



2022

NATURAL & NUTRACEUTICAL PRODUCTS CHINA SHENZHEN

www.hncexpo.com/shenzhen

2022.12.14-16
Shenzhen World



Book Your Stand

Show Profile

Gather to Open a New Bureau Ride to Write a New Chapter

In recent years, the Shenzhen government has taken the lead in the country to introduce a series of policies to promote the development of the health industry. In the "Shenzhen Life and Health Industry Development Plan (2013-2020)", it is mentioned that health food will be included in the life and health industry development plan, vigorously promote the development and application of health products, optimize the industrial structure, guide industry clustering to encourage the transformation and upgrading of the health food industry, etc. It is foreseeable that the health food industry in Shenzhen will definitely usher in greater development opportunities.

Natural & Nutraceutical Products China Shenzhen 2022 organized by CCCMHPIE and Sineox-po Informa Markets will be held at Shenzhen International Convention and Exhibition Center from December 14-16, 2022. As the core engine of the Greater Bay Area, Shenzhen is giving full play to its resource gathering effect to boost the rapid development of health industry in South China. At the same time, Shenzhen show will rely on the experience and international influence of its original exhibition HNC Shanghai and integrate the resources of precise buyers and industry associations, combine with the regional characteristics of Shenzhen, and widely recruit professional buyers such as distributors, agents, E-commerce, WeChat-businesses, retail stores, pharmacy chains and supermarkets. In 2022, We will also work with five related exhibitions including Hi & Fi Asia China and Hotelex to create the "Connexion ShenZhen", which will be considered as a comprehensive procurement platform integrating food, catering, hotel, household, health and lifestyle.



Shared
with

300,000
sqm Exhibition Area

3,000+
Exhibitors

300,000+
Global Buyers

Co-located with

HOTELEX
Shenzhen

Hi

Health Ingredients
China
健康天然原料

Fi

Food Ingredients
Asia-China

NEI **hep**

Visitor Source

(Data from HNC Shanghai, 2021)

Distributors / Agents	23.1%
Import & Export	13.5%
Health Food Manufacturers	12.8%
WeChat / E-commerce	9.3%
Wholesale & Retail	7.9%
Pharmacy Chains	7.6%
Health Food Stores	4.8%
Supermarkets Chains	4.5%
Joint Venture & Investment	3.4%
Health-care Product Manufacturers	2.8%
Health Management / Wellness	2.6%
School / Governments / Associations	2.5%
Beauty Salons & Clubs	2.4%
PR & 3rd-party Service	2.0%
Machinery / Packaging	0.6%
Media	0.2%



Beauty & Skin Care

Beauty oral liquid, medicinal cosmetics, functional beauty products, anti-aging products, beauty spa products, breast enlargement and body care, weight loss and slimming, spot and acne removal, detoxification and skin care, medical beauty products, etc.



Diet Therapy & TCM

Therapeutic and medicinal products, Chinese medicine OTC, ginseng products, cordyceps, ganoderma lucidum, ganoderma lucidum, aconite, special medical food, green algae products, bee products, aloe vera products, green health food, organic products, etc.



Exhibit Category



Nutritional & Health Food

Functional foods, dietary supplements, sports nutrition products, health supplements products, vitamins, protein powder, fish oil products, grape seed capsules, spiro Spirulina, health care wine/tea, OEM/ODM, etc.



Health Equipment & Supply

Home medical instruments, massage apparatus, Chinese medicine physical therapy equipment, moxa products and moxibustion equipment, foot therapy, personal care products, family first aid, health check-ups, rehabilitation training machines, sports and recreation equipment, intelligent medical products, third-party testing, etc.



Maternal & Baby Care

Maternal and child health care products, maternal and child nutrition products, postpartum rehabilitation institutions, medical maternity and wellness centers, menstrual clubs, menstrual health-related management systems and designs, menstrual beauty and skin care, maternal and child family health products, etc.



Show Zones



• International Brands

The show will attract overseas enterprises bringing their leading brands from many countries and regions. In addition, many new products will also make their debut, helping enterprises to fully demonstrate their brand management concepts, expand domestic trade channels, establish their brand image, and have insights into the opportunities of health market in South China.



• Anti-aging & Beauty

This zone converges popular products, technologies and raw materials related to anti-aging beauty products, facial masks, plant essential oils, botanical washes, aromatherapy, Chinese herbal medicine skin care, etc.



• Maternal & Baby Care

It cover maternal and child health food, milk powder, complementary food, natural and organic food, children's dietary supplements, maternal and child institutions and services, etc.



• The Great Bay Pavilion

This pavilion is organized by local associations in Shenzhen, which will invite major brand enterprises to participate in the exhibition. With a unified image, it concentrates on displaying the achievements and product features of local health and nutrition enterprises in Shenzhen.



Events Highlights



World New Retail Leadership Summit

Organized by Guangdong Health Food Industry Association, this summit will bring together domestic new retail experts, research academicians, outstanding enterprises, industry representatives and senior associations to attend the forum, which will strive to help traditional enterprises transform and upgrade through theme sharing, forum discussion and on-site selection.

Innovation on Dual-use Health Food Products Development and Application

In order to further promote the development of dual-use health food industry and build a platform for communication and cooperation between enterprises and experts, this conference will invite well-known experts to give lectures on the topics of R&D of dual-use Chinese medicine, the efficacy of medicinal food ingredients, internationalization, standardization and modernization of Chinese medicine, and provide participants with the most professional and authoritative questions and guidelines.



