



23-25 June 2021 NECC Shanghai

Healthplex Expo 2021

Natural & Nutraceutical Products China 2021

POST SHOW REPORT

WWW.HNCEXPO.COM





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EXHIBITION REVIEW

HNC 2021 was deeply connected with all the food industry chains from health and nutrition, natural and organic, food ingredients, food processing and packaging. The series shows occupied 7 halls with a total exhibition area of **170,000 m²** and gathered more than **1,800** famous exhibitors. According to the statistics, the 3-day exhibition attracted **71,107** professional buyers and visitors.

HNC has been cultivating in the health and nutrition industry for 12 years. All kinds of leading brands and innovative products could be found here, covering tonic products, light meals, dietary supplements, domestic blue cap nutraceuticals, FSMP and foods for special dietary uses, tea drinks, organic and natural food, plant-based products, etc. Meanwhile, the overseas zone welcomed the Canadian pavilion, Norwegian pavilion, as well as featured enterprises from Australia, the United States, Japan, and Korea, aimed at the prospect of China's health industry in the current epidemic.



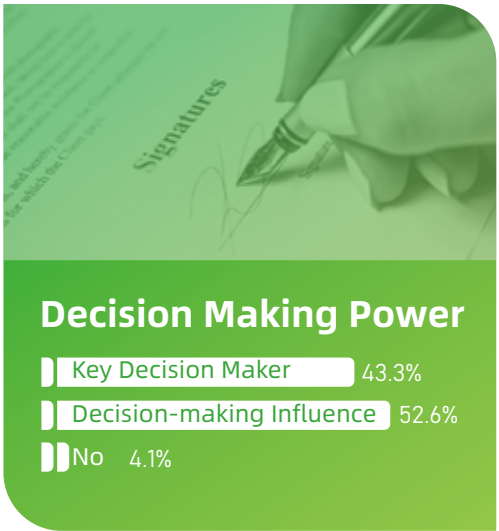
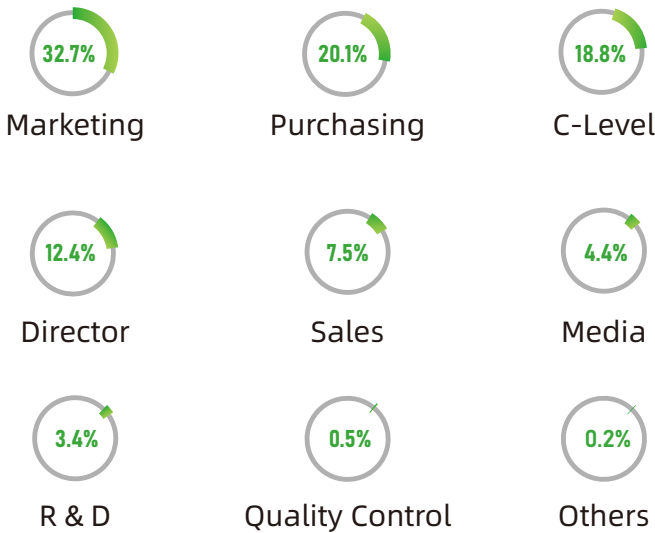
FEATURED EXHIBITORS

(The list is in no particular order)



VISITOR ANALYSIS

*According to the Statistics of Visitor Survey





Visitor Sources

Health Product Distributor	23.1%
Health Product Exporter	13.5%
Health Foods Manufacturer	12.8%
WeChat & E-Commerce	9.3%
Wholesale & Retail	7.9%
Drugstore & Pharmacy	7.6%
Health Foods Store	4.8%
Chain Supermarket	4.5%
Health Products Investment	3.4%
Health Product Manufacturer	2.8%
Wellness & Health Club	2.6%
Government & Association	2.5%
Beauty & Spa Center	2.4%
P.R. & 3rd Party Service	2.0%
Packaging & Equipment	0.6%
Media	0.2%

