



2022
8-10 Nov

Healthplex Expo 2022
Natural & Nutraceutical Products China 2022

SHOW PROFILE

Shanghai New International Expo Center (SNIEC)



WeChat @hncexpo

WWW.HNCEXPO.COM

Shared With

170,000m²

Exhibition Area

2,000+

Global Exhibitors

100,000+

Visitors & Buyers



"Healthplex Expo 2022, Natural & Nutraceutical Products China 2022" (HNC 2022) , organized by CCCMHPIE and Sinoexpo Informa Markets, will be launched on 8-10 November 2022 at Shanghai New International Expo Centre(SNIEC) and continue to keep the connection with all the food industry chains from health and nutrition, natural and plant-based products, health & food ingredients, food processing and packaging to connect the industry chain upstream and downstream.

HNC has been cultivating in the health and nutrition industry for 12 years. HNC provides an excellent B2B platform for distributors/agents, trade improters/ex-porters, supermarkets, pharmacies, retailers in the health industry. All kinds of leading brands and innovative products could be found at the show, 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.



INNOVATIVE
- AND -
EFFICIENT

Co-located



Health ingredients
China
健康天然源



Food ingredients
Asia-China

Health & Food Ingredients



Natural & Organic



Plant-Based Food
Expo
植物基食品

Plant-based Food

PROPAK CHINA FOODPACK CHINA

Food Processing & Packaging



Starch Expo
China

Starch



Global Food Show



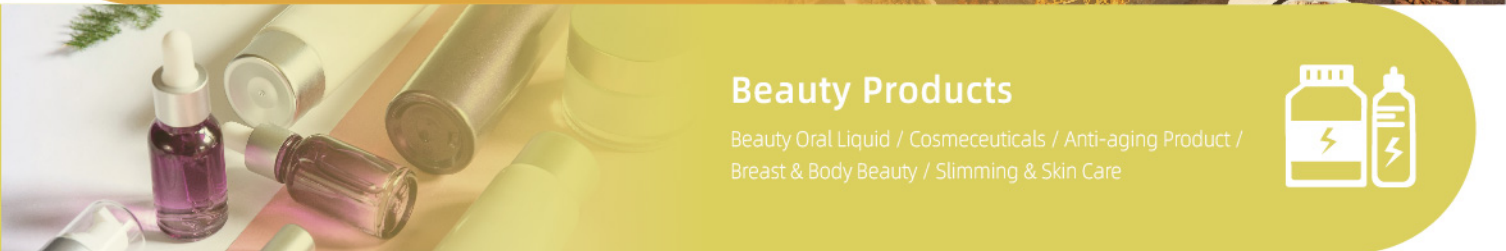
Health Food

Functional Food / Dietary Supplement / Organic Food /
Sport Nutrition / Nutrition Tonic



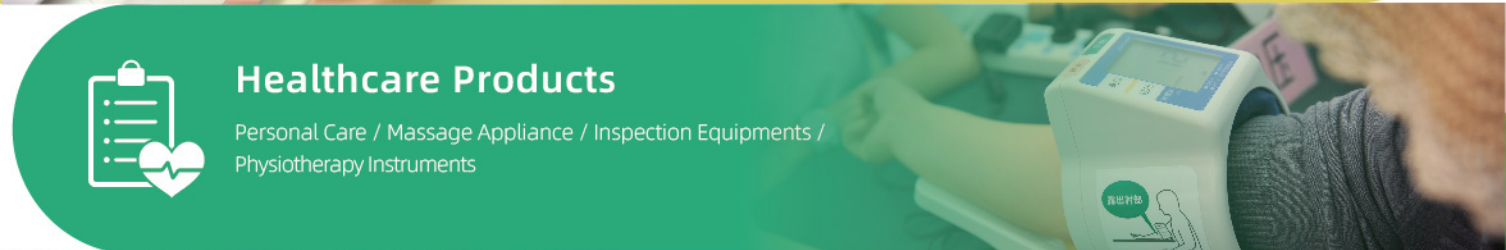
TCM & Nutritions

Ganoderma / Ginseng & Cordyceps / Chinese Herbal /
Bird's nest / Health Wine & Tea



Beauty Products

Beauty Oral Liquid / Cosmeceuticals / Anti-aging Product /
Breast & Body Beauty / Slimming & Skin Care



Healthcare Products

Personal Care / Massage Appliance / Inspection Equipments /
Physiotherapy Instruments



3rd Party Services

OEM / ODM / Consulting / Cooperative R & D /
Application & Marketing



Show Zone

01

Overseas Zone

The zone will be a centralized showcase for overseas brands for companies to fully demonstrate their brand management philosophy, establish their brand image, gain insight into potential opportunities in the burgeoning nutrition and health market, and lead them to grow in the Chinese market.

