

A world map composed of a grid of small white squares on a dark blue background, with a light blue glow in the upper right corner.

**Traceable Quality Service Worldwide**

**- CCIC Traceability Service**

Inspection/Survey/Certification/Testing/Traceability/Evaluation

Comprehensive quality service providers



**中国检验认证集团**

CHINA CERTIFICATION & INSPECTION GROUP



## Project Introduction



# CCIC Traceability

## The Recognized Leader of Appraising and Communicating Global High-Quality Goods

CCIC Traceability is one of the product line of CCIC Group that is created in compliance with the national policies on building product traceability system and improving product quality and public security assurance capability. Based on the model of “Traceability + TIC” , CCIC Traceability is specialized in providing product quality traceability solutions and construction service of traceability system for commodities traded on a global scale, and improving trust-based relationship among government authorities, manufacturers, domestic and abroad traders and consumers.

Since 2010 CCIC has created first traceability service for imported commodities. Now CCIC has provided traceability service for thousands of imported goods under 82 categories from more than 30 countries, as well as special products from all over China. Based on the credibility of CCIC and CQC, CCIC Traceability integrates traceability services and quality assessment & verification activities with the “Internet+” concept, and provides third party evaluation and validation of the origin, quality and relevant attributes of various commodities by on-site verification, commodity test, inspection and certification, factory inspection and other means, backed up by CCIC global commodity traceability cloud platform, worldwide service network and the commodity test laboratory. By using cutting-edge IoT anti-counterfeit and QR code to match the verification information with the commodities, CCIC Traceability offers a well-integrated and efficient commodity track and trace service through the Internet and self-developed global commodity traceability cloud platform.

创造更值得信赖的世界

# 1 商品溯源服务 Commodity Traceability Service

In view of a market full of fake and shoddy products, CCIC Traceability gets rid of the fake ones by means of independent and fair third-party quality verification, improves the transparency through third party traceability. In addition, CCIC Traceability collects, verifies and delivers informations like the real origin of goods, processing procedure, product quality, logistics and transportation as well as other properties through product inspection and testing, factory audit certification, products loading supervision, third party supervision on key point according to different product qualities and risks, and CCIC's global commodity traceability cloud platform so as to provide more objective and detailed data and results for governmental supervision, stronger endorsement of trust for corporate traceability and products, and more comprehensive traceable product information to consumers, so that high-quality products and businesses can win better market recognition and a more orderly market environment may be built.



## 2 追溯体系建设服务 Construction Service of Traceability System

Under the guidance of “Opinions on Accelerating the Construction of Traceability System for Important Products” issued by the General Office of the State Council, and relevant requirements in the “Food Safety Law” for food production operators to establish a food safety traceability system, and relying on professional service capabilities in inspection, testing, identification and certification of CCIC as well as its own R&D strength in IT and internet technologies, CCIC Traceability provides one-stop integrated commodities quality traceability informatization construction solution to government departments, industry associations, production and trading enterprises.

## 3 中检溯源特色服务 Special Services of CCIC Traceability

 溯源商品营销对接服务  
Marketing Interface Service for Traceable Commodities

 溯源商品大数据分析服务  
Big Data Analysis Service for Traceable Commodities



What service we provide?



## Commodity Traceability Service

### 溯源服务



#### — 中检溯源 — 产地验证

证明商品的真实产地、生产工厂或渠道来源。

查看更多



#### — 中检溯源 — 品质验证

验证商品品质可靠及质量安全。

查看更多



#### — 中检溯源 — 全程追溯

全程监控商品生产到流通过程。

查看更多



#### — 中检溯源 — 全球优选

按照国际及中国标准，对商品全供应链实施认证、监管。

查看更多

Verification of Origin

Evaluation of Quality

Whole Process Traceability

Global Selecting

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**产地验证**

证明商品的真实产地、生产工厂或  
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—中检溯源—  
**全程追溯**

全程监控商品生产到流通全过程。



—中检溯源—  
**全球优选**

按照国际及中国标准，对商品全供  
应链实施认证、监管。

证明商品的真实产地、生产工厂或渠道来源。

Verification of Origin

To verify the real place of production, manufacturer, or purchasing channel

创造更值得信赖的世界



—中检溯源—  
**产地验证**

证明商品的真实产地、生产工厂或  
渠道来源。



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—中检溯源—  
**全程追溯**

全程监控商品生产到流通全过程。



—中检溯源—  
**全球优选**

按照国际及中国标准，对商品全供  
应链实施认证、监管。

在产地验证的基础上，对商品的品质是否符合法律法规和标准要求评价。

## Evaluation of Quality

To evaluate whether the quality of merchandises is complying with the laws, regulations & standards