Visitor Purpose

Procurement/Quotation



Seeking Distributors/Agents/Partners



Seeking New Products



Attending Onsite Events



Collecting Market Information



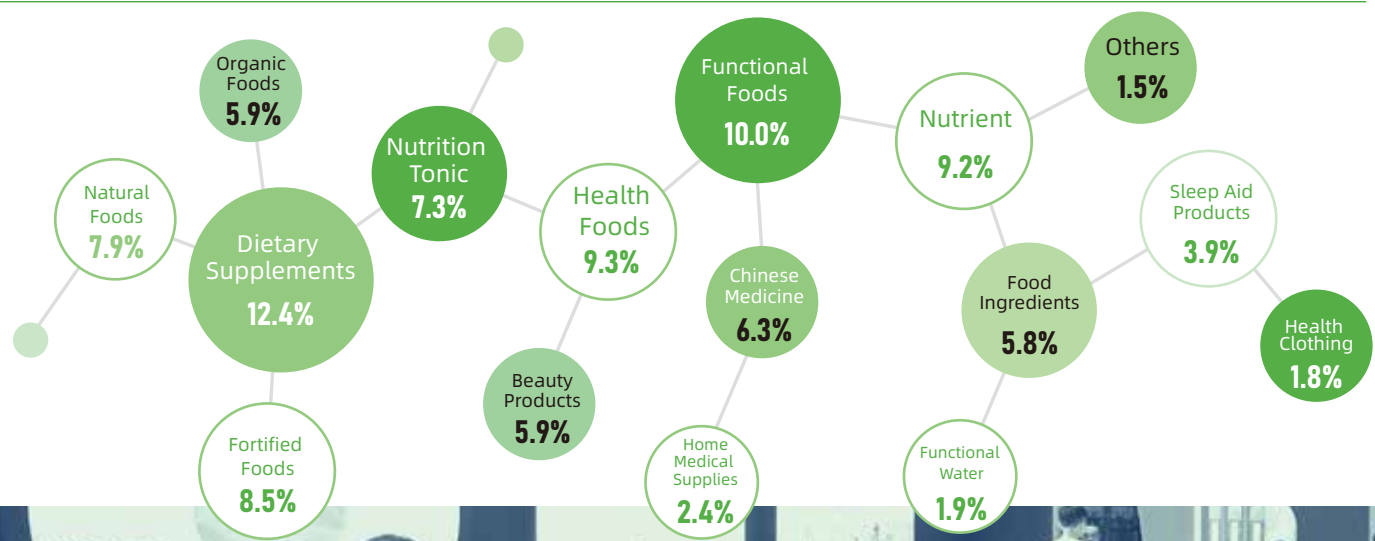
Consolidate Contacts with Suppliers/ Business Partners



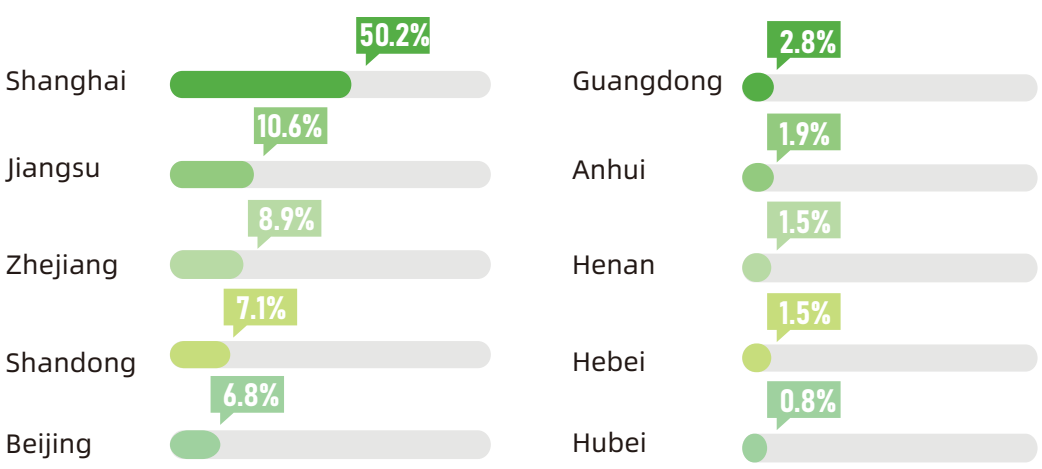
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Visitors Were Looking For

