

WE WILL START AT 10:00 AM (CET)

SESEC V Webinar 21: China Energy Labelling 2025: Regulations and Standards as of 2025

You are ***muted***

Use the ***Q&A or Chat Panel*** to submit your questions

Keep your questions ***short and concise***

Contact us: assistant@sesec.eu

Welcome to our website: <https://sesec.eu/>



Seconded European Standardization Expert in China (SESEC) Project



China Energy Labelling as of Oct 2025

Oct 21, 2025

SESEC INTRODUCTION

Partners and Role



SESEC is a visibility project co-financed by five European partners

SESEC Partners



- **European Commission (EC)**-The executive body of the European Union; Responsible for proposing legislation, implementing decisions, upholding the treaties and day-to-day management of the EU; DG Grow is the main partner (80%)
- **European Free Trade Association (EFTA)**-Iceland, Liechtenstein, Norway and Switzerland; Intergovernmental organization set up for the promotion of free trade and economic integration to the benefit of its four Member States; None EU members;
- **CEN**-European Committee for Standardization
- **CENELEC**-European Committee for Electrotechnical Standardization
- **ETSI**-European Telecommunications Standards Institute



SESEC INTRODUCTION

A Project co-funded by EC, EFTA, CEN CENELEC & ETSI

- ❖ **Promote** European and International standards in China
- ❖ **Improve** contacts between Project Partners and different levels of the Chinese administration, industry and standardization bodies
- ❖ **Enhance** visibility and understanding of the European Standardization System (ESS) in China.
- ❖ **Gather** regulatory and standardization intelligence
- ❖ **Undertake** technical lobbying



Goals

- The SESEC initiative supports **EC policy** and **ESOs strategic objectives** in China.
- Our ultimate goal is the enhancement of **EU-China dialogue and cooperation** in the field of standardization.
- It is notably expected to support the Framework Cooperation Agreement in place **between the ESOs and SAC**.

Project's Priorities

Priorities of SESEC

Horizontal:

- China Standards 2035
- Belt and Road Initiative
- Standardization Reform
- Institutional Changes in Chinese Government
- **Market Access (e.g CCC)**

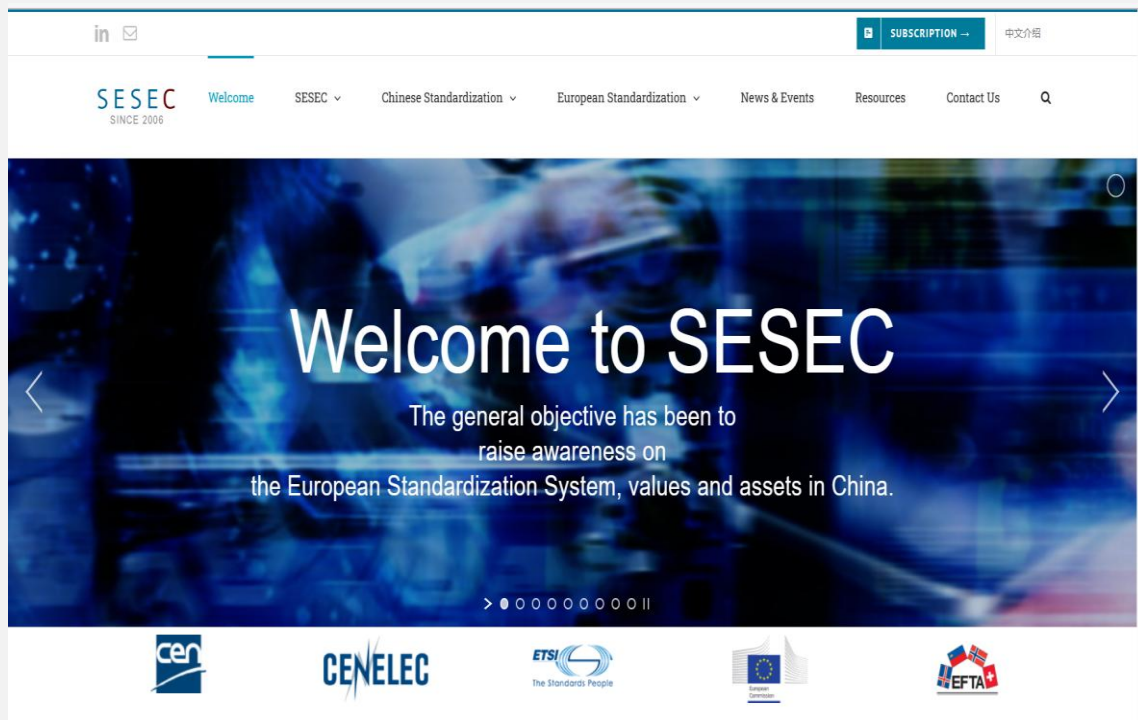
Digital Transition

- IT in General
- Data
- Artificial Intelligence
- Quantum
- Industrial IoT
- 5G/6G

