

[AdWords Home](#)[Help Center](#)**Overview**[AdWords Advantages](#)[Program Comparison](#)[Success Stories](#)[News and Updates](#)[Demos and Guides](#)[For Your Industry](#)[Inside AdWords Blog](#)**Getting Started**[Editorial Guidelines](#)[Step-by-Step](#)[Optimization Tips](#)[Account Navigation](#)[Keyword Tools](#)

Advertising in China

Due to advertising regulations and laws of the People's Republic of China, Google AdWords requires advertisers to submit business licenses and approval certificates for the following product categories:

Agricultural Chemicals	Medical Appliances
Books/Periodicals	Medical Services
Cosmetics	Patents
Food/Foodstuffs	Real Estate
Health Supplements	Veterinary Medicine

General information on certificate requirements and document policies can be found at the [State Administration for Industry and Commerce website](#), or by contacting your local AIC bureau for more information.

Frequently Asked Questions

If I am advertising products in these categories, am I required to provide Google with licenses and certificates?

You are required to provide licenses and certificates for these product categories only when your AdWords ad includes the geo-target of China and your targeted language of Chinese (Simplified and Traditional).

What if my product is not in one of the above categories?

If you are not promoting any of the listed products in your AdWords ads, you are not currently required to send licenses and certificates. However, this list is subject to change based on Chinese government policy.

My product requires certificates and my ad is geo-targeting China and language targeting Chinese. How do I get my licenses and certificates to Google?

Please scroll down this page for directions on providing Google with your licenses and certificates. Please click on the appropriate product category link to download the necessary information.

Will my ad show if Google has not received my required licenses and certificates?

Your ads may not be displayed until we have confirmed that you have the necessary documentation as required by the People's Republic of China.

I don't live in the People's Republic of China, but I want to advertise my products in these categories to China in Chinese. Do I still need to submit these documents?

Only individuals and businesses who have the appropriate Chinese-government required documents (and who supply copies of them to Google) may run AdWords ads in these categories. We're sorry for any inconvenience this may cause.

Thank you for your understanding and cooperation.

Providing Google with Licenses & Certificates

In order to run your AdWords ad, please send copies of all required documentation, including your business license, to Google. Be sure to include the cover sheet for your particular product category, available below.

[Agricultural Chemicals](#)

[Medical Appliances](#)

[Books/Periodicals](#)

[Medical Services](#)

[Cosmetics](#)

[Patents](#)

[Food/Foodstuffs](#)

[Real Estate](#)

[Health Supplements](#)

[Veterinary Medicine](#)

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