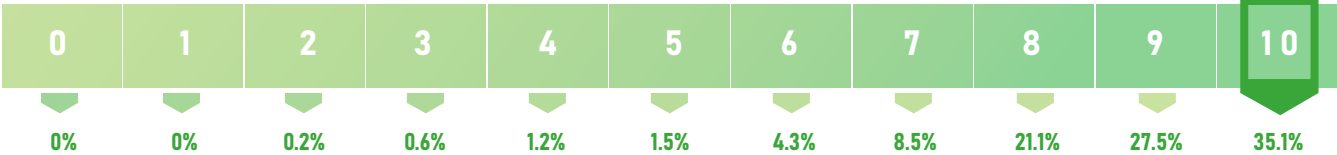


Top 10 Local Visitor Provinces and Cities



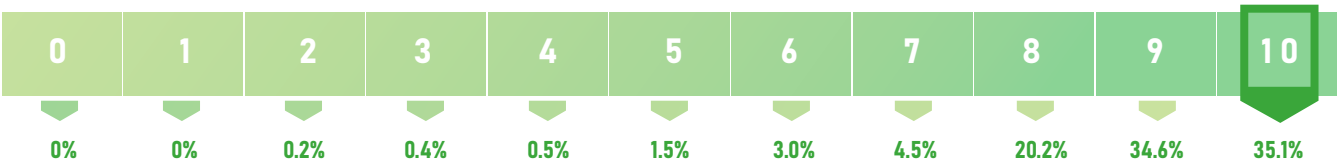
How would you rate your satisfaction with your experience at HNC?

[Rating scale 0 - 10] (Extremely dissatisfied - Extremely satisfied)



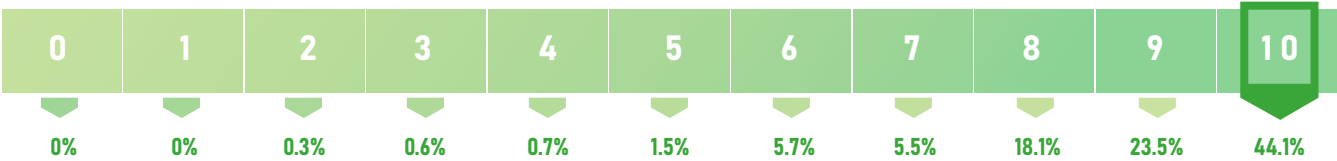
How likely are you be to visit HNC again in the future?

[Rating scale 0 - 10] (Not at all likely - Extremely likely)

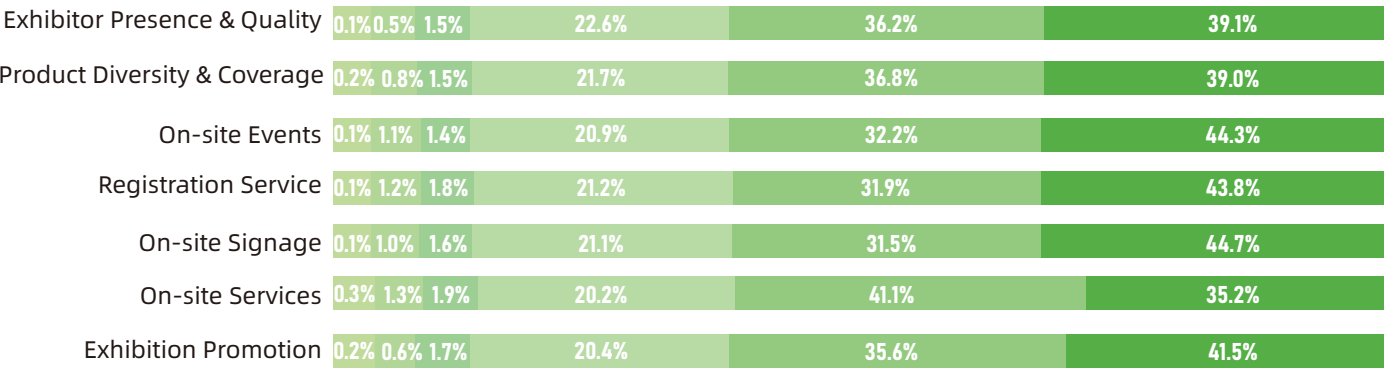


How likely would you recommend HNC to friends and colleagues?

[Rating scale 0 - 10] (Not at all likely - Extremely likely)



To what extent are you satisfied with the fair in the following aspects?