04

Emotion Management Zone

Emotional health is closely related to physical health, and with the rapid development of China's economy, the market demand for products that help with emotion management is also increasing. HNC will have a special section for emotion management, hoping that more visitors can discover new products and experience new technologies.

02

Regional Pavilions

Many featured regional pavilions, such as Jilin pavilion, Zhejiang pavilion and Tibet pavilion, will be welcomed in the area during the exhibition, focusing on the characteristics of regional products.

05

Maternity Baby Zone

Selected maternity and baby, children's health food and services, exhibits cover pregnancy and baby children's health food, supplement, milk powder, nutrition, natural and organic food, and baby institutions services

03

TCM Zone

HNC has set up the Traditional Chinese Medicine Zone to showcase and promote Chinese traditional culture, bringing together traditional health supplements represented by Lingzhi, Ginseng, Bird's Nest and Cordyceps.

06

Beauty Zone

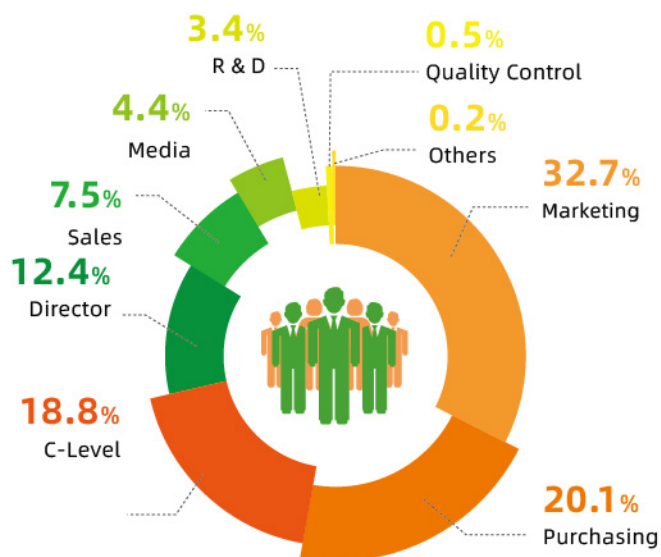
Anti-aging beauty zone will gather the industry-related popular products, technology, and raw materials, while supporting beauty care, slimming anti-aging and other thematic forums, comprehensive analysis of current hot topics, recommending domestic and foreign excellent beauty products and services.

2021 REVIEW

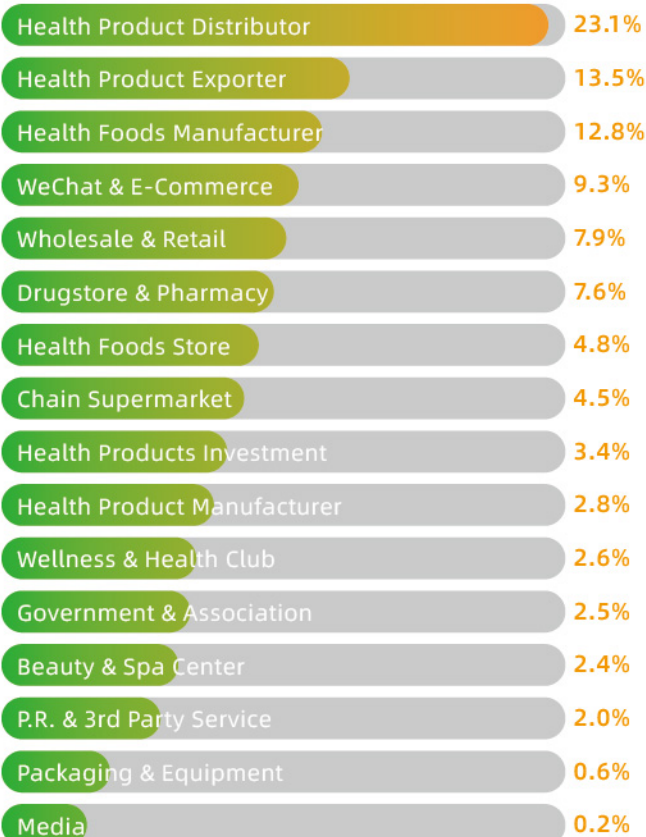
Healthplex Expo 2021 / Natural & Nutraceutical Products China 2021 (HNC 2021) co-organized by CCCMHPIE and Sinoexpo Informa Markets was successfully ended on 25 June 2021. This health series shows occupied 7 exhibition halls with a total exhibition area of 170,000 m² and gathering more than 1,800 domestic and foreign famous exhibitors. According to the statistics, the 3-day exhibition attracted 71,107 professional buyers and visitors.