Green Transition:

- Energy Efficiency
- China RoHS
- Green Product Assessment
- Decarbonization
- New Energy (e.g. Hydrogen)
- Recycling

SESEC's English Website For European stakeholders www.sesec.eu



www.sesec.eu



China Energy Labelling 2025: Regulations and Standards

21st Oct 2025



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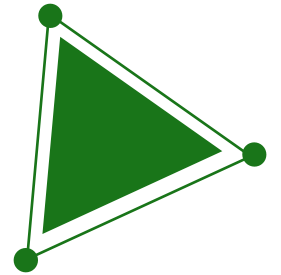
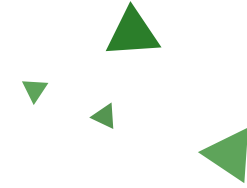
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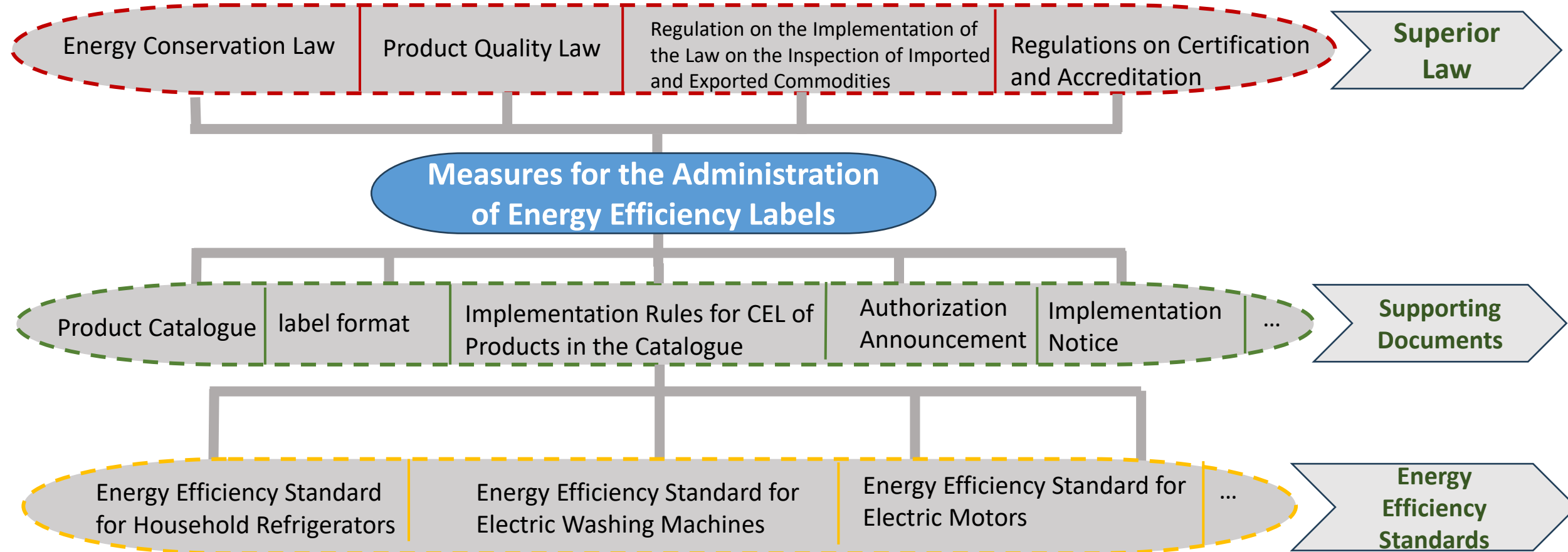