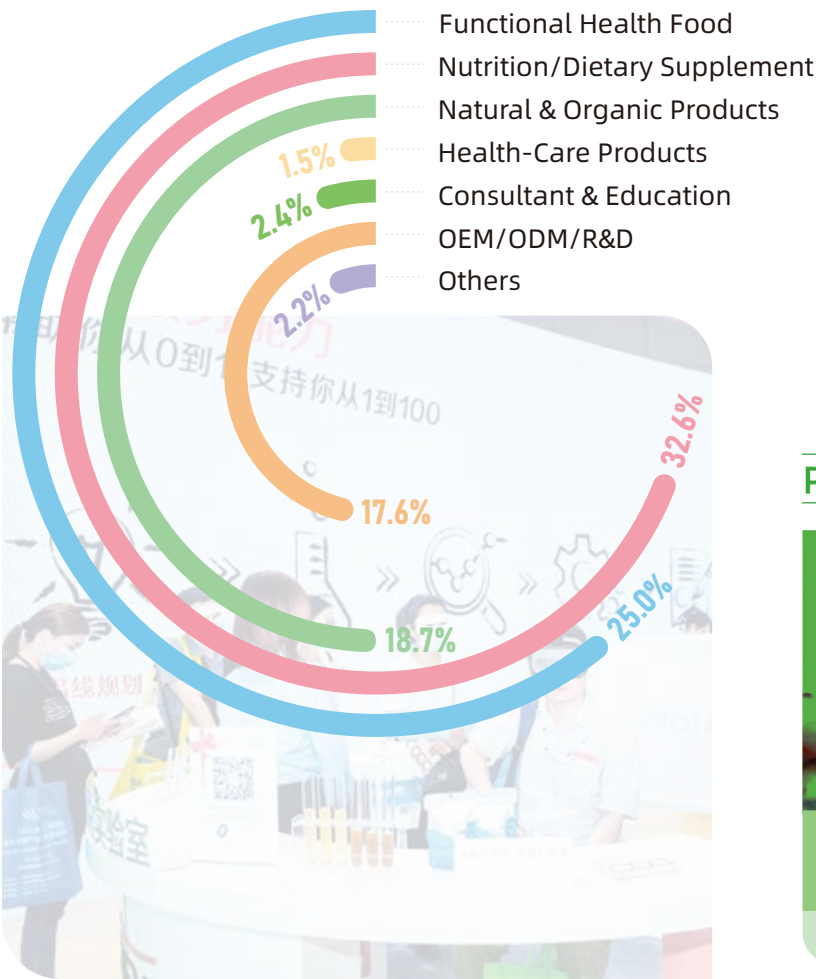
[Horizontal scale: 0-N/A; 1 - Extremely dissatisfied - 5 Extremely satisfied]

