

# State Administration for Market Regulation (SAMR)

## 国家市场监督管理总局

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The State Administration for Market Regulation (SAMR) undertakes a broad range of market supervision responsibilities, including market entity registration, enforcement of market order, direct selling, anti-monopoly, intellectual property, the supervision of industrial products, food safety, special equipment safety, standards, testing, certification, and accreditation. SAMR was formed during a March 2018 government restructuring initiative, integrating the functions of the State Administration for Industry and Commerce and the China Food and Drug Administration, as well as certain functions of the General Administration of Quality Supervision, Inspection, and Quarantine. SAMR oversees the National Medical Product Administration and the China National Intellectual Property Administration. The Certification and Accreditation Administration of China and the Standardization Administration of China were rolled into SAMR, although they maintain their original names externally.

Director
<b>Xiao Yaqing</b> 肖亚庆 (also Party Secretary)



Deputy Directors and Other Senior Officials		
<b>Gan Lin 甘霖</b> (Deputy Director)  In charge of the Enforcement and Inspection Bureau, Anti-Monopoly Bureau, and Price Supervision and Anti-Unfair Competition Bureau.	<b>Tang Jun 唐军</b> (Deputy Director/ Party Group Member)  In charge of the General Office, Department of Comprehensive Planning, Department of Certification Supervision and Regulation, and Department of Accreditation and Testing Supervision and Regulation.	<b>Tian Shihong 田世宏</b> (Deputy Director/ Director of the Standardization Administration of China/ Party Group Member)  In charge of the Product Quality and Safety Supervision and Regulation Department, Department of Standards Technology Regulation, Department of Standards Innovation, and Department of International Cooperation.

### Deputy Directors and Other Senior Officials

<p><b>Liu Shi 刘实</b> (Head of discipline inspection and supervision team of the Central Commission for Discipline Inspection and National Supervision Commission posted in the State Administration for Market Regulation/ Party Group Member)</p>	<p><b>Sun Meijun 孙梅君</b> (Deputy Director/ Party Group Member)</p> <p>In charge of the Department of Product Quality and Safety Supervision and Regulation, Department of Food Safety Coordination, Department of Food Production Safety Supervision, Department of Food Operation Facility Safety Supervision, Department of Special Food Safety Supervision and Regulation, and Department of Food Safety Sampling Inspection.</p>	<p><b>Qin Yizhi 秦宜智</b> (Deputy Director/ Party Group Member)</p> <p>In charge of the Department of Law and Regulation, Department of Online Transaction Regulation, Department of Advertisement Regulation and Supervision, and Department of Metering.</p>
<p><b>Shen Changyu 申长雨</b> (Director of the China National Intellectual Property Administration/ Party Group Member)</p>	<p><b>Li Li 李利</b> (Party Secretary and Deputy Director of the National Medical Product Administration/ Party Group Member)</p>	<p><b>Jiao Hong 焦红</b> (Director of the National Medical Product Administration)</p>

### Departments and Responsibilities

<p><b>General Office (办公厅)</b> In charge of SAMR's documentation, telecommunication, statistics, information, classification, security, accounting and finance, asset management, transparency, news releases, etc.; Organizes emergency responses and investigations for major market regulation incidents.</p>	<p><b>Department of Comprehensive Planning (综合规划司)</b> Conducts policy research and analysis; supervises administrative law enforcement and major projects; makes policy recommendations on financial and tax policy; and conducts other tasks as necessary.</p>	<p><b>Department of Law and Regulation (法规司)</b> Drafts relevant laws and regulations; examines the legality of normative documents and draft international cooperation agreements, agreements and protocols; designs enforcement procedures, regulates discretionary power and supervises administrative enforcement; conducts or participates in administrative appeals, administrative litigation and administrative compensation; and organizes legal education and training.</p>
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### Departments and Responsibilities