01

Overview: China's Energy Label (CEL) System



1. Overview: China's Energy Label (CEL) System



Framework of CEL System

1. Overview: China's Energy Label (CEL) System

Overview of the CEL System

Implementation Date

March 1, 2005

Product Scope

17 batches of product catalogs have been released, with the latest update of **38** product categories as Sep 2025

Supervision and Penalties

Supervision: National and local inspections

Penalties: Rectification, sales bans, fines

Testing

By manufacturer (self-declaration) or certified 3rd-party bodies

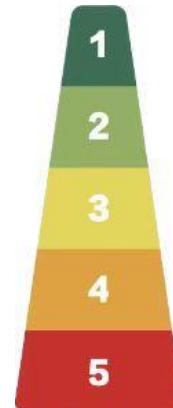
Testing Methods

Based on relevant national standards

Competent Authorities

National Development and Reform Commission (NDRC)

State Administration for Market Regulation (SAMR)



Label Usage

Printed & affixed by manufacturer/importer with nationally unified specifications and styles

Authorized Institution

China National Institute of Standardization (CNIS)

Nature of the System

Mandatory for the production, sale, and import of products within the catalogue

Label Type

Efficiency Grade: 1-3 or 1-5

- Level 1: Most efficient
- Level 3/5: Market access threshold

Technical Basis

Mandatory energy efficiency standards for end-use energy-consuming products

Implementation Pattern

Manufacturer self-declaration + label registration + market surveillance

1. Overview: Label Registration - Products and Testing Labs

As of the end of 2024



26,000+ registered manufacturers

4 million+ registered product models



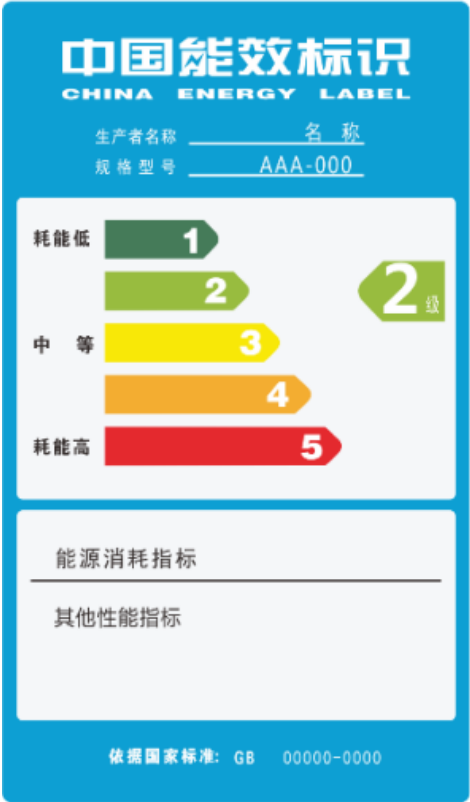
According to official data, there were over 26,000 registered manufacturers and more than 4 million registered product models.

Since 2009, the laboratory registration system has been implemented, with over 2,000 institutions participating in energy efficiency label testing, effectively supporting the implementation of the energy efficiency labeling system.



2,000+ participating testing institutions

1. Overview: Evolution of CEL Appearance



The first edition of CEL



Currently applied format since 206

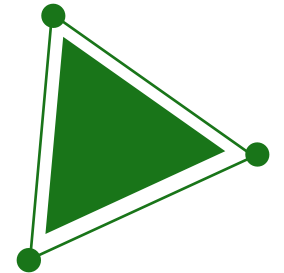
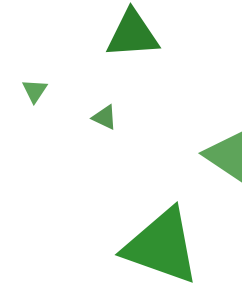
Key Information on the Energy Label

Core Efficiency Metrics	Energy Efficiency Grade (1-3): Clear visual ranking, Grade 1 represents the highest efficiency.
	Energy Consumption/Key Indicator: e.g., kWh/cycle, thermal efficiency (%).
Product & Producer Identification	Producer Name (or brand)
	Product Model Number
Compliance & Verification	Mandatory Standard Number: References the official GB standard used for testing.
	QR Code: Provides instant access to the official public record for verification.

