

[Mr [REDACTED]]  
[Director, Hunan Jewelmoon  
Ceramics Co., Ltd  
[Zhuangbu Village ]  
[Chashan Town]  
[Liling City ]

Trade Remedies Authority  
North Gate House  
21-23 Valpy Street  
Reading  
Berkshire  
RG1 1AF

13th Oct 2023

Dear TRA,

**Regarding the new exporter review into Ceramic Tableware originating in the People's Republic of China**

In response to the Request for Information (RFI) submitted to the Applicant on 29 September 2023, Hunan Jewelmoon Ceramics Co., Ltd (the Applicant) hereby replies to the questions asked as follows:

1. Please can the Applicant confirm that the Applicant is not related to any overseas exporter:  
- who is subject to the application of an anti-dumping amount in respect of the Goods Subject to Review; or  
- who exported the Goods Subject to Review into the European Union during the EU POI?

**Answer to Q1:**

We confirmed that we is not related to any overseas exporter and no exported the goods during EU POI.

2. Please can the Applicant confirm if it exported the Goods Subject to Review to the European Union during the EU POI?

**Answer to Q2:**

[we confirmed that we did not exported the goods to EU during EU POI (2011),JMC was established at Nov 2010 and there was no goods exported to EU at 2011. the first order exported to EU is at 2017 as enclosed invoice.

[REDACTED] please find the enclosed : Annex 04 - JMC business lisencc translation.  
[REDACTED] please find the documents: Annex 03 - JMC - 4.1.8 Subledger of sales of sales for the PC after the IP, this JMC provide to the EU for review.

[REDACTED] please find the documents: Annex 07 - 3.1.4 Financial Statements covering the IP

3. Please can the Applicant confirm if it is exporting the Goods Subject to Review to the UK?  
- the Application provided information about the order of (Sonoma) ceramic tableware to ProCook with the involvement of Concept Home Ltd (Concept Home). We have seen the evidence provided such as the bill of lading, although additional evidence regarding this order would be

welcomed to provide a fuller understanding of the relationship between the Applicant, Concept Home, and ProCook, and the timeline of the transactions between the parties.

**Answer to Q3:**

[Please refer to the chat for the relationship and the working process between ProCook, Concept Home and JMC ]

please find the documents : Annex 06 - Payment recap for Procook order

there is no a contractual documents between each parties, we work by project and order. As a oversea buyer like Procook, they don't have office in China, so they work many with the traders like Concept home who can provide the service like product development, samples development and also the production follow up. And for each order, Concept Home will take the margin only which base on the market price and also the customer acceptance.

4. Does the Applicant expect to export more of the Goods Subject to Review to the UK, other than the sale to ProCook which you provided details of?

**Answer to Q4:**

[So far only Procook at this moment]

5. In your email on 13 September 2023, you confirmed that (1) "Jewelmoon is the exporter", and (2) "Concept Home is the trader in this case for the current order from ProCook."

a) Please can the Applicant confirm that it is not just an overseas producer or manufacturer that sells its products domestically within China to traders such as Concept Home, and that it is indeed an overseas exporter? Or, is Concept Home the exporter? Please provide any further information on the role of Concept Home in this particular sale (in addition to that provided in response to Question 3 above).

**Answer to Q5a:**

[Since from 2017. JMC currently has both business model for export: export through trader in China and direct export to EU ]

JMC exports directly to the EU and also export through other traders ( included Concept Home) too. This is a popular way for the manufactures in China, they sale to many different customer, included Chinese trader and final oversea customers.

for UK market, same as EU, JMC plans to export directly to the UK and also export through other traders ( included Concept Home) too.

JMC also export to France through Concept Home, you can refer to enclose file : Annex 02 - Concept Home Sales from JMC to other coutries - 725060 Shipping Docs" included B/L, Concept Home invoice to customer and JMC invoice to Concept Home".

b) Please can the Applicant confirm the nature of its connection to Concept Home? For example, if the Applicant and Concept are connected through their ownership, a contractual relationship (for example a supply agreement or regular business relationship with Concept Home beyond the ProCook transaction above), or any other connection.

**Answer to Q5b:**

[there is not any ownership between Concept Home and JMC. Just a regular relationship base on each inquiry and orders.]

confirmed there is no ownership between Concept Home and JMC

Concept Home => please refer to Annex 05 - NAR1 - Concept Home - 2023, you can find the shareholder information

JMC => we provided before, here for your reference again. Annex 01 - - JMC company structure .

it is depending. Both JMC and Concept Home are not the big supplier / customer of each other. The order amount between JMC and Concept Home is around USD 100K – 300K in these years and this is 2%-5% of JMC total turnover and is around 3% to 8 % of Concept Home turnover.

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Best Wishes,

[MR ]

[DIRECTOR]