<p><b>Enforcement and Inspection Bureau (执法稽查局)</b> Formulates and implements institutional measures for comprehensive supervision and inspection of market regulation; guides the investigation of illegal acts and cases in market entry, production, operation, and trading; organizes, investigates, supervises and handles major cases with national influence or across provinces; guides the enforcement of local market regulation.</p>	<p><b>Registration Bureau (Small and Micro Enterprise, Individual Business, and Specialized Market Party Building Office) (登记注册局 (小微企业个体工商户专业市场党建工作办公室))</b> Formulates the institutional measures for the unified registration of market entities and business license issuing and guides the implementation; guides the entire process of enterprise registration; analyzes and publicizes registration information; guides the administrative licensing of market regulation; supports the development of the private economy and establishes a directory for small and micro enterprises; and guides local market regulation departments in conducting party building work for small and micro enterprises, individual businesses, and specialized markets in cooperation with Party Committee organizations.</p>	<p><b>Department of Credit Regulation and Supervision (信用监督管理局)</b> Formulates and implements institutional measures for credit regulation and supervision; organizes the supervision and inspection of registration activities of market participants; and organizes and guides the work of credit classification management and information publicity and administrates the construction and management of the national enterprise credit information publicity system. It also establishes a list of abnormal operations and a "blacklist" and coordinates information collection and sharing and joint punishment for market entity supervision and management information and public information.</p>
<p><b>Anti-monopoly Bureau (反垄断局)</b> Formulates anti-monopoly measures and guidelines, organizes and implements anti-monopoly enforcement, and guides the overseas anti-monopoly litigation work of domestic enterprises; conducts fair competition review; carries out international cooperation and exchanges in anti-monopoly enforcement; and manages the routine work of the Anti-Monopoly Committee of the State Council.</p>	<p><b>Price Supervision and Anti-Unfair Competition Bureau (Office for Regulating Direct Selling and Cracking Down on Pyramid Schemes) (价格监督检查和反不正当竞争局 (规范直销与打击传销办公室))</b> Formulates guidelines and regulations on price supervision and inspection and anti-unfair competition; supervises and inspects commodity prices, service prices, as well as state organs and business charges; guides and investigates the illegal and irregular acts of pricing and unfair competition; supervises and manages direct selling enterprises, direct selling agents, and their direct selling activities and cracks down on pyramid schemes.</p>	<p><b>Department of Online Transaction Regulation (网络交易监督管理局)</b> Formulates and implements institutional measures for the supervision and regulation of online commodity transactions and related services; enforcement of law in the online market; organizes and guides the standardized management of online transaction platforms and online operators; monitors online markets; supervises and manages contracts and auctions according to law and manages their registration of items; and guides the construction of the consumption environment.</p>

### Departments and Responsibilities

**Department of Advertising Regulation  
(广告监督管理司)**

Formulates and implements plans, policies, and regulation measures to develop advertising; coordinates and guides advertising supervision for pharmaceuticals, health foods, medical devices, and special medical formulas; organizes actions monitoring ad publication in various media; organizes the investigation of false advertisements and other illegal activities; provides guidance to advertising censorship institutions and advertising industry organizations.

**Quality Development Bureau (质量发展局)**

Formulates and implements policies and measures to promote the quality power strategy, drafts overall planning for national quality infrastructure collaborative service and application and proposes measures to improve the quality incentive system; formulates and implements the product and service quality improvement system, the compulsory report system of product quality and safety accidents, and the recall system of defective products; organizes and implements the quality supervision of major engineering equipment and product anti-counterfeiting work; carries out the supervision and monitoring of service quality; and organizes the investigation of major quality incidents.

**Department of Product Quality and Safety  
Supervision and Regulation**

**(产品质量安全监督管理司)**

Formulates and implements the catalogue of products under the state's key supervision; undertakes state supervision and spot checks, risk monitoring, and classified supervision and management of product quality; guides and coordinates the industrial, local, and professional supervision of product quality; manages the production permits of industrial products and food and quality and safety supervision for related products; and supervises the quality of cotton and other fiber products.

**Department of Food Safety Coordination  
(食品安全协调司)**

Formulates major policies and measures to promote a food safety strategy and organizes their implementation; coordinates key issues throughout the process of food safety supervision; improves the inter-regional and inter-departmental coordination mechanism for food safety; and manages the daily work of the State Council Food Safety Committee.

**Department of Food Production Safety  
Supervision (食品生产安全监督管理司)**

Analyzes the food safety situation in production; formulates and implements institutional measures for food production supervision and for food producers to implement their main responsibilities; organizes the quality and safety supervision of salt production; organizes the supervision and inspection of food production enterprises; organizes the investigation and handling of major illegal activities; and guides enterprises to establish and improve food safety traceability systems.

**Department of Food Operation Facility Safety  
Supervision (食品经营安全监督管理司)**

Analyzes the food safety situation in the field of food circulation and catering services; formulates institutional measures for food circulation, catering services, the management of edible agricultural products sold on the market and food operator responsibility, as well as organize and guide the relevant supervision and inspection work; organizes the operation and quality of salt; organizes food quality and safety promotion action; guides food security work for major events; and investigates and deals with major illegal activities.

