

State Administration for Market Regulation (SAMR)

国家市场监督管理总局

Address: 8 Sanlihe Donglu, Xicheng Qu, Beijing 100820 | **Phone:** 86-10-8865-0000 | **Website:** www.samr.gov.cn/

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,
Party Secretary**

Zhang Gong
张工



Deputy Directors and Other Senior Officials

<p>Gan Lin 甘霖 (Deputy Director) In charge of the Enforcement and Inspection Bureau, Anti-Monopoly Bureau, and Price Supervision and Anti-Unfair Competition Bureau.</p>	<p>Tang Jun 唐军 (Deputy Director, Party Cell 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.</p>	<p>Tian Shihong 田世宏 (Deputy Director, Director of the Standardization Administration of China, Party Cell 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.</p>
<p>Yang Yizheng 杨逸铮 (Head of the Discipline Inspection and Supervision team of the Central Commission for Discipline Inspection and the National Supervision Commission, Party Cell Member)</p>	<p>Xiong Maoping 熊茂平 (Deputy Director, Head of Department of Personnel, Party Cell Member) In charge of the Department of Department of Comprehensive Planning, Registration Bureau, Department of Credit Regulation and Supervision, Department of Personnel, and Retired Cadres Office.</p>	<p>Qin Yizhi 秦宜智 (Deputy Director, Party Cell Member) 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>Shen Changyu 申长雨 (Director of the China National Intellectual Property Administration, Party Cell Member)</p>	<p>Li Li 李利 (Party Secretary and Deputy Director of the National Medical Product Administration, Party Cell Member)</p>	<p>Jiao Hong 焦红 (Director of the National Medical Product Administration)</p>
<p>Han Yi 韩毅 (Chief Engineer)</p>	<p>Wang Tiehan 王铁汉 (Chief Inspector of Food Safety)</p>	

Department Responsibilities

<p>General Office (办公厅) In charge of SAMR's documentation, telecommunication, statistics, information, classification, security, accounting and finance, asset management, transparency, and news releases; organizes emergency responses and investigations for major market regulation incidents.</p>	<p>Department of Comprehensive Planning (综合规划司) 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>Department of Law and Regulation (法规司) Drafts relevant laws and regulations; examines the legality of documents; drafts international cooperation agreements and protocols; designs enforcement procedures; conducts or participates in administrative appeals, administrative litigation, and administrative compensation; and organizes legal education and training.</p>
<p>Enforcement and Inspection Bureau (执法稽查局) Formulates and implements institutional measures to supervise and inspect markets; guides the investigation of illegal acts and cases involving market entry, production, operation, and trading issues; organizes, investigates, and supervises major cases with national or cross-provincial significance; and guides the enforcement of local market regulations.</p>	<p>Registration Bureau (Small and Micro Enterprises, Individual Businesses, 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) Develops measures related to the registration of market entities and the issuance of business licenses; guides enterprise registration; publicizes registration information; supports the development of the private economy and manages a directory of 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>Department of Credit Regulation and Supervision (信用监督管理局) Develops and implements measures related to credit regulation and supervision; oversees inspection and registration of market participants; administers the national enterprise credit information publicity system; and manages a list of abnormal operations, as well as a "blacklist," coordinating information collection and sharing, joint punishment for market entities, and information publication.</p>
<p>Anti-monopoly Bureau (反垄断局) Drafts anti-monopoly measures and guidelines and manages enforcement; guides 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>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) Develops guidelines and regulations on price supervision, inspection, and unfair competition; supervises and inspects commodity prices, service prices, and charges of state organs and businesses;</p>	<p>Department of Online Transaction Regulation (网络交易监督管理司) Develops and implements measures for the supervision and regulation of online commodity transactions and related services; enforces laws in the online market; organizes and guides the standardized management of online transaction platforms and online operators; monitors online markets; and supervises administrative contracts and auctions according to law, managing the registration of items.</p>

