



SHOW PROFILE

HEALTHPLEX EXPO
NATURAL & NUTRACEUTICAL
PRODUCTS **SHENZHEN** 2023

www.hncexpo.com/sz

14-16 December 2023
Shenzhen World

2023



Book Your Stand

Gather to Open Up a New Prospect 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 "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 promoting the development and application of health products, optimizing the industrial structure, guiding 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 usher in greater development opportunities.

Healthplex Expo / Natural & Nutraceutical Products Shenzhen 2023 (HNC Shenzhen), organized by CCCMPHIE and Sinoexpo Informa Markets, will be held at Shenzhen World Exhibition & Convention Center during December 14-16, 2023. 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 to 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 and WeChat-businesses, retail stores, pharmacy chains and supermarkets. In 2023, We will also work with 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, etc.



Shared with

200,000 m²
Exhibition Area

2,000+
Exhibitors

200,000+
Global Buyers

Co-located with

HOTELEX
Shenzhen

Hi Asia China

Fi Asia China

NEI

Visitor Source

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%

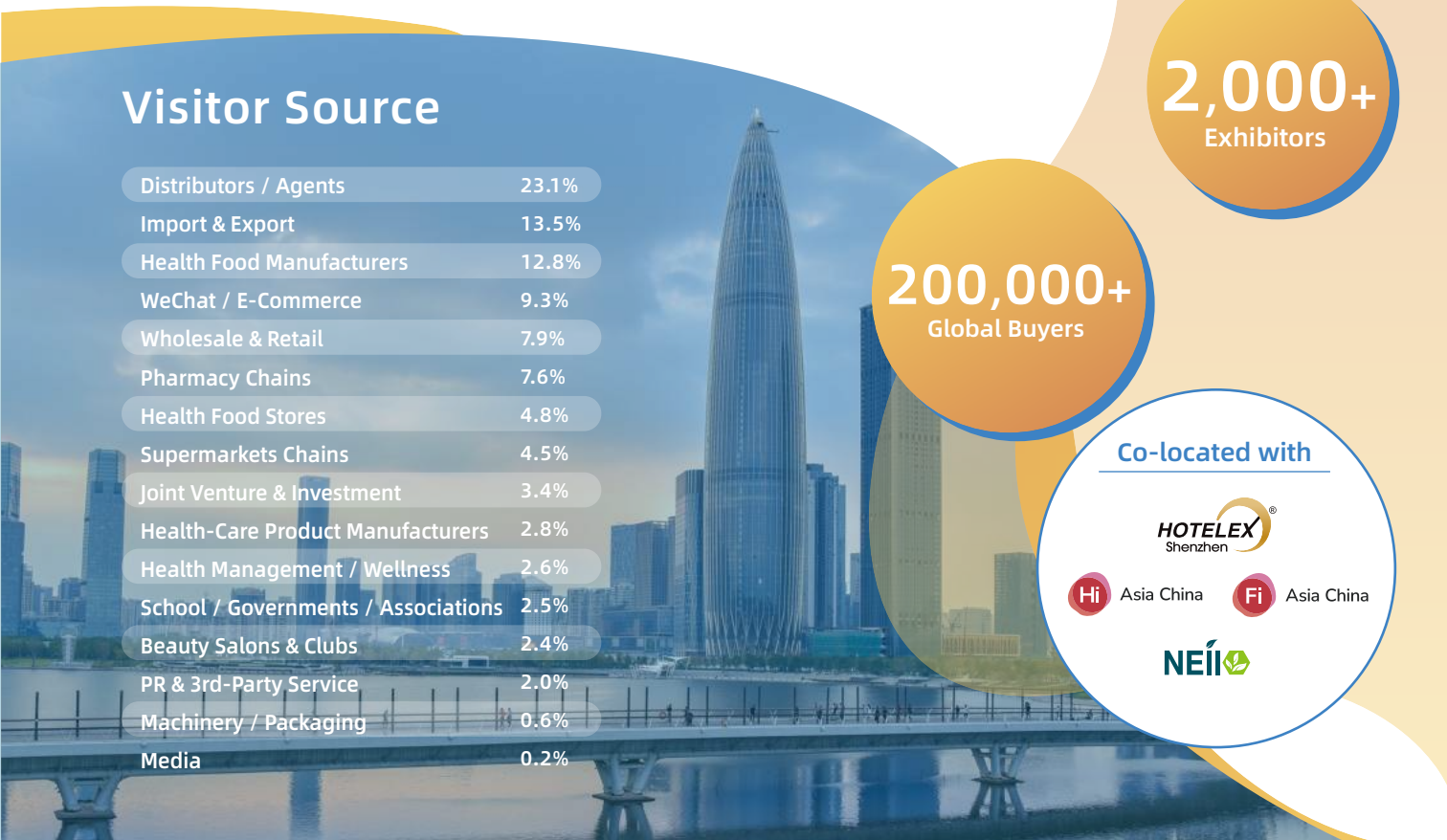




Exhibit Category



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.