1. Overview: CEL System & EU EED

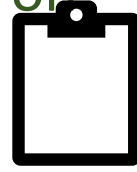
China-EU Energy Efficiency Policy Comparison		
Dimension	China Energy Label System (2025 Update)	EU EED & EE1st Principle
Core Concept	Guides the market and consumers through product energy efficiency grading	Establishes energy efficiency as a fundamental principle of energy policy, systematically prioritizing demand-side resources
Target Setting	Supports national carbon deduction goals by improving the efficiency of specific products	A binding target to reduce final energy consumption by 11.7% by 2030 compared to 2020 projections
Key Measures	Publishes the " Product Catalog (2025 Edition) " and implementation rules, covering appliances, motors, etc.	Implements a renewables-based and integrated Energy System , sets annual renovation obligations for the public sector (1.9%), and promotes Energy Performance Contracting (EPC)
Binding Nature	Mandatory: Products must be labeled and meet minimum standards	Mandatory: The 2030 final energy consumption target is collectively binding on Member States
Implementation Level	Focuses on end-use energy-consuming products	Integrated throughout the entire decision-making process (strategy, planning, investment)
Synergy & Differences	Aligned Path: Both recognize energy efficiency as key to the energy transition. Complementary Scope: China's system targets the manufacturing side of products, while the EU directive covers system operation.	

02 The 2025 Regulatory Landscape



2. The 2025 Regulatory Landscape-Newly Issued Announcement

On Sept 26, 2025, NDRC and SAMR jointly released announcement on ***China Energy Label Product Catalogue (2025 Edition)*** (Document No. FGHRZR [2025] No. 1218)



With this update, China's energy efficiency labeling management now covers **38** product categories, thereby bringing the implementation rules into accordance with current national standards.



中华人民共和国国家发展和改革委员会
National Development and Reform Commission

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关于印发《中华人民共和国实行能源效率标识的产品目录(2025年版)》及相关实施规则的通知(发改环资规〔2025〕1218号)

发布时间: 2025/09/26

来源: 环资司

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《中华人民共和国实行能源效率标识的产品目录
(2025年版)》及相关实施规则的通知

发改环资规〔2025〕1218号

各省、自治区、直辖市及计划单列市、新疆生产建设兵团发展改革委、市场监管局(厅、委), 江苏省工业和信息化厅, 山西省能源局:

根据《能源效率标识管理办法》(国家发展改革委、原国家质检总局2016年第35号令)规定, 国家发展改革委、市场监管总局组织制修订了相关产品能源效率标识实施规则, 并对实行能源效率标识的产品目录进行了梳理, 形成了《中华人民共和国实行能源效率标识的产品目录(2025年版)》及相关实施规则, 现印发给你们, 请认真贯彻执行。

《家用和类似用途厨房电器能源效率标识实施规则》自2025年11月1日起实施, 有效期5年。2025年11月1日前出厂或进口的产品, 可延迟至2027年11月1日按实施规则加施能效标识。

《永磁同步电动机能源效率标识实施规则》《空气净化器能源效率标识实施规则》自2026年1月1日起实施, 有效期5年。2026年1月1日前出厂或进口的产品, 可延迟至2028年1月1日按实施规则加施能效标识。

《微型计算机能源效率标识实施规则》自2026年2月1日起实施, 有效期5年。2026年2月1日前出厂或进口的产品, 可延迟至2028年2月1日按实施规则加施能效标识。

《燃气灶具能源效率标识实施规则》自2026年3月1日起实施, 有效期5年。2026年3月1日前出厂或进口的产品, 可延

2. The 2025 Regulatory Landscape-Product Catalogue

As of Oct 2025, CEL Product Catalogue covers **38** product categories in **5** areas.



Household Appliances (10)

- Electric Washing Machines
- Storage-type Electric Water Heaters
- Household and Similar Kitchen Appliances (household induction cookers, electric rice cooker, microwave oven)
- Household Gas Instantaneous Water Heaters and Gas Heating Water Boilers
- Household Solar Water Heating Systems
- Electric Fans
- Range Hoods
- Gas Stoves
- Household and Similar AC Ventilation Fans
- Air Purifiers



Refrigeration and Air Conditioning (8)

- Household Refrigerators
- Unitary Air Conditioners
- Heat Pumps and Water Chillers
- Room Air Conditioners
- Multi-connected (VRF) Air Conditioning (Heat Pump) Units
- Heat Pump Water Heaters
- Ducted Air Conditioning Units
- Commercial Refrigerating Appliances (Refrigerated beverage vending machines, remote commercial refrigerated cabinets, self-contained commercial refrigerated cabinets)



Industrial Equipment (9)

- Small and Medium Three-phase Asynchronous Motors
- AC Contactors
- Displacement Air Compressors
- Power Transformers
- Ventilation Fans
- Welding Machines
- Commercial Induction Cookers
- Permanent Magnet Synchronous Motors
- Cage Three-Phase High Voltage Induction Motor

2. The 2025 Regulatory Landscape-Product Catalogue

As of Oct 2025, CEL Product Catalogue covers **38** product categories in **5** areas.