	<p>investigates illegal acts involving 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>Department of Advertising Regulation (广告监督管理司) Drafts and implements plans, policies, and regulations pertaining to advertising; coordinates supervision of advertising for pharmaceuticals, health food, medical devices, and special medical formulas; leads the investigation of false advertisements and other illegal activities; and provides guidance to advertising censorship institutions and advertising industry organizations.</p>	<p>Quality Development Bureau (质量发展局) Formulates and implements policies to promote China's development as a quality power; proposes measures to improve the quality incentive system; implements the product and service quality improvement system, the compulsory reporting system for product quality and safety accidents, and the recall system for defective products; oversees the quality supervision of major engineering equipment and anti-counterfeiting work; supervises and monitors service quality; and organizes the investigation of major quality incidents.</p>	<p>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 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 quality and safety supervision for related products; and supervises the quality of cotton and other fiber products.</p>
<p>Department of Food Safety Coordination (食品安全协调司) Formulates major policies and measures to promote a food safety strategy; coordinates 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.</p>	<p>Department of Food Production Safety Supervision (食品生产安全监督管理司) Analyzes food safety during the production process; drafts and implements measures on food production supervision; organizes the quality and safety supervision of salt production; organizes the supervision and inspection of food production enterprises; organizes the investigation of major illegal activities; and guides enterprises to establish and improve food safety traceability systems.</p>	<p>Department of Food Operation Facility Safety Supervision (食品经营安全监督管理司) Analyzes food safety in food circulation and catering services; drafts measures on food circulation, catering services, the management of edible agricultural products sold on the market, and food operator responsibility; leads related supervision and inspection work; monitors the production and quality of salt; guides food security work for major events; and investigates major illegal activities.</p>

<p>Department of Special Food Safety Supervision and Regulation (特殊食品安全监督管理局) Analyzes the safety of health food, special medical formula food, infant formula milk powder, and other special foods; drafts and implements measures for special food registration, filing, supervision, and management; and investigates major illegal activities.</p>	<p>Department of Food Safety Sampling Inspection (食品安全抽检检测司) Drafts 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; helps develop food safety standards and food safety risk monitoring plans; and investigates potential risks.</p>	<p>Special Equipment Safety Supervision Bureau (特种设备安全监察局) Manages 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; investigates major illegal activities; supervises and manages special equipment inspection and testing institutions, inspection and testing personnel, and operation personnel; and promotes the research and application of safety technology for special equipment.</p>
<p>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, as well as technical measurement institutions and personnel; and standardizes the use of measurement data.</p>	<p>Department of Standards Technology Regulation (标准技术管理司) Drafts and implements standardization strategy, planning, policy, and management work; leads mandatory national standards work, voluntary national standards work (including standard samples), and international standards work; assists in investigating and dealing with major violations of mandatory national standards; and manages national standardization technical committees.</p>	<p>Departments of Standards Innovation Regulation (标准创新管理司) Leads the drafting process for 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; and organizes and participates in the activities of ISO, IEC, and other international or regional standardization organizations.</p>
<p>Department of Certification Supervision and Regulation (认证监督管理局) Manages 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 involving certification and conformity assessment.</p>	<p>Department of Accreditation and Testing Supervision and Regulation (认可与检验检测监督管理局) Manages 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 testing; and participates in international or regional organization accreditation and inspection activities.</p>	<p>Department of Press and Publicity (新闻宣传司) Manages the market regulation information announcement system, publicly-shared news items, and press releases; leads monitoring and analysis of public opinion on market regulation; and organizes major publicity initiatives.</p>
<p>Department of Science, Technology, and Finance (科技和财务司) Drafts and implements scientific and technological development plans and technical institution construction</p>	<p>Department of Personnel (人事司) Oversees personnel management, organizational structure, labor wages, and education work in SAMR and its affiliated institutions; and guides the talent recruitment</p>	<p>Department of International Cooperation (Hong Kong, Macao, and Taiwan Affairs Office) (国际合作司, 港澳台办公室) Conducts international exchange and cooperation</p>

<p>plans; proposes major scientific and technological projects and requirements, like national quality infrastructure; conducts relevant scientific research and technology imports; 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>and standardization of local units.</p>	<p>regarding market regulation; leads exchange and cooperation involving Hong Kong, Macao, and Taiwan; signs international cooperation agreements and protocols; oversees issues related to technical trade measures; and manages the foreign affairs of SAMR and its affiliated units.</p>
<p>Party Committee (机关党委) In charge of the party work of SAMR and its directly affiliated units in Beijing.</p>	<p>Retired Cadres Office (离退休干部办公室) In charge of retired cadre work of SAMR and its affiliated units.</p>	

Note: Information accurate as of May 2021
Source: PRC State Administration for Market Regulation