

Herbalife will do direct-selling in China

23 May 2012 | News | By BioSpectrum Bureau

Herbalife receives approval for additional direct-selling licenses in China



Singapore: Herbalife received eight licenses by China's Ministry of Commerce to conduct its direct-selling business in Hebei Province, Shanxi Province, Tianjin Municipality, Heilongjiang Province, Hunan Province, Guangxi Zhuang Autonomous Region, Hainan Province, and Anhui Province, effective immediately.

Herbalife has a good history of receiving licenses at regular intervals in China and has obtained direct selling licenses in 24 provinces. It s granted its first direct-selling license in China during March 2007, for the cities of Suzhou and Nanjing in the Jiangsu province, and also received an additional license in July 2007 to conduct business throughout the entire Jiangsu province.

In July 2008, it received five additional licenses for the provinces of Beijing, Guangdong, Shandong, Zhejiang and Guizhou, and in July 2009 licenses were granted for Fujian, Shan'Xi, Sichuan, Hubei, and Shanghai. Another five licenses were received in July 2010 for the company to conduct its direct-selling business in the provinces of Jiangxi, Liaoning, Henan, Jilin, and Chongqing. As of March 31, 2012, the company was operating 68 retail stores in 29 provinces in China.