0 1 2 3 4 5

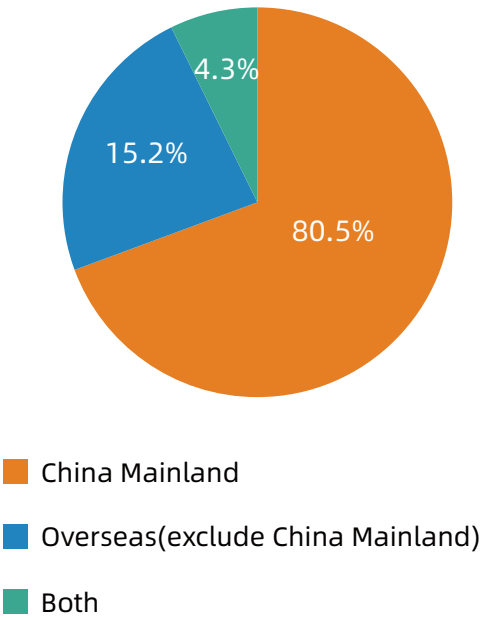
EXHIBITOR ANALYSIS

*According to the Statistics of Exhibitor Survey

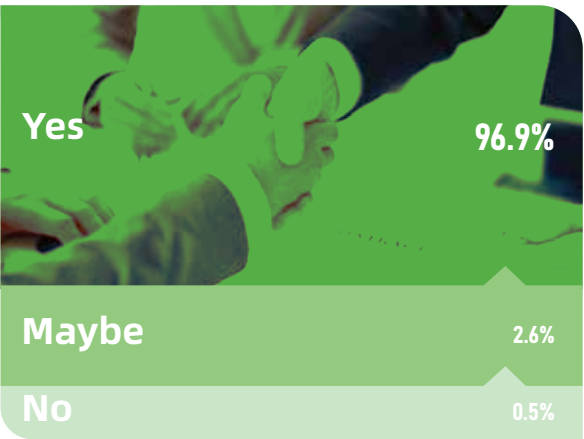
Exhibitor Product Sectors



Market Which Exhibitors Focus on

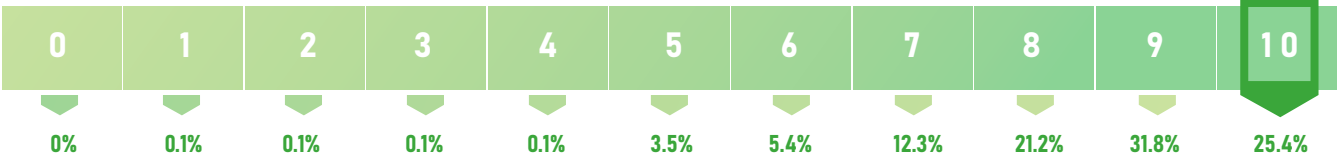


Plans to exhibit in next edition



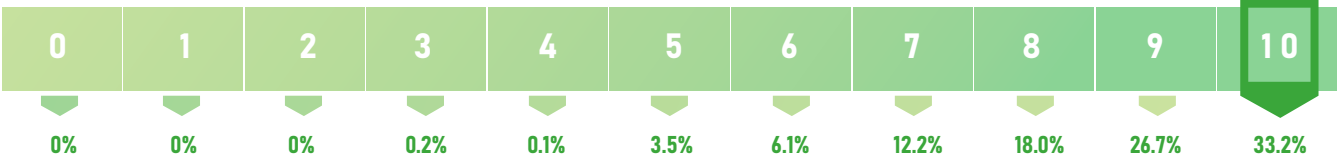
How would you rate your satisfaction with your experience at HNC?

[Rating scale 0 - 10] (Extremely dissatisfied - Extremely satisfied)



How likely are you be to exhibit HNC again in the future?

[Rating scale 0 - 10] (Not at all likely - Extremely likely)



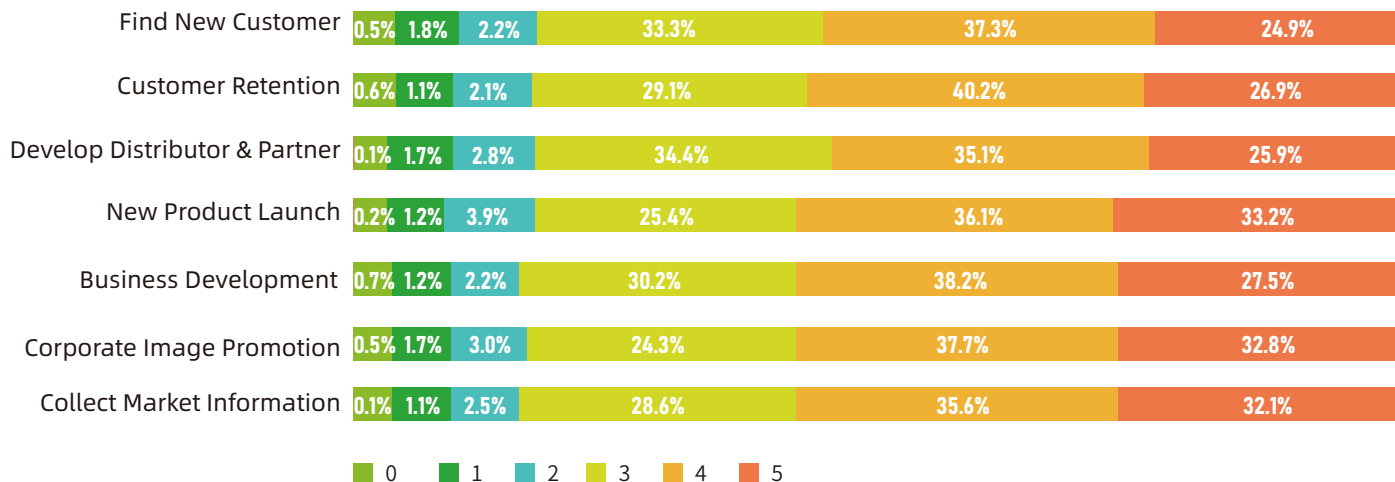
How likely are you to recommend HNC to a friend or colleague?