HNC has been moving forward steadily throughout the year, always with the responsibility of revitalizing the nation's health industry, building an efficient, business, innovative, optimized platform for business cooperation and product launch, policy interpretation and knowledge convergence, technology exchange and outreach for all exhibitors and visitors.

Visitor Position



Visitor Source



Decision Making Power



2022 | Event Outlook



10th Health & Nutrition Industry Development Forum



2022 National Health Forum on Plant-Based and Low GI Food



7th Policy Exchange Meeting on FSMP Use

12th "Innovation Hub" - Investment & Financing Opportunities for Innovative Health Food



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



10th China Nutrition and Healthcare Industry Summit Forum



5th Forum on Nutrition and Special Food



2022 FMCG Health Industry Innovation Forum



4th Health Industry Brand Development & Marketing Strategy Forum



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

Featured Brands



*(The List is in no particular order)

“ 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. ”

Sirio Pharma Co., Ltd. **SIRIO**
仙乐健康

“ HNC is a large-scale platform supporting global supply and demand trade for health industry, helping global buyers to discover 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! ”

Aland (Jiangsu) Nutraceutical Co., Ltd. **IVC**

“ This was the first year we 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. 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. ”

Canadian Trade Commissioner Service



“ 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. ”

Nordic E-Commerce Association



Exhibitor Comments

Promotion Resources

Associations Support

Association, Zhejiang Health Products Association, Guangdong Health-care Association, other associations will organise visitor centers and regional distributors.

Communication

With the times, explores new media platforms to create momentum for the combination with traditional media



Multi-channel Invitations Unlimited Opportunities

HNC continues to integrate offline and online sourcing and trading channels, focusing on inviting global healthcare distributors, agents, retailers, supermarket chains, pharmacy chains and E-commerce to ensure that companies seize the best development opportunities.

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All-media Communication

The organizer keeps pace with the times, explores new media publicity channels, uses platforms to create momentum for the exhibition and exhibitors, combines with traditional media, makes full use of media carriers.

The image displays a grid of logos for various Chinese media and communication platforms. The logos include: 头条 (Toutiao), 今日头条 (Today's Headlines), 抖音 (Douyin), 快手 (Kuaishou), 腾讯网 (Tencent.com), 搜狐网 (Sohu.com), 新浪微博 (Sina Weibo), 爱奇艺 (iQIYI), 腾讯视频 (Tencent Video), 优酷 (Youku), 百度 (Baidu), 财经网 (Finance.com), and SMG.

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Industry Media & Partner



*(The List is in no particular order)

Cross-border E-commerce



*(The List is in no particular order)

Show Venue

Shanghai New International Expo Centre(SNIEC)



Booth Pricing

Raw Space

*Start from 27 sqm

US\$ 390 /m²

Shell Scheme Package

*Start from 9 sqm

US\$ 480 /m²

Online B2B Platform

WWW.EN-SJGLE.COM

US\$ 552 /year

Qualification

All pharmaceutical and health care product manufacturers, distribution companies and scientific research institutions with Business License are allowed to exhibit.

Organizers



Co-organizers

- Committee of Health Care Consultation, China Health Care Association
- Zhejiang Health Products and Cosmetics Industry Association
- Guangdong Health-Care Industry Association
- Shanghai Health Care Products Association
- Shandong Nutrition Health Food Industry Association
- The Nutrition and Healthcare Industry Alliance of Yangtze River Delta Area
- Shenzhen Health Industry Development & Promotion Association
- State Level Lhasa Economic-technological Development Area
- Japan Functional Foods Consulting Co., Ltd.
- US-China Health Products Association

Supporters

- Committee of Nutrition and Special Food, China Health Culture Association
- Shanghai Oriental Century Consumer Goods Development & Promotion Center
- Shanghai Business Information Centre Co., Ltd.
- Shanghai Pharmaceutical Trade Association
- China Commerce Association for General Merchandise
- Global Nutrition Alliance (Beijing) Technical Training Center
- Complementary Medicines Australia
- Royal Norwegian Consulate General in Shanghai
- Innovation Norway
- Nordic E-Commerce Association
- The Canadian Trade Commissioner Service
- Zhongze Media
- Xinyinyang.com
- Hotfood.com

Contact Us

CCCMHPPIE

11-12F, Bldg. 3, Beijing INN, No.6 Nanzhugan Hutong, Beijing 100010, China

Monika Xing

Mobile: +86-135 0101 2078

Email: xingcheng@cccmhpie.org.cn

Sinoexpo Informa Markets

7-8F, UD International Tower, No. 355 HongQiao Rd., Shanghai 200030, China

Nico shen

Mobile: +86-189 1708 9313

Email: nico.shen@imsinoexpo.com