



Trade Remedies  
Authority

**Final Recommendation**

**Case NE0043**

**New Exporter Review of anti-dumping duties on imports of ceramic tableware  
originating in the People's Republic of China**

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## SECTION A: Introduction

1. Under regulation 71(1) of The Trade Remedies (Dumping and Subsidisation) (EU Exit) Regulations 2019 (the Regulations), the Trade Remedies Authority (TRA) may conduct a New Exporter Review (NER) to consider whether the application of an anti-dumping amount or a countervailing amount to goods should be varied in the case of a new exporter.
2. The goods subject to review are ceramic tableware originating in the People's Republic of China.
3. In accordance with regulation 71(2) of the Regulations, as read with regulation 94B(2)(a), a new exporter is "an overseas exporter that did not export the goods subject to review into the EU during the period of investigation in respect of which the application of the relevant anti-dumping amount or countervailing amount is based."
4. The EU imposed anti-dumping duties under [Council Implementing Regulation \(Eu\) No 412/2013](#) on 13 May 2013.
5. On 12 July 2019, following an expiry review, the EU maintained the anti-dumping duties in accordance with [Commission Implementing Regulation \(EU\) 2019/1198](#).
6. On 31 December 2020, the UK transitioned the above EU duties into UK law. This is set out in [Notice of Determination 2020/30](#) and [Taxation Notice 2020/30](#).
7. On 11 August 2023, the TRA received an application for a NER ([the Application](#)) from an overseas exporter: Hunan Jewelmoon Ceramics Co., Ltd (the Applicant). The Applicant applied for a variation of the amount of anti-dumping duty applied to its imports, which in accordance with regulation 71(4) of the Regulations would be to the non-sampled cooperating rate, thereby reducing the anti-dumping duty applied to the Applicant's imports from 36.1% to 17.9%.
8. On 20 September 2023, the TRA accepted the Application and initiated a NER under regulation 67(3) of the Regulations to consider whether the anti-dumping amount should be varied in the case of the Applicant. The [Notice of Initiation](#) (NOI) was published on 20 September 2023.
9. On 13 November 2024, the TRA published a [submission](#) from the Applicant in response to our Request for Information (RFI).
10. On 26 February 2024, the TRA published a [verification report](#) which documents the work we have completed, the checks carried out and conclusions we have reached about the reliability of information provided by the Application.
11. For further guidance and information regarding new exporter reviews, please see our [public guidance](#).

## **A1 About this review**

12. This review concerns a request from the Applicant to be considered as a new exporter and for the non-sampled cooperating rate to be applied to the goods subject to review, in accordance with regulations 71(4) and 94B(2) of the Regulations.
13. The period of investigation (POI) for this review is 1 September 2022 to 31 August 2023.
14. The Applicant for the review is:
  - Hunan Jewelmoon Ceramics Co., Ltd  
Hunan Zhuanbu village  
Chashan Town  
Liling  
China

## **A2 Interested parties and contributors**

15. No parties other than the Applicant registered to participate in the review.
16. Relevant non-confidential submissions made to this review are available on the [public file](#), and are listed in [Annex 3](#).

## **SECTION B: The goods subject to review**

17. 'Goods subject to review' are defined in regulation 2 of the Regulations as 'the goods described in the notice of initiation of a review under paragraph 1 of Schedule 3'.
18. The goods subject to review in this NER are defined in the NOI as:

“Ceramic tableware and kitchenware, excluding ceramic condiment or spice mills and their ceramic grinding parts, ceramic coffee mills, ceramic knife sharpeners, ceramic sharpeners, ceramic kitchen tools to be used for cutting, grinding, grating, slicing, scraping and peeling, and cordierite ceramic pizza-stones of a kind used for baking pizza or bread.”
19. The goods subject to review are subject to the following commodity codes:

69 11 10 00 90  
69 12 00 21 11  
69 12 00 21 91  
69 12 00 23 10  
69 12 00 25 10  
69 12 00 29 10

## SECTION C: New exporter requirements

20. The TRA considered whether the Applicant met the following criteria for new exporters, as set out in regulation 71(2) and (3) of the Regulations (as read with regulation 94B(2) of the Regulations), namely that it:
- did not export the goods subject to review to the EU during the EU's POI (1 January 2011 to 31 December 2011) (EU POI) on which the current measure is based;
  - is not related to an overseas exporter who is subject to the current measure and who exported the goods subject to review to the EU during the POI on which the current measure is based; and
  - is exporting the goods to the UK or has a contractual obligation to export a significant quantity to the UK.

