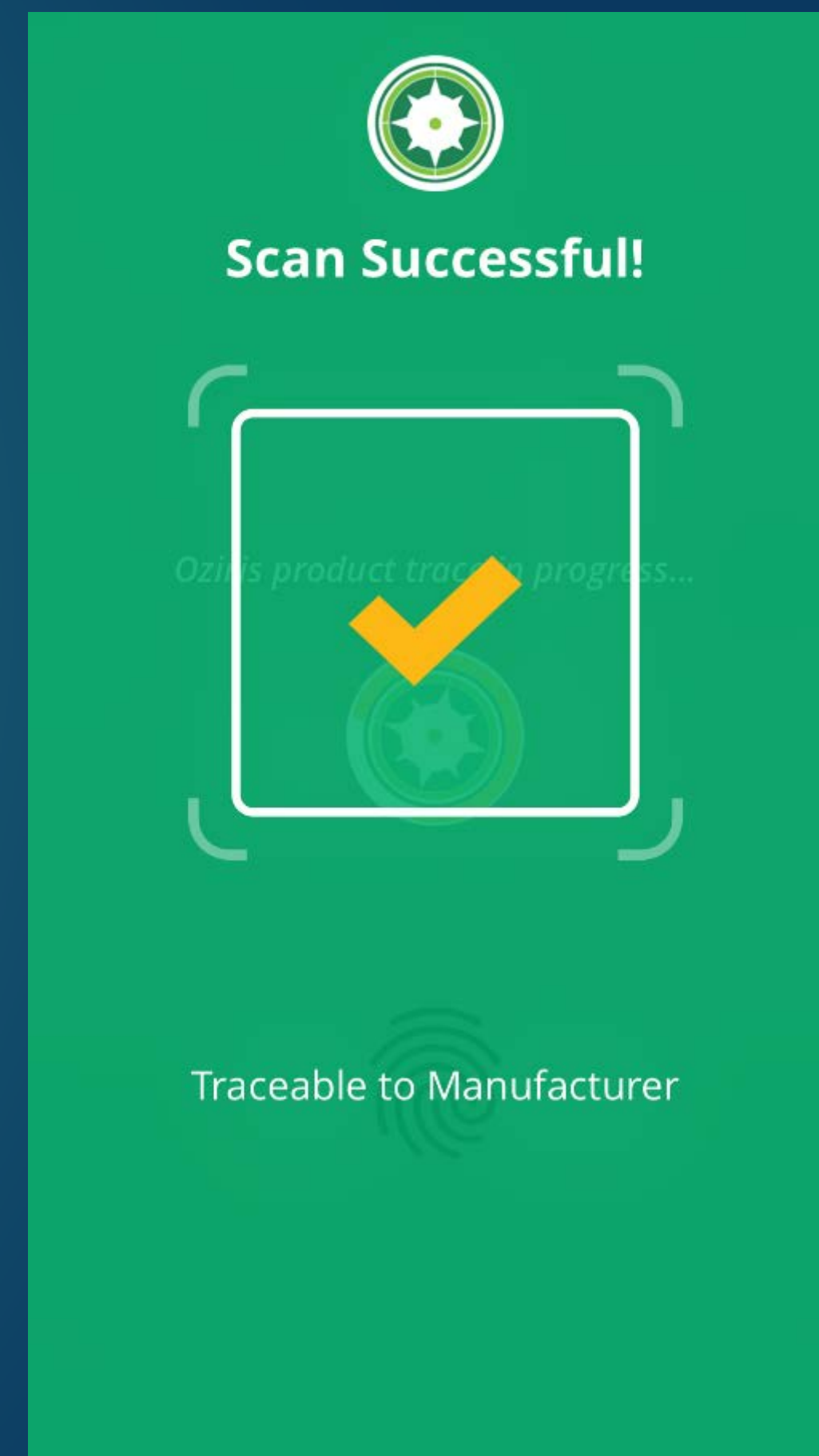
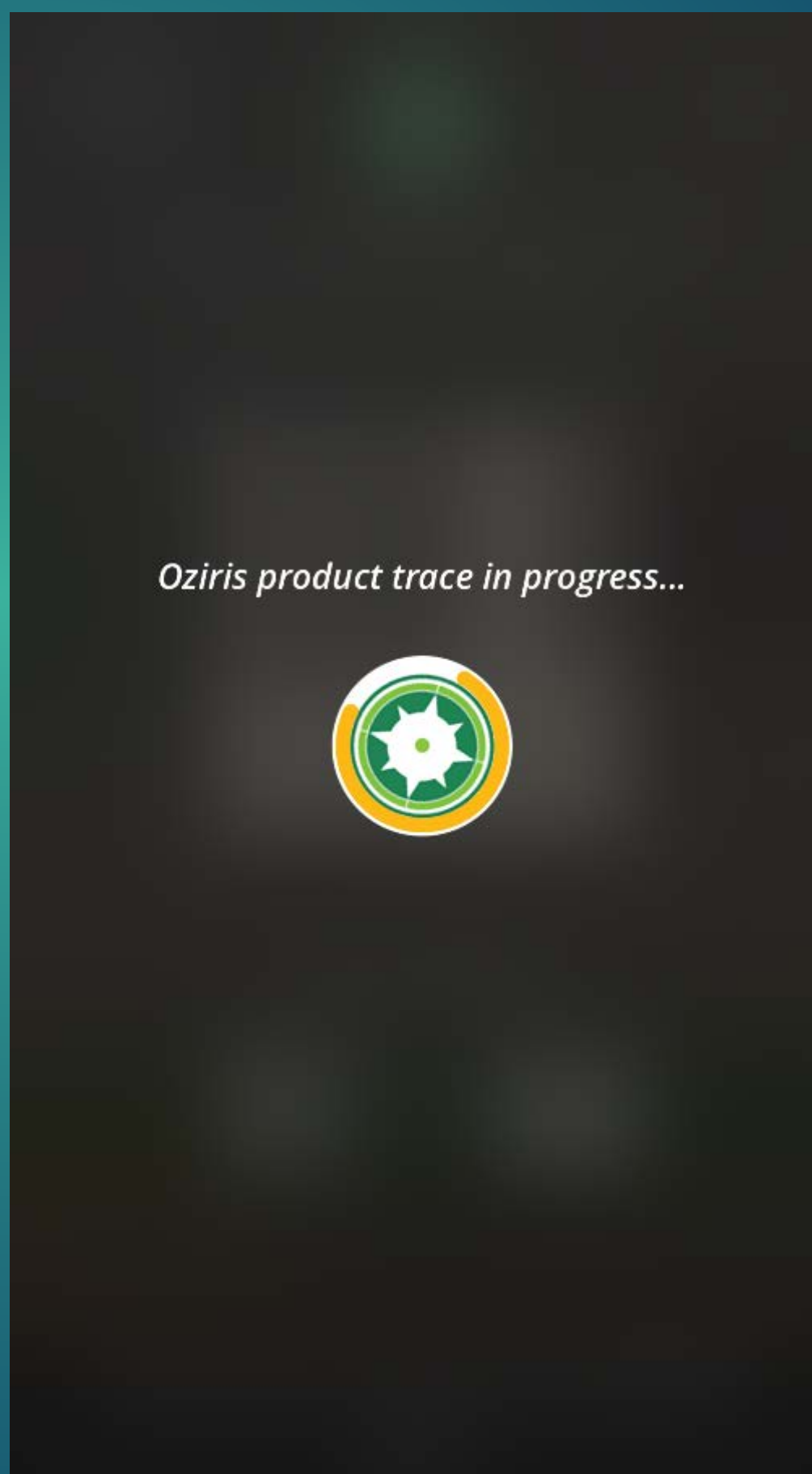
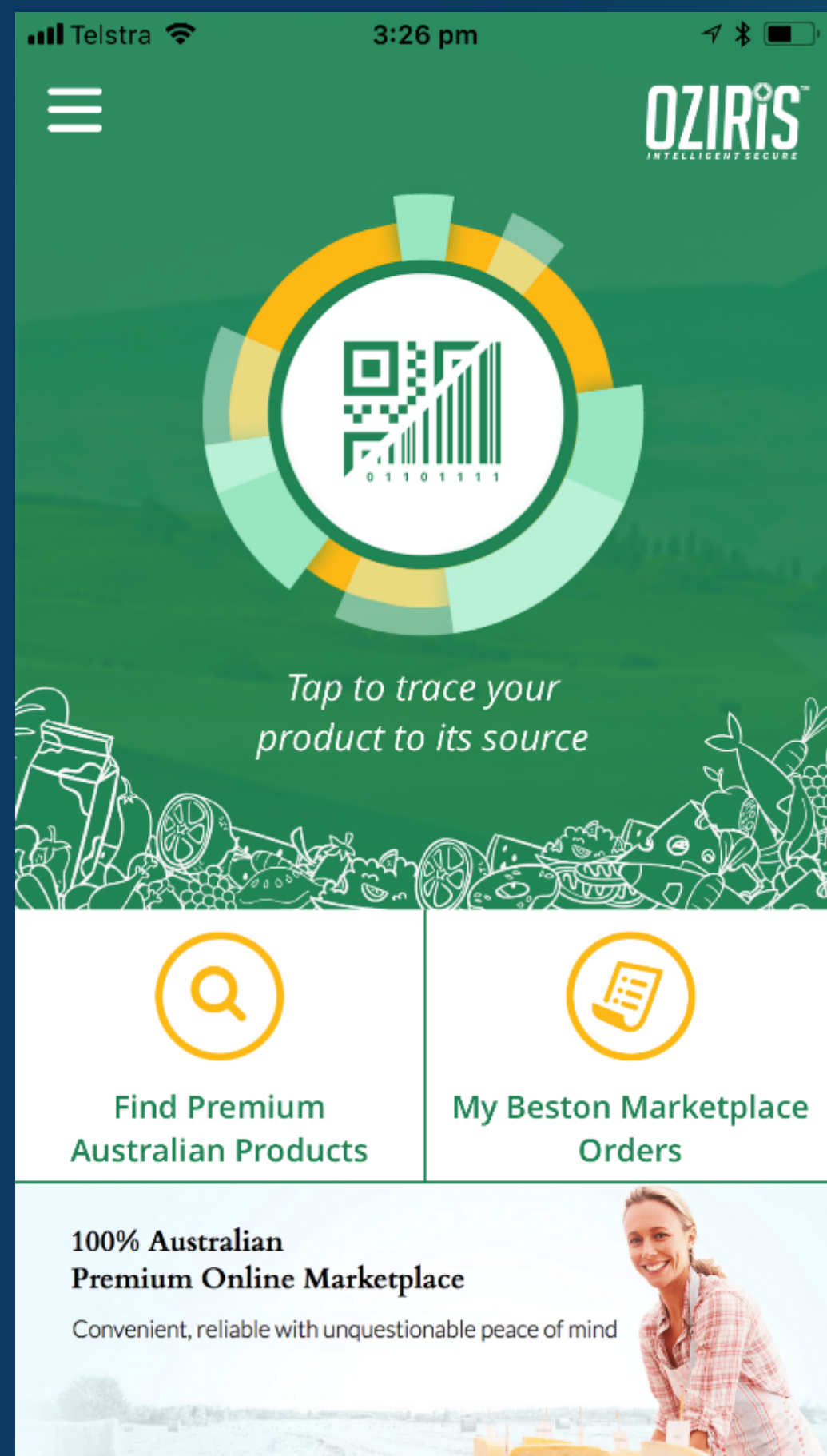
Product Authentication

1



Product Authentication

2





**DataTraceID solutions ensure authenticity  
in supply chains and consumer products.  
We build trust into brands through leading edge  
marking and identification technologies.**



### **DataTrace**

Using trace elements we embed a unique authentication foot print into a wide range of products and raw materials.



### **Digital Assurance**

Consumers can immediately verify the authenticity of your product by scanning a QR code generated by our authentication software.



### **Smart Labels**

A SecureID label provides consumers with a physical symbol of assurance.



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