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Blackmores' Peter Osborne, the first and only foreigner appointed to China's Association for Quality Inspection

Blackmores, Australia's leading natural health company, has been appointed in a key leadership advisory role to the China Association for Quality Inspection (CAQI), a high level non-profit Chinese organisation with responsibility for product quality inspection.

The recognition as Vice President Company of CAQI was furthered with the appointment of Peter Osborne, Blackmores Managing Director, Asia, as Vice Chairman of CAQI's Advisory Committee – the first and only foreign citizen to hold a CAQI board position.

Both Blackmores and Peter Osborne have been appointed for a five-year term.

"I am incredibly proud that Blackmores and Peter Osborne have been honoured with these appointments. I believe they reflect the respect that China has for Australia's stringent regulatory systems and their confidence in the quality of goods manufactured in Australia," said Blackmores CEO Christine Holgate.

"China is a hugely important part of Blackmores' global business, as it is for many Australian companies. In my view, this appointment reflects the importance of Australia as a trading partner with China and will assist in developing stronger cooperation between our two great nations," she said.

Mr Zhang Ming, CAQI's Vice Chairman, speaking from their headquarters in Beijing said, "The China Association for Quality Inspection is very pleased to have recently appointed Australia's leading healthcare brand Blackmores as Vice-President Company and its Managing Director Asia Mr Peter Osborne as Honorary Vice Chairman of CAQI's advisory committee. Blackmores' commitment to quality, research and ensuring efficacy and consumer understanding of healthcare products will greatly support CAQI's focus in this growing category in China. CAQI believes we can all work together to pursue premium product quality without national boundaries."

"I believe Peter Osborne is uniquely positioned to serve on the CAQI board. It builds on his 23 years of diplomatic experience working for Austrade in the region, and the eight years spent overseeing Blackmores growth and transformation in Asia. I know that Peter will make a valuable contribution in his role as Vice Chairman of CAQI," said Christine Holgate.

"Growth in China is a core strategic focus for Blackmores and we are continuing to invest in the region. I'm delighted to announce the appointment of a new senior member of our Asian leadership team, **Jeff Zhang, General Manager, China**," said Christine Holgate.

Jeff Zhang has extensive management experience, leading a number of major global brands in China. Most recently Jeff was with Murray Goulburn in China spearheading new strategies for offline and cross border e-commerce channel development in China for Australian dairy products. His experience extends to understanding the regulatory complexities and opportunities in the market for Australian companies. Jeff holds a degree in Accounting and an MBA from the University of Durham in the UK. He starts his role with Blackmores on Monday.

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