Electronic Information (6)

- Monitors
- Copiers, Printers, and Fax Machines
- Flat Panel Televisions and Set-Top Boxes
- Microcomputers
- Projectors
- Tower and Rack Servers

Lighting Equipment (5)

- Self-ballasted Fluorescent Lamps for General Lighting Service
- High-Pressure Sodium Lamps
- LED Products for Indoor Lighting
- LED Luminaires for Road and Tunnel Lighting
- LED Panel Lights for General Lighting

2. The 2025 Regulatory Landscape-Implementation Rules

As of October 2025, the energy efficiency labelling system is governed by a comprehensive set of implementation rules.

42 implementation rules

(1 of 38 has 4 implementation rules)

34 Currently
Active Rules

- CEL 001-2016 Implementation Rules for Energy Efficiency Labelling of Household Refrigerators*
- CEL 003-2016 Implementation Rules for Energy Efficiency Labelling of Electric Washing Machines*
- CEL 004—2016 Implementation Rules for Energy Efficiency Labelling of Unitary Air Conditioners*
- CEL 005—2025 Implementation Rules for Energy Efficiency Labelling of Self-ballasted Fluorescent Lamps for General Lighting Service*
- ...

8 New Rules
Pending
Enforcement

- Implementation Rules for Energy Efficiency Labelling of Household and Similar Kitchen Appliances*
- Implementation Rules for Energy Efficiency Labelling of Microcomputers*
- Implementation Rules for Energy Efficiency Labelling of Gas Stoves*
- Implementation Rules for Energy Efficiency Labelling of Permanent Magnet Synchronous Motors*
- Implementation Rules for Energy Efficiency Labelling of Air Purifiers*
- Implementation Rules for Energy Efficiency Labelling of Cage Three-Phase High Voltage Induction Motor*
- Implementation Rules for Energy Efficiency Labelling of Commercial Refrigerating Appliances*
- CEL 046-2025 Implementation Rules for Energy Efficiency Labelling of Tower and Rack Servers*

2. The 2025 Regulatory Landscape-Implementation Rules

New Rules Pending Enforcement	Implementation Effective Date	Validity Period	Transition Period
<i>Implementation Rules for Energy Efficiency Labelling of Household and Similar Kitchen Appliances</i>	Nov. 1, 2025	5 years	Nov. 1, 2025-Nov. 1, 2027
<i>Implementation Rules for Energy Efficiency Labelling of Microcomputers</i>	Feb. 1, 2026		Feb. 1, 2026-Feb. 1, 2028
<i>Implementation Rules for Energy Efficiency Labelling of Gas Stoves</i>	Mar. 1, 2026		Mar. 1, 2026-Mar. 1, 2028
<i>Implementation Rules for Energy Efficiency Labelling of Permanent Magnet Synchronous Motors</i>	Jan. 1, 2026		Jan. 1, 2026-Jan. 1, 2028
<i>Implementation Rules for Energy Efficiency Labelling of Air Purifiers</i>	Jan. 1, 2026		Jan. 1, 2026-Jan. 1, 2028
<i>Implementation Rules for Energy Efficiency Labelling of Cage Three-Phase High Voltage Induction Motor</i>	Apr. 1, 2026		Apr. 1, 2026-Apr. 1, 2028
<i>Implementation Rules for Energy Efficiency Labelling of Commercial Refrigerating Appliances</i>	Apr. 1, 2026		Apr. 1, 2026-Apr. 1, 2028
<i>CEL 046-2025 Implementation Rules for Energy Efficiency Labelling of Tower and Rack Servers</i>	Dec. 1, 2025		Dec. 1, 2025-Dec. 1, 2027

Among the 8 implementation rules, 2 will enter into force in later 2025 and 6 will be effective in 2026, all of which are equipped with 2-year transition period

2. The 2025 Regulatory Landscape-Standards

As of October 2025, 38 Mandatory energy efficiency standards govern the product categories, with 35 currently effective and 3 set to take effect in 2026.