[Rating scale 0 - 10] (Not at all likely - Extremely likely)



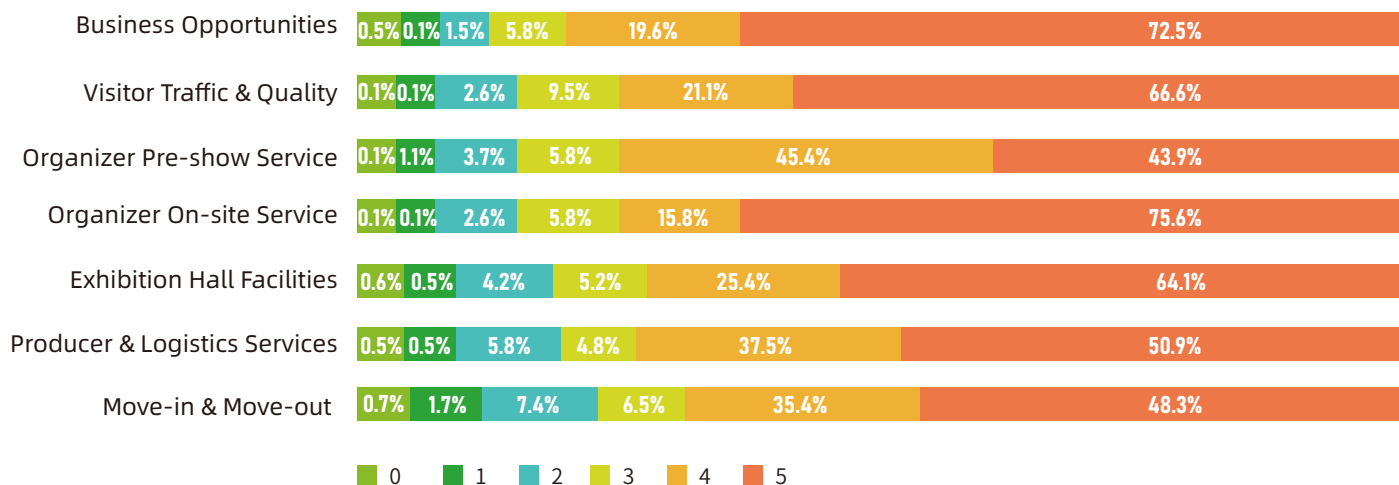
To what extent have your objectives for visiting this exhibition been achieved?

[Horizontal scale: 0-N/A; 1-Did not achieve at all -- 5 Fully Achieved]



To what extent are you satisfied with the fair in the following aspects?

[Horizontal scale: 0-N/A; 1-Extremely dissatisfied-5 Extremely satisfied]



ONSITE EVENTS

9th Health & Nutrition Industry Development Forum

Organizers: CCCMHPIE / Sinoexpo Informa Markets

As the HNC's host forum, Health & Nutrition Industry Development Forum has been held for 9 years. It has always upheld the original aspiration of promoting the sound development of the industry. This forum was supported by government regulators to publicize relevant policies and effectively guide the sound development of the industry. The Forum invited authoritative experts and scholars of the industry and representative enterprises that are ahead of the times and the market. It attracted nearly 180 attendees.



9th China Nutrition and Healthcare Industry Summit Forum

Organizers: Zhejiang Health Products & Cosmetics Industry Association / Nutrition and Healthcare Industry Alliance of Yantze River Delta Area / Sinoexpo Informa Markets

On Day 1, authoritative experts and leading enterprises were invited to make speeches such as "Current Regulations and Requirements for Registration and Filing of Health Foods", "Technical Points for Recording Five Functional Health Foods such as Coenzyme Q10" and "New Generation Microemulsification Technology Helps Diversified Development of Nutritional Health Foods". On Day 2, the forum also invited former government officials and exhibitor representatives to make speeches on topics such as "Declaration Requirements and Technical Points of New Food Raw Materials" and "Differentiated Application and Solutions of Oral Beauty Collagen Peptide without Pollution Homology of Makeup and Food". The Forum attracted more than 300 attendees.





4th Forum on Nutrition and Special Food

- New trend and hot spots of special food in China

Organizers: CCCMHPIE / China Health Culture Association
Nutrition and Special Food Professional Committee

In this forum, National-level standard experts interpret the new national standard and point out the direction for the infant formula industry; The Nutrition Special Food Committee analyzed the industry development status and pointed out the future development trend of the nutrition industry.



2021 FMCG Health Industry Innovation Forum

Organizers: Shanghai Oriental Century Consumer Goods Development & Promotion Center / Sinoexpo Informa Markets

In this Forum, Hey Maet R&D Director analyzed the Chinese vegetable protein market; The founder of OAT Planet shared the opportunities and challenges of plant-based drinks; The deputy director of Yakult made a sharing of "Yakult China Health Practice Relying on the Development of Health Industry"; The representative from Ecmoho shared the "Decryption of New Retail of Nutrition & Health Products Layout"; This forum attracted more than 200 attendees.



