



Healthplex Expo 2022
Natural & Nutraceutical Products China 2022

SHOW PROFILE

22-24 June 2022

National Exhibition and Convention Center (Shanghai)



WeChat @hncexpo

WWW.HNCEXPO.COM

Shared With

170,000m²

Exhibition Area

2,000+

Global Exhibitors

100,000+

Visitors & Buyers



INNOVATIVE
- AND -
EFFICIENT

"Healthplex Expo 2022, Natural & Nutraceutical Products China 2022" (HNC 2022) will be launched at National Exhibition & Convention Center (Shanghai) on 22-24 June 2022 and continue to keep the connection with all the food industry chains from health and nutrition, natural and plant-based products, food ingredients, food processing and packaging. In 2021, the series shows occupied 7 exhibition halls with a total exhibition area of 170,000 SQM and gathered more than 1,800 famous exhibitors.

HNC has been cultivating in the health and nutrition industry for 12 years. 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.

Co-located with



Health Ingredients, Food Ingredients



Food Processing & Packaging



Starch

Product Category



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
Cosmeceutical
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.

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.

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.

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.

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

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.

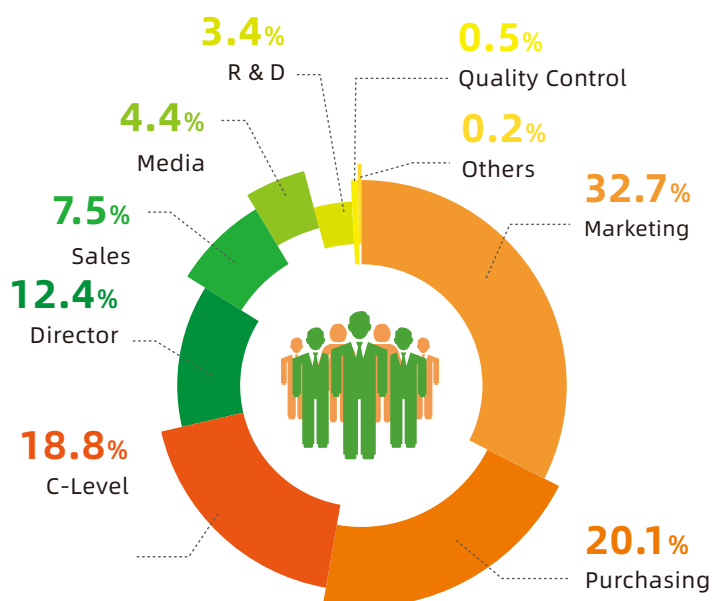
REVIEW 2021



"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



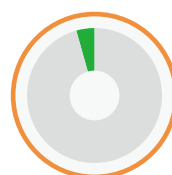
Decision Making Power



43.3%
Key Decision Maker



52.6%
Decision-making Influence



4.1%
No

Visitor Source

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%

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



Exhibitor Comments

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 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!

Aland (Jiangsu) Nutraceutical Co., Ltd.



“ 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.

Canadian Trade Commissioner Service

 **Government of Canada**
 Trésor / Contributions
 Services

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

NECA
National Electrical Contractors Association

“This year is the fifth year for Senlan Bio 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!

■ Wuhan Senlan Biotechnology Co., Ltd.



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.



Regional Associations Support

The China Health Care Association, Zhejiang Health Products and Cosmetics Industry Association, Guangdong Health-care Industry Association and other associations will organise visitor groups from their members and regional distributors.



Targeted Invitations to International Buyers

The organisers take advantage of the global show resources from Health & Nutrition Network of the Informa Markets and cooperate with the resources of CCCMHPIE and global partners to invite overseas buyers in multiple sections.



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.

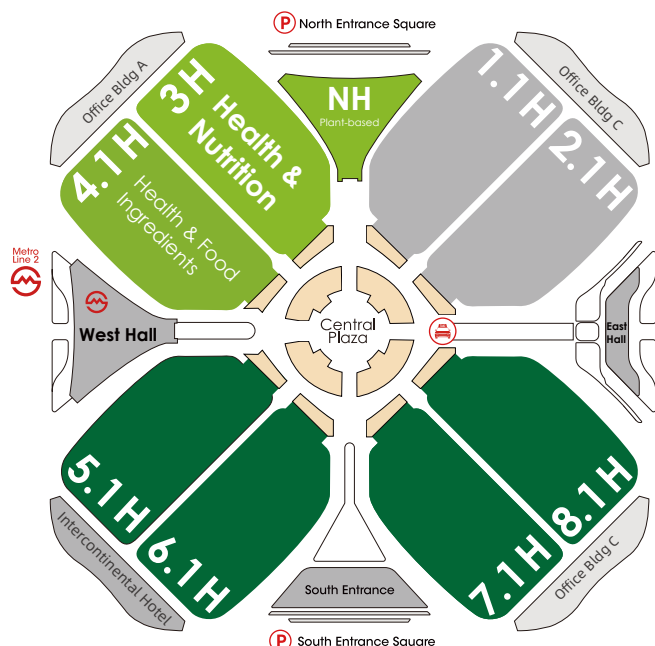


Industry Media / Global Partner



Cross-border E-commerce





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



informa markets



Co-organizers

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

- Committee of Nutrition and Special Food, China Health Culture Association
- The Australian Trade and Investment Commission
- The Canadian Trade Commissioner Service
- Royal Norwegian Consulate General in Shanghai
- Innovation Norway
- Lhasa Economic and Technological Development Zone
- Department of Commerce of Jilin Province
- Nordic E-Commerce Association
- China Cross-border Electronic Commerce Professional Committee
- One Belt and One Road (Beijing) Electronic Commerce Co., Ltd.
- Shanghai Pharmaceutical Trade Association
- Shanghai Oriental Century Consumer Goods Development & Promotion Center
- Shanghai Business Information Centre Co., Ltd.
- Global Green Union (Beijing) Food Safety Certification Center

Supporters

- China Bee Products Association
- China Commerce Association for General Merchandise

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@cccmhppe.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