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—中检溯源—  
**全程追溯**

全程监控商品生产到流通全过程。



—中检溯源—  
**全球优选**

按照国际及中国标准，对商品全供  
应链实施认证、监管。

在品质验证的基础上，对溯源商品从商品生产到流通到消费全过程实施监控和验证。

## Whole Process Traceability

To perform monitor & verification on the whole process from production to distribution and finally to consumption of merchandises



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**产地验证**

证明商品的真实产地、生产工厂或  
渠道来源。



—中检溯源—  
**品质验证**

验证商品品质可靠及质量安全。



—中检溯源—  
**全程追溯**

全程监控商品生产到流通全过程。



—中检溯源—  
**全球优选**

按照国际及中国标准，对商品全供  
应链实施认证、监管。

对商品从原料到成品生产全链条依据相应国际及中国标准实施认证、监管，证明生产企业和商品品质优可信。

Global Selecting

To certify and monitor the whole supply chain of global merchandises under international & Chinese standard

创造更值得信赖的世界



了解中检溯源  
Follow Us



## How We Work?



# 中检溯源

政府采信 消费者信任 企业增值

- 全程溯源
- 全球服务
- 防伪保真
- 实时查询
- 促进销售
- 通关便利



创造更值得信赖的世界





**Get Information In Real Time**





## Effects for the Relative Parties of Trade



Manufacturer	Traders and Exporter	Authority	Importers and Distributors	End User
<ul style="list-style-type: none"> <li>- To protect the brand and keep intellectual property protection of well-known goods from the source of fake and inferior quality.</li> </ul>	<ul style="list-style-type: none"> <li>- In international trade disputes, the source of goods traceability is the key evidence of the trade side's submission to the court.</li> </ul>	<ul style="list-style-type: none"> <li>- To monitor imported goods and the real-time access to quality information</li> <li>- To conduct big data analysis on import commodity information in domestic market to protect national interests</li> </ul>	<ul style="list-style-type: none"> <li>- Effective the management of imported goods, expedite the customs clearance</li> </ul>	<ul style="list-style-type: none"> <li>- To obtain the quality information of cargoes directly &amp; avoid risks of the quality of cargoes before purchasing,</li> <li>- To improve the consumers' right to know, to get the warning of consumption in time</li> </ul>

境外预检+溯源  
Overseas  
Pre-inspection+Traceability

可追溯的  
全球质量服务  
Traceable Quality  
Service Worldwide



中检溯源可以为食品、农产品、消费品、奢侈品等提供质量追溯服务。食品和农产品包括乳制品、酒类、肉及肉制品、水产品、保健品、食用油、大米、蔬菜、水果、饮用水、茶叶、蜂蜜、干果、谷物、特殊膳食等。消费品包括化妆品、电子电器、服装、家具、玩具等。

CCIC Traceability is able to provide quality traceability service for food, agricultural products, consumer goods and luxury goods, etc., where food and agricultural products include dairy products, alcohol and drinks, meat and meat products, aquatic products, health products, edible oils, rice, vegetables, fruits, drinking water, tea, honey, dried fruits, cereals, special diets and so on, and consumer goods include cosmetics, electrical appliances, clothing, furniture, toys and etc.