6th Policy Exchange Meeting on FSMP Use

Organizers: CCCMHPIE / Sinoexpo Informa Markets

Experts from the National Institute for Nutrition and Health (CDC), Beijing Institute of Nutritional Resources, Clinical Nutrition Center of Huadong Hospital Affiliated to Fudan University and representatives of well-known enterprises such as Nestlé (China) Co., Ltd. were invited to gather in the forum. This forum attracted nearly 150 attendees.



11th Innovation Hub - Investment & Financing Opportunities for Innovative Health Food

Organizers: Committee of Health Care Consultation, China Health Care Association / Sinoexpo Informa Markets

During this session, senior figures in the industry had a discussion on the investment direction of China's dairy industry; current hot investment spot of consumer Internet; the application of hyaluronic acid in food in the future. Representatives from Languo Medical Technology, Vilof Group and Shenzhen BSC Management Co., Ltd. were invited to give roadshows of the latest projects.



3rd Health Industry Brand Development & Marketing Strategy Forum

Organizers: Zhong Media / Sinoexpo Informa Markets

This forum integrating IP, dissemination, domestic products, channels and consumption, and the organizer invited a number of instructors to share the topics: IP value drive, exploration of the young road of health industry, effective communication strategy of health products, methods to create new popular products of health industry with new consumption and new channels. This forum attracted nearly 180 attendees.



Match Making: Drugstore/Chain Supermarket China Retail Department Store Networking

Organizers: Shanghai Business Information Centre / Shanghai Pharmaceutical Trade Association / China Commerce Association for General Merchandise

In this matchmaking meeting, more than 30 distributors, from supermarket chains, drug store chains and retail department stores, were invited to have face-to-face communications with more than 60 exhibitors on site with a warm negotiation atmosphere.



2021 National Health Forum on Plant-Based and Low GI Food

Organizers: CCCMHPIE / Peking University Food Nutrition and Health Management Research Group / Global Nutrition Alliance (Beijing) Technical Training Center / Global Green Union (Beijing) Food Safety Certification Center / Sinoexpo Informa Markets

The speakers in this forum are of high level, and most of them are heads of food enterprises, product research and development directors, experts and industry professionals.



Her-economy: Women's Health Consumption Upgrade Hotspots and Trends Sharing Session

Organizers: CCCMHPIE / Sinoexpo Informa Markets

10 featured female speakers gathered with 60 female executives to conduct a half-day seminar on health product consumption of her-economy. Four Representatives from Blackmores, DSM, Pango and Winner, generously shared the core ideas of their each products and their accurate grasp of industry hotspots. Speakers from Meiyou APP, ByteDance and Shanghai Pharma Health Science explained how to do well in product differentiation competition from the perspective of the platform.



Hi健康

Hi Health

Gala Dinner

The "Hi Health" Gala Dinner jointly organized by CCCMHPIE and Sinoexpo Informa Markets was held on June 23, 2021 in InterContinental Shanghai Hongqiao NECC With the full support of partners and exhibitors, HNC has become the flagship exhibition in the field of health, which has continuously voiced in the international community and deepened the industrial influence.

This banquet invited outstanding enterprise representatives, industry associations, government institutions and industry experts from the nutrition and health care industry to gather at this feast to share the gorgeous movement, and witness the HNC set sail again after the epidemic, and the pace of development will never stop. We look forward to continuing to go hand in hand with you to Say Hi in a new era of health industry!

**FEELING GRATEFUL
FOR YOUR SUPPORT**



GOING HAND IN HAND

More Onsite Events



The 3rd Nutrition and Special Food Industry Innovation and Development Forum

Organizers: Shanghai Health-Care Products Trade Association / Sinoexpo Informa Markets

Norwegian Nutrition and Health Products Promotion Seminar 2021

Organizers: Consulate General of Royal Norwegian in Shanghai / Innovation Norway

Supporters: CCCMHPiE / Nordic E-Commerce Association

Canadian Nutrition and Health Brands Offline Matchmaking Conference 2021

Organizers: Canadian Commercial Commissioner Service / CCCMHPiE

Investment Promotion of Pure Land Health Industry in Lhasa Economic Development Zone

Organizers: Lhasa Economic and Technological Development Zone / CCCMHPiE / Sinoexpo Informa Markets

New nutrition College Private Meeting: Innovation of functional food

Organizers: Xinyingyang.com / Sinoexpo Informa Markets

2021 Nutrition PLUS, New Retail Theme Forum

Organizers: Hotofood.com / Sinoexpo Informa Markets

"High Quality Development of China's Medical Device Industry" Seminar 2021

Organizers: CCCMHPiE / Sinoexpo Informa Markets

EXHIBITORS TESTIMONIALS



Sirio Pharma Co., Ltd.