Currently Effective Standards (35)

GB 12021.2-2015 The maximum allowable values of the energy consumption and energy efficiency grade for household refrigerators

GB 12021.4-2013 The maximum allowable values of the energy, water consumption and grades for household electric washing machines

GB 19576-2019 Minimum allowable values of energy efficiency and energy efficiency grades for unitary air conditioners

GB 19044-2022 Minimum allowable values of energy efficiency and energy efficiency grades of fluorescent lamps for general lighting

GB 19573-2004 Limited values of energy efficiency and rating criteria for high-pressure sodium vapour lamps

GB 18613-2020 Minimum allowable values of energy efficiency and values of efficiency grades for motors

...

Standards to be Effective (3)

Effective Date

GB 28380-2025 Minimum allowable values of energy efficiency and energy grades for microcomputers

Feb. 1, 2026

GB 30720-2025 Minimum allowable values of energy efficiency and energy efficiency grades for gas cooking appliances

Mar. 1, 2026

GB 26920-2024 Minimum allowable values of energy efficiency and energy efficiency grades for commercial refrigerating appliances

Apr.1, 2026



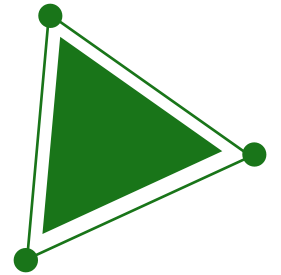
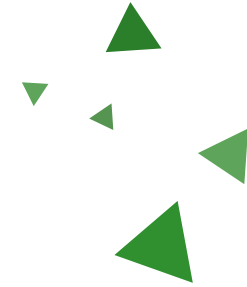
CENELEC

ETSI



03

What's New in 2025



1. Scope Expansion: New Kitchen Category

- ✓ Household Kitchen Appliances added as a new independent category
- ✓ Covers rice cookers, microwaves, induction cookers
- ✓ Energy management extends to daily-use kitchen ecosystem

3. What's New in 2025

2. Updated Implementation Rules Effective in 2025

- | | |
|---|---|
| ① CEL 005—2025 Implementation Rules for Energy Efficiency Labelling of Self-ballasted Fluorescent Lamps for General Lighting Service | Effective on Feb. 1, 2025 with a 2-year transition period |
| ② CEL 008-2025 Implementation Rules for Energy Efficiency Labelling of Water Chilling (Heat Pump) Packages | Four rules for Heat Pumps and Water Chilling Packages Effective on Feb. 1, 2025 with a 2-year transition period |
| ③ CEL 032-2025 Implementation Rules for Energy Efficiency Labelling of Water-Source (Ground-Source) Heat Pumps | |
| ④ CEL 033-2025 Implementation Rules for Energy Efficiency Labelling of Lithium Bromide Absorption Water Chiller (Heater) | |
| ⑤ CEL 042-2025 Implementation Rules for Energy Efficiency Labelling of Low Ambient Temperature Air Source Heat Pump (Water Chilling) Packages | |
| ⑥ Implementation Rules for Energy Efficiency Labelling of Household and Similar Appliances | |
| ⑦ CEL 019-2025 Implementation Rules for Energy Efficiency Labelling of Display Compressors | |
| ⑧ CEL 020-2025 Implementation Rules for Energy Efficiency Labelling of Power Transformers | |
| ⑨ CEL 036-2025 Implementation Rules for Energy Efficiency Labelling of Household and Similar AC Ventilation Fans | |
| ⑩ CEL 046-2025 Implementation Rules for Energy Efficiency Labelling of Tower and Rack Servers | Will be Effective on Dec. 1, 2025 with a 2-year transition period |

Through the systematic formulation, revision, and replacement of a large number of implementation rules, the regulatory framework is ensured to be clear, unified, and up-to-date.