中检溯选-发现全球优质溯源商品  
Discover Global High-quality  
Traceable Products

创造更值得信赖的世界



乌拉圭牛肉溯源  
Case of Uruguayan  
Beef Traceability



马来西亚燕窝溯源  
Case of Malaysia  
Bird's Nest  
Traceability



新西兰鲜牛奶溯源  
Case of New Zealand  
Fresh Milk  
Traceability



荷兰三文鱼溯源  
Case of Dutch  
Salmon Traceability



法国红酒溯源  
Case of French Wine  
Traceability



智利车厘子溯源  
Case of Chile Cherries  
Traceability



俄罗斯冰淇淋溯源  
Case of Russia  
Ice Cream Traceability



柬埔寨香米溯源  
Case of Cambodian  
Rice Traceability



英国婴儿果泥溯源  
Case of Baby Puree  
Traceability



波士顿龙虾溯源  
Case of Boston  
Lobster Traceability



加拿大宠粮溯源  
Case of Canadian Pet  
Food Traceability



芬兰果汁饮料溯源  
Case of Finland  
Fruit Juice  
Traceability



甘肃薯片溯源  
Case of Potato  
Chips Traceability



广西茶叶溯源  
Case of Chinese  
Tea Traceability



国产平衡车溯源  
Case of Segway  
Traceability



婴儿奶粉溯源  
Case of Milk  
Powder Traceability



韩国海苔溯源  
Case of  
Korean Seaweed  
Traceability



云南瑞丽西瓜溯源  
Case of Ruili  
Watermelon  
Traceability



台湾保健品溯源  
Case of Health Care  
Products Traceability



甘肃静宁苹果溯源  
Case of Apple  
Traceability



## Why Choose CCIC Traceability



## 1 中检集团权威品牌公信力 CCIC's Authoritative Brand Credibility

在近40年的发展历程中，中检集团始终致力于“质量、安全、健康、环保”领域，为全球客户提供“一站式”综合解决方案，已成为在国际上享有盛誉、在中国最具影响力的综合性、跨国检验认证机构之一。中检集团为中检溯源的技术研发、运营管理、渠道构建及市场运作提供全方位指导、支持和保障，中检溯源将成为您最值得信赖的追溯领域合作伙伴。

Developed nearly 40 years, CCIC has become a comprehensive one-stop service provider for international clients in the fields of quality, safety, health and environmental protection. CCIC enjoys great reputation worldwide and is one of the most influential and comprehensive multi-national inspection & certification organization in China. CCIC provides comprehensive guidance, support and guarantee for the technology R&D, operation management, channel construction and market operation of CCIC Traceability which will become your most trustworthy partner in traceability.

## 2 中检集团全球商品溯源云平台 CCIC Global Commodity Traceability Cloud Platform

中检溯源研发构建的中检集团全球商品溯源云平台是国家扶持资金支持项目，基于“互联网+”设计思路，结合大数据、物联网、二维码、NFC等最新技术手段，实现商品追溯信息采集与处理、分析与挖掘，辅助政府提升监管效能；帮助企业创新管理手段；满足消费者安全消费和品质消费需求，同时也为中检溯源服务及解决方案的落地实施提供有力支撑。

CCIC global commodity traceability cloud platform developed and built by CCIC Traceability is a project with national funding support, which is designed with "Internet+" concept and realize traceability information collection, processing, analysis and exploration by leveraging the latest technologies such as, Big Data, IoT, QR code, NFC and etc. It is used to help the governments to improve supervision performance, promote producers to enable innovative management measures and satisfy the consumers with safe and quality products, meanwhile provides strong support for the implementation of CCIC Traceability's services and solutions.



### 3 先进的产品检测能力 Advanced Product Testing Capabilities

依托中检溯源国内外自建食品、农产品实验室及中检集团遍布全球的300家实验室资源，中检溯源的产品检测范围及检测能力可以满足海内外各类客户的检测服务需求，为中检溯源真正实现基于“检验检测认证”的溯源服务模式，打造“有质量”的追溯服务构建扎实的技术基础。

Relying on self-established food, agricultural product laboratories both at home and abroad as well as more than 300 laboratories of CCIC across the world, the quality testing scope and capability of CCIC Traceability can meet the service requirements of various customers both at home and abroad, and lay a solid technical foundation for building "high-quality" traceability services based on TIC model.



## 4 遍布全球的服务网络 Global Reach Service Network

依托中检溯源乌拉圭、澳大利亚、新西兰、苏州、南京、深圳等分子公司以及中检集团400多个跨国服务机构资源，中检溯源有能力在中国大陆所有省份及世界30多个国家和地区开展服务及项目合作，服务网络覆盖亚洲、欧洲、美洲、非洲、大洋洲。

With its subsidiaries in Uruguay, Australia, New Zealand, Suzhou, Nanjing and Shenzhen as well as CCIC's more than 400 offices worldwide, CCIC Traceability is able to provide services and implement project cooperation in all provinces of Mainland China, and over 30 countries and regions covering Asia, Europe, America, Africa and Oceania.





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## 5 最优性价比解决方案 The Most Cost-efficient Solution

中检溯源通过自有检验、检测、鉴定、认证、溯源等质量服务全产业链资源及中检集团全球商品溯源云平台模块化服务提供“一站式”商品质量追溯服务解决方案，帮助客户避免多点沟通及服务重复购买，并节约大量追溯系统建设成本及投入，确保客户可以享受到最优性价比的定制化质量追溯服务解决方案，为客户创造卓越价值。

With its own inspection, testing, identification, certification and traceability and other quality service industry chain resources as well as CCIC's global commodity traceability cloud platform modular service, CCIC Traceability provides "one-stop" commodity quality traceability service solutions to help customers avoid multi-point communication and repeated purchase of services, while save a lot of cost and investment in traceability system construction, to ensure that customers can enjoy the most cost-efficient customized quality traceability service solutions and create superior value for customers.





Part of Customers





**FOCUS ON CUSTOMER SUCCESS**

致 / 力 / 于 / 客 / 户 / 的 / 成 / 功

**THANKS**