As a leading international professional health and nutrition exhibition, HNC has provided a good platform for the health industry and made outstanding contributions to the health industry. In this event, Sirio Pharma, with several star products, fully demonstrated its R&D strength and strong production capacity to the industry, allowing visitors to the booth to experience a journey of nutritional evidence of health food, and looking forward to meeting with HNC again next year.



Aland (Jiangsu) Nutraceutical Co., Ltd.

HNC is a large-scale platform supporting global supply and demand trade for health industry, helping global buyers to discovery business in an efficient and high-quality way. Aland received wide attention by showcasing our production capacity, dosage form, core competitiveness and brand image with international influence. Thank you very much to the organizers of HNC for providing a platform for the development of China's health industry and look forward to further cooperation next year!



Wuhan Senlan Biotechnology Co., Ltd.

This year is the fifth year for Senlan to participate in HNC. The 2021 event reflects the good momentum and good phenomenon that the health food industry is continuing to flourish. For functional food ODM manufacturers, the platform is a great opportunity for Senlan to have a high standard platform to showcase new product ODM solutions, as well as to get more information, products and experience exchange opportunities. Thank you for the support and love from the organizers, and we look forward to another great year in 2022!



Nordic E-Commerce Association

NECA is a nordic Association who focus on establishing relationships between Nordic and Chinese market of cross-border e-commerce. We are pleased to attend 2021 HNC exhibition in Shanghai together with many well-known Nordic brands. The exhibition helps more Chinese customers know Nordic brands which is located far from China. Hopefully NECA and HNC will cooperate more and more deeply and best wishes to HNC in the future. See you next time.



Canadian Trade Commissioner Service

This was the first year the Canadian Trade Commissioner Service organized a Canadian pavilion and forum to present 19 Canadian Natural Health Product (NHP) brands at HNC. We found the show to be a great opportunity to promote our Canadian NHP to a wide variety of Chinese companies and potential partners. The tradeshow and the Canada forum were well-organized and attended and we thank CCCMHPIE for their support to the Embassy of Canada in Beijing to make the event a success. We hope to be able to join again next year.

China Resources Shenghai Health Technology Co., Ltd.

Under the background of the post-epidemic era, the health food industry has ushered in an unprecedented bonus period. Thanks to HNC for providing us with this platform at this time, more new and old customers can get to know CR Shenghai, a high-quality health food manufacturer, and CR Shenghai can also exchange and explore with more professionals in the industry and seek common development together. In the future, CR Shenghai will continue to bring more quality products and service models to all of our friends, and we look forward to meeting again!



Deai (Guangzhou) Health Industry Co., Ltd.

The overall set-up of HNC and the order of the venue were very good, presenting professionalism. Thanks to the organizer for providing such a professional platform for everyone to gather for communication and learning. As a first-time participant of HNC, Baiyunshan-Life Partner also benefited a lot from this exhibition. We hope to help the development of China's health industry together with everyone in the future and wish HNC will be better and better in the future.



BioFunction, Shanghai BioTech Group (TCI)

As an annual industry event, HNC2021 once again successfully plays the role of a hub between market demand and professional supply, creating more business opportunities for the functional food industry. We look forward to bringing more professional visitors from international markets to HNC in the coming year, helping to promote China's health care to the world.



NIPPI (Shanghai) Inc.

The scale of HNC 2021 has been much larger than the previous two years, and the quality of exhibitors and visitors was also better and more professional than before. More importantly, we have gained a lot of new customers and strengthened the communication with industry peers and upstream and downstream customers through the exhibition. We are looking forward to meeting with more old and new customers next year.



COSMAX BIO (Shanghai) Inc.

You could find many well-known brands and manufacturers at domestic and abroad in HNC. COSMAX with its new products and ingredients showed its unique global supply chain and ingredient advantages, diverse dosage forms and efficient production capacity, which greatly promoted the development of China's health industry. We would like to thank HNC for building an efficient and high-quality business exchange platform for Chinese health industry brands and global quality buyers. COSMAX is willing to sail to the sea with HNC and continue to write a brilliant story.



22-24 June 2022

Healthplex Expo 2022 Natural & Nutraceutical Products China 2022

@NECC Shanghai

See You Next Year.



CCCMHPIE

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