China Food and Drug Mushroom Industry Development Conference

The conference plays the role of international science and technology innovation in the Great Bay Area, gathering academicians, famous experts, scholars and entrepreneurs in the field of food and medicine mushroom, food processing, biology and big health, sharing the latest research and development results, discussing the opportunities and challenges, and providing a new development perspective for the national food and medicine mushroom seed industry and health industry.

Health China 2030 - Innovation and Development of Health Food

The forum will combine the innovation and development of health ingredients and food ingredients, will invite professors from major universities, leaders of professional institutions to deliver keynote speeches, from different perspectives to discuss special medical food processing technology and product design, machine functional food and other hot topics, the site will gather scientific research institutes, food enterprises to attend the visitors and professional students from higher education institutions in the province. Meanwhile, the Guangdong Institute of Food Science and Technology Annual Conference will also be held on site.



SJGLE Salon - Energy Station

In this salon, there will be deep discussion on different hot topics, including Ejiao, bird's nest soup, eye protection, beauty, weight management and intestinal health. Meanwhile, the representatives of well-known enterprises and industry experts in China will be invited to share different functions and industry trends of various products.

Matchmaking: Supermarket and Pharmacy Chains

In order to further assist exhibitors to expand marketing channels of the supermarket, provide multiple choice of products and decline the purchasing cost, the sponsor will arrange special trade meeting between South China famous merchants and many professional buyers.





Why Shenzhen?



Omni-channel Invitation Unlimited Opportunities

With the help of the 12 years' market resources of HNC in Shanghai and several years' channel resources accumulated in Guangzhou, We carefully screens more than 100,000 pieces of data in its database, and invites the global health care products distributors, agents, retail stores, pharmacy chains/supermarkets, E-commerce/WeChat business and other high-quality buyers in South China.

Cross-border E-commerce



*Listed in no particular order



Distribution Resources from Local Associations

Through the relationship network with Committee of Health Care Consultation, Healthcare Food Profession Association of Guangdong Province, Shenzhen Association for the Development & Promotion of Health Industry, Association of Ophiocordyceps Sinensis in TAR, etc., We jointly organizes its member enterprises and distribution/agents in various regions to form a strong group of professional audience.



International Buyers from Informa Markets

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



*Listed in no particular order



All-media Communication

This show utilizes new media channels, such as TikTok, WeChat, Toutiao, Baidu, Tencent, Xiaohongshu, B2B exhibition platform, , online live broadcast, etc. to create momentum for exhibition and enterprise publicity. Combined with the traditional media, it makes full use of media carriers to realize the integration resource, content, publicity and interests.



*Listed in no particular order

Industry Media/Global Partners



*Listed in no particular order

Shenzhen World Exhibition & Convention Center

Address: No.1 Zhancheng Road, Shenzhen, China

Shenzhen World Exhibition & Convention Center (short for Shenzhen World) is located at the top of the Great Bay Area, the center of the Pearl River Delta and the center of Guangdong Free Trade Zone.

The exhibition complex is adjacent to Shenzhen Baoan International Airport, next to Guangshen Yanjiang Expressway, straight to the subway, connected to the city rail, enjoying extremely convenient transportation capital.

BOOTH PRICING

Hall 7 International Brand Zone

Qualification Requirement:

Pharmaceutical and health care products production enterprises, distribution enterprises and scientific research institutions with Business License.

A Standard Booth

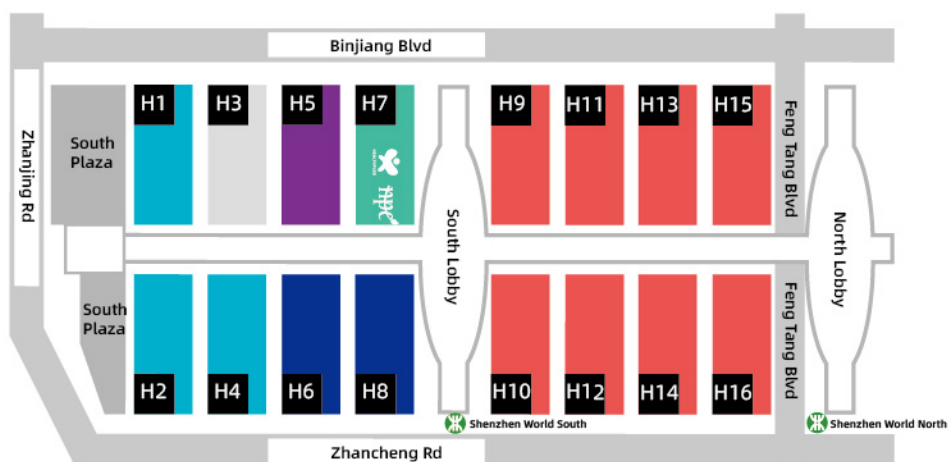
300 USD / sqm

*Start from 9 sqm

B Raw Space

260 USD / sqm

*Start from 27 sqm



Organizers



CCCMHPIE



Sinoexpo Informa Markets

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Co-organizers

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Guangdong Chain Operations Association
Shenzhen Health Care Association
Shenzhen Health Industry Development & Promotion Association