### Departments and Responsibilities

**Department of Special Food Safety Supervision and Regulation (特殊食品安全监督管理司)**

Analyzes and grasps the safety situation of health food, special medical formula food, infant formula milk powder, and other special food fields; formulates and implements institutional measures for special food registration, filing, supervision, and management; investigates and deals with major illegal activities.

**Department of Food Safety Sampling Inspection (食品安全抽检监测司)**

Formulates the national food safety supervision and inspection plan, organizes its implementation, and publishes relevant information regularly; supervises and guides the inspection, disposal, and recall of substandard products; organizes food safety assessment sampling, risk warning, and risk communication; participates in the formulation of food safety standards, food safety risk monitoring plans, monitors risk, and organizes the investigation of potential risks.

**Special Equipment Safety Supervision Bureau (特种设备安全监察局)**

Formulates catalogues and technical safety specifications for special equipment; supervises and inspects the production, operation, use, inspection, and import/export of special equipment, implements energy-saving standards for high-energy-consuming special equipment and boiler environmental protection standards; organizes investigations and handles special equipment accidents and conducts statistical analysis; investigates and deals with major illegal activities; supervises and manages special equipment inspection and testing institutions, inspection and testing personnel, and operation personnel; promotes the research and application of safety technology for special equipment.

**Department of the Metrology (计量司)**

Manages national metrological standards, measurement standards, reference materials, and measuring instruments; organizes traceability and comparison of measurement values; establishes and implements the national metrological specification system; supervises and manages commodity quantity, market measurement behavior, arbitration and verification of measurement, and technical measurement institutions and personnel; and standardizes the use of measurement data.

**Department of Standards Technology Regulation (标准技术管理司)**

Formulates and implements standardization strategy, planning, policy, and management system; leads mandatory national standards work, recommended national standards work (including standard samples), and international standards work; assists in investigating and dealing with major violations of mandatory national standards; manages the National Professional Standardization Technical Committee.

**Department of Standards Innovation Regulation (标准创新管理司)**

Takes charge of the formulation of industry standards, local standards, social organization standards, enterprise standards, and international standards; leads the work of national legal persons and other organizations to unify social credit codes; manages bar code work; organizes and participates in the activities of ISO, IEC and other international or regional standardization organizations.

### Departments and Responsibilities

<p><b>Department of Certification Supervision and Regulation (认证监督管理司)</b> Formulates and implements the certification and conformity assessment supervision and management system; guides the development of the certification industry and assists in investigating illegal acts; and organizes and participates in international and regional activities of certification and conformity assessment.</p>	<p><b>Department of Accreditation and Testing Supervision and Regulation (认可与检验检测监督管理司)</b> Formulates and organizes the implementation of the accreditation and testing supervision and regulation system; organizes resource integration and reform for inspection and testing; guides the development of the inspection and testing industry; assists in the investigation and punishment of illegal acts of accreditation and inspection and testing; and participates in international or regional organization accreditation and inspection activities.</p>	<p><b>Department of News Publicity (新闻宣传司)</b> Formulates the market regulation information announcement system; is in charge of news publicity and press releases; takes charge of the monitoring, analyzing, and handling of public opinion on market regulation; and organizes major publicity activities.</p>
<p><b>Department of Science, Technology, and Finance (科技和财务司)</b> Formulates and implements relevant scientific and technological development plans and technical institution construction plans; proposes major scientific and technological needs such as national quality infrastructure; conducts relevant scientific research, technology import, and application of achievements; manages budget and final accounts, financial audits, state-owned assets, capital construction, various funds, and special funds; and guides equipment allocation for the market regulation system.</p>	<p><b>Department of Personnel (人事司)</b> Takes charge of personnel management, organizational structure, labor wages, and education work of SAMR and its affiliated institutions; and guides the talent team construction and the standardization of grass-roots units.</p>	<p><b>Department of International Cooperation (Hong Kong, Macao, and Taiwan Affairs Office) (国际合作司[港澳台办公室])</b> Conducts international exchanges and cooperation regarding market regulation; takes charge of exchanges and cooperation involving Hong Kong, Macao, and Taiwan; signs international cooperation agreements and protocols; is in charge of issues related with technical trade measures; and manages the foreign affairs of SAMR and its affiliated units.</p>
<p><b>Party Committee (机关党委)</b> Is in charge of the party work of SAMR and its directly affiliated units in Beijing.</p>	<p><b>Retired Cadres Office (离退休干部办公室)</b> Is in charge of retired cadre work and guides the retired cadre work of its affiliated units.</p>	

Note: Information accurate as of August 2019  
Source: PRC State Administration for Market Regulation