### C1 Export activities to the EU

21. To be considered a new exporter, the Applicant must not have exported the goods subject to review to the EU during the EU POI, on which the current measure is based. The EU POI of the investigation following which the anti-dumping amount was implemented is 1 January 2011 to 31 December 2011.
22. The TRA has considered whether the Applicant exported into the EU during the EU POI.
23. During the office assessment stage, the TRA analysed the sales listing that accompanied the [additional submission](#), and reconciled it to the financial statements.
24. Information about invoices during the EU POI was requested but could not be provided, as explained in the published [verification report](#).
25. The TRA asked for the destination of all the goods sold during the EU POI to be included in the sales listing and found that no sales in the EU POI were shipped to an EU country.
26. The TRA is satisfied that the Applicant did not export the goods subject to review to the EU during the EU POI on which the current measure is based.

## **C2 Relation to other overseas exporters**

27. To be considered a new exporter, the Applicant must not be related to any overseas exporter that is subject to the anti-dumping measure and who exported the goods subject to review to the EU during the EU POI.
28. Details of the Applicant's share ownership was provided in the [Application](#). This was reviewed by the TRA. The TRA researched the names of the Applicant's directors and shareholders together with the exporters cited in [Commission Implementing Regulation \(EU\) 2019/1198](#) through the companies' websites. The TRA cross-referenced the following: phone numbers, addresses, products (via web pages) and proximity to other producers. There was no evidence found of any relationship with an existing company subject to the measure.
29. The TRA is satisfied that the Applicant is not related to any company that is subject to the current measure and that exported the goods subject to review to the EU during the EU POI on which the current measure is based.

## **C3 Export activities to the UK**

30. To be considered a new exporter, the Applicant must be exporting the goods subject to review to the UK or have a contractual obligation to export a significant quantity to the UK.
31. The Applicant provided proof of exporting the goods subject to review to the UK by providing copies of a bill of lading and commercial invoices on sales for export to the UK, which described the goods exported as "ceramic tableware". The sales were in the POI of the current review, and after the conclusion of the EU POI.
32. The Applicant's website shows that the goods they have for sale (crackle glaze and reactive glaze stoneware) fall within the definition of the goods subject to review.
33. The TRA considers the sales to be commercially significant shipments and not "sample sales". This is based on commercially sensitive information.
34. The TRA is satisfied that the Applicant is exporting the goods subject to review to the UK.

## SECTION D: Findings and Final recommendation

### D1 Findings

35. The TRA considers that the Applicant:

- did not export the goods subject to review to the EU during the EU POI on which the current measure is based;
- is not related to an overseas exporter who is subject to the current measure and who exported the goods subject to review to the EU during the POI on which the current measure is based; and
- is exporting the goods to the UK.

### D2 Final recommendation

36. Our recommendation to the Secretary of State is:

- that the Applicant is a new exporter; and
- that the non-sampled, co-operating overseas exporter anti-dumping amount of 17.9% (as detailed in [Annex 2](#)) should be applied to the Applicant's goods and backdated to the initiation of the review on 20 September 2023.

37. [Annex 1](#) specifies the duties to be maintained and applied to the Applicant's exports of the goods subject to review.

**Annex 1: Anti-dumping duties to be applied on the goods subject to review, as recommended in this NER**

Country	Company	Anti-dumping duty rate (%)	UKGT additional code
The People's Republic of China	Hunan Jewelmoon Ceramics Co., Ltd	17.9%	8A23

**Annex 2: Anti-dumping duties imposed by [Taxation Notice 2020/30](#)**

Company	Anti-dumping duty rate (%)	UKGT additional code
Guangxi Sanhuan Enterprise Group Holding Co., Ltd	13.1%	B350
Hunan Hualian China Industry Co., Ltd	18.3%	B349
Hunan Hualian Ebillion Industry Co., Ltd	18.3%	B349
Hunan Hualian Yuxiang China Industry Co., Ltd	18.3%	B349
Hunan Liling Hongguanyao China Industry Co., Ltd	18.3%	B349
Overseas exporters specified in Annex 1 of the <a href="#">Taxation Notice 2020/30</a>	17.6%	(see <a href="#">Taxation Notice 2020/30</a> )
Overseas exporters specified in Annex 2 of the <a href="#">Taxation Notice 2020/30</a> (non-sampled, co-operating overseas exporters)	17.9%	(see <a href="#">Taxation Notice 2020/30</a> )
All other overseas exporters (residual amount)	36.1%	B999

**Annex 3: Interested parties and contributors**

Party type	Company	Submission(s)
Overseas exporter	Hunan Jewelmoon Ceramics Co., Ltd (the Applicant)	<a href="#">Application</a> <a href="#">Additional submission</a>