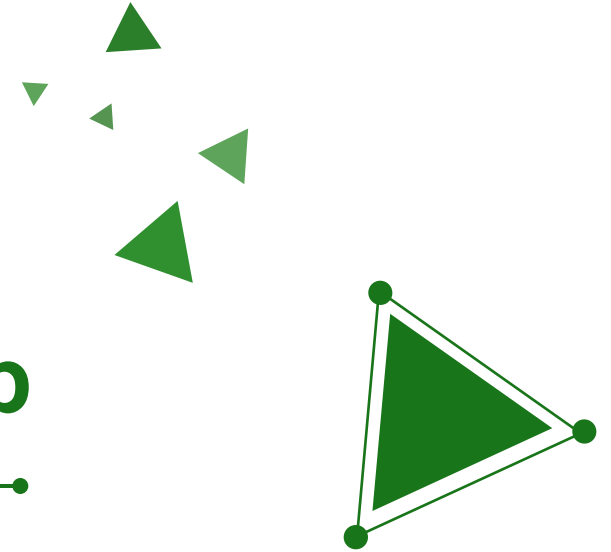
3. What's New in 2025

3. Standard Upgrades: Higher Efficiency Bar Effective Standards in 2025

- ① GB 19577-2024 Minimum allowable values of the energy efficiency and energy efficiency grades for heat pumps and water chillers
- ② GB 21456-2024 Minimum allowable values of the energy efficiency and energy efficiency grades for household and similar kitchen appliances
- ③ GB 20052-2024 Minimum allowable values of energy efficiency and the energy efficiency grades for power transformers
- ④ GB 30253-2024 Minimum allowable values of energy efficiency and energy efficiency grades for permanent magnet synchronous motors
- ⑤ GB 36893-2024 Minimum allowable values of energy efficiency and energy efficiency grades for air cleaner
- ⑥ GB 43630-2023 Minimum allowable values of energy efficiency and energy efficiency grades for tower and rack servers
- ⑦ GB 30254-2024 Minimum allowable values of energy efficiency and energy efficiency grades for cage three-phase high voltage induction motor

Updated standards keep driving industrial technological advancement

04 The Compliance Roadmap



4. The Compliance Roadmap-Core Principle

Governance Model

- ❑ Manufacturers self-declare + Label registration + Market surveillance
- ❑ The manufacturer is the primary responsible party for the accuracy of energy efficiency information.



Legal Basis

- ❑ China Energy Labeling Product Catalogue (2025 Edition)
- ❑ Product-specific Implementation Rules for Energy Efficiency Labelling



Official Platform

- ❑ China Energy Label Website (www.energylabel.gov.cn)
- ❑ All Label registration procedures are completed on this portal.

4. The Compliance Roadmap-Label Registration Process

1. Product Testing

3. Online Filing

5. Confirmation

2. Enterprise Registration

4. Label Production

4. The Compliance Roadmap-Key Operational Details

Product Testing Phase

- ✓ **Confirm Inclusion:** Verify the product is listed in the **China Energy Label Product Catalog (2025 Edition)**
- ✓ **Conduct Testing:** Testing must be performed in **CNIS-approved** laboratories, including both in-house and third-party facilities.
- ✓ **Obtain Report:** Receive the official **"Test Report."**

Enterprise Registration

- ✓ **Access Portal:** Navigate to the official Energy Label Filing System website (<https://www.energylabel.com.cn/indexEnergy>) .
- ✓ **Register Account:** Complete the company registration with all required details.
- ✓ **Log In:** Use your credentials to access the filing system.

Online Filing

- ✓ **Select Product:** Choose the specific product model for filing within the system.
- ✓ **Complete Forms:** Fill in the online product filing application form.
- ✓ **Upload Documents:** Submit the electronic copy of the "Test Report."

Key Operational
Details

4. The Compliance Roadmap-Key Operational Details

Label Production

- ✓ **Download Template:** Go to the "Download Zone" on the official website and download the correct label template for your product.
- ✓ **Self-Produce:** Manufacturers are responsible for printing and affixing the labels according to the template specifications.

Confirmation

- ✓ **Public Query:** Return to the official website and access the "Filing Announcement Query" section.
- ✓ **Search Product:** Search for your product by type and name.
- ✓ **Verify Success:** If your product's filing information is displayed, the process is complete and successful.

Key Operational Details

4. The Compliance Roadmap-Label Application

Print In-House

Accuracy: Ensure all data (e.g., model, efficiency grade) exactly matches your filed record.

Compliance: Adhere strictly to the official specs for size, color, and layout.

Material: Use 80gsm or heavier art paper.

Apply Correctly

Placement: Affix to a prominent location on the product itself or its minimal packaging.

Durability: Ensure it is firmly attached and remains legible.

4. The Compliance Roadmap-Critical Reminders & Risk Avoidance

Q1: What if we upgrade the product or need to change information?

A: Changes affecting energy efficiency metrics require re-testing and updating the Label registration. For non-core info (e.g., contact details), modify directly in the system.

Q2: Our product already has a top EU energy class (e.g., A). Is that sufficient for the China market?

A: No. This is a critical misconception. The testing standards and calculation methodologies between the EU and China are fundamentally different.

Q3: We have registered our product in the EU's EPREL database. Do we need to do another registration for China?

A: Yes, absolutely. The Chinese Energy Label filing system is a completely separate and independent system from the EU's EPREL.

4. The Compliance Roadmap-Critical Reminders & Risk Avoidance

Q4: Who is legally responsible for registering the product in China?

A: The registration must be submitted by a legal entity physically located in China.

This can be your:

- ✓ **Local subsidiary**
- ✓ **Official importer**
- ✓ **Authorized representative**

The parent company in Europe cannot directly register the product in the Chinese system. Ensuring you have a compliant local entity is a mandatory step for market access.

Q5: How to avoid risks from market supervision?

A: **No Misrepresentation:** Ensure data consistency across the Test Report, Label registration Filing, and Physical Product.

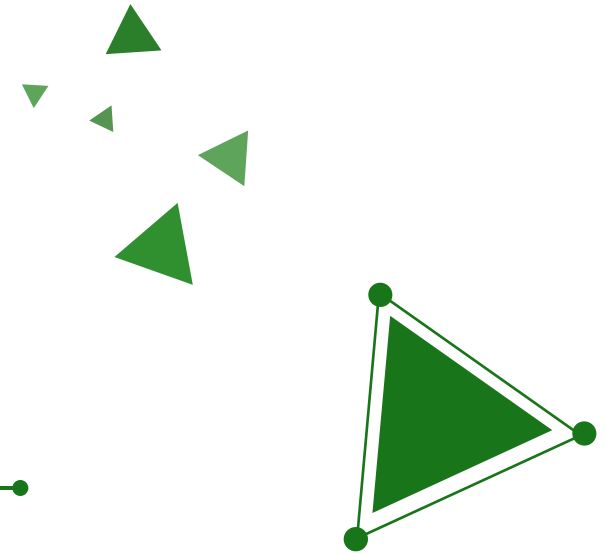
Timely Updates: Update Label registration info promptly when standards or rules change.

Keep Records: Safely store the test report, Label registration confirmation, and all related documents.

4. The Compliance Roadmap-Summary

- ✓ **Confirm First:** Check the Directory to confirm product category and applicable rules.
- ✓ **Execute Precisely:** Test with a compliant lab, ensure authentic data, produce labels correctly.
- ✓ **Remain Accountable:** Complete the Label registration, accept market supervision, and adapt to changes proactively.

05 Conclusion



5. Conclusion-Beyond Compliance - Creating Value

- **Meeting Regulatory Requirements:** Successfully completing the filing process is a fundamental obligation for the legal sale of products.
- **Enhancing Brand Image:** It demonstrates a company's commitment to energy conservation and environmental protection, strengthening consumer trust and brand reputation.
- **Promoting Market Fairness:** A unified energy efficiency label provides consumers with clear decision-making information, maintaining a fair competitive market environment.
- **Driving Green Innovation:** It incentivizes manufacturers to continuously improve product energy efficiency, contributing to global sustainable development.

China Energy Efficiency Label Website - 中国能效标识网

←

↻

🔒 https://www.energylabel.com.cn/indexEnergy

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关于邀请参加能效标识制度实施二十周年学术交流会的通知

在主管部门支持下，中国标准化研究院将于6月举办能效标识制度实施二十周年学术交流会。本次会议也是2025年全国节能宣传周的系列活动之一。现诚邀...



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- 关于集中提供支撑“两新”工作的节能家电能效标识备案... 2025-10-09
- 关于能效标识备案信息官方查询渠道的公告 2025-09-05
- 关于集中提供支撑“两新”工作的节能家电能效标识 备... 2025-09-01

A central green circle with a thin blue outline contains the text "Thank You" in white. Below the text is a horizontal white line. The background is light gray and decorated with various green geometric shapes: triangles of different sizes and orientations, and several parallel lines radiating outwards from the central circle.

**Thank
You**