Diet Therapy & TCM

Therapeutic and medicinal products, OTC Chinese medicine, ginseng products, cordyceps sinensis, ganoderma lucidum, antrodia cinnamomea, donkey-hide gelatin, special medical food, green algae products, bee products, aloe vera products, fungus products, etc.



Maternity & Baby Care

Maternity, baby and children's health products, nutrition products, postpartum rehabilitation institutions, medical maternity centers, maternity health-related management systems and designs, beauty and skin care, 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.



Beauty & Skin Care

Beauty oral liquids, cosmeceuticals, functional beauty products, anti-aging products, beauty SPA products, breast enhancement and body care, weight loss and slimming, spot and acne removal, detoxification and skin care, medical beauty products, etc.



Healthy Cosmetics

Natural, organic, green and plant-derived cosmetics and raw materials, anti-aging, soothing, nourishing, repairing, sunscreen, freckle removing, whitening, anti-hair loss and other functional raw materials and cosmetics, mild, non-irritating and safe cosmetic raw materials and finished products, corresponding efficacy and safety testing techniques, etc.



Show Zones



International Brand Zone

The show will attract overseas enterprises bringing their leading brands from many countries and regions. In addition, numbers of new products will also make their debuts, 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.



Bee Product Zone

For the first time in Shenzhen, this zone will gather the enterprises in domestic honey industry from breeding to further processing and branding. The Chinese honey industry is striving to take the path of scientific and high-standard development. This appearance in South China will be helpful to expand new channels and new opportunities.



Maternity & Baby Care Zone

This zone features a selection of maternity, baby and children's health food, milk powder, complementary food, natural and organic food, children's dietary supplements, maternity and baby institutions and services, etc.

The Greater Bay Area Pavilion

Led by local associations in Shenzhen, major local brand enterprises will participate in the exhibition, and will concentrate on displaying their achievements and product features with a unified image.



Event Highlights



World New Retail Leadership Summit

Organized by Health Care Food Profession Association of Guangdong Province, the summit will bring together domestic new retail experts, academicians, and delegates from outstanding enterprises, related industries and associations, aiming to help traditional enterprises transform and upgrade through theme sharing, forum discussion and on-site selection.

The 11th Nutraceutical Industry Development Conference (NIDC)

Over the years, this forum has been upholding the original intention of promoting the healthy development of the industry, and has received strong support from government regulators to disseminate relevant policies. The forum will invite government agencies and experts from the State Administration for Market Regulation, the Ministry of Commerce, the Customs, etc. to meet together and answer questions for enterprises on regulatory policies, cross-border e-commerce, market access, development trends and other issues that need to be addressed for products entering China.



2023 International Health and Beauty Innovation Summit

Organized by the Cosmetics Branch of CCCMHPIC, this forum adheres to the concept of bringing high quality beauty products to the world, facing the Greater Bay Area, integrating beauty ingredients and technology, and inviting renowned experts and scholars in the industry and elites from representative enterprises to discuss international development trends, top technologies and innovative tools in the health and beauty industry.

Seminar on Innovation and Development of Health Food

The organizers, with Guangdong Food Association, will jointly hold this seminar, gathering industry colleagues to focus on the innovation and development of health food such as healthy raw materials and food ingredients, and inviting well-known industry leaders to do topic sharing. The seminar will bring together scholars from universities, research institutes, corporate executives, R&D technicians, etc. to discuss and provide new solutions for the professional buyers in South China, including health food and beverages, trendy tea drinks and nutritional health product manufacturers, as well as the wholesalers and distributors of functional food ingredients.



Matchmaking: Supermarket and Pharmacy Chains

To further assist exhibitors in expanding the marketing channels of supermarket and pharmacy chains, provide multiple choices of products and decline the purchasing cost, the organizer will arrange special trade meetings between famous merchants in South China and professional buyers.





Why Shenzhen?



Omni-Channel Invitation Unlimited Opportunities

With the help of over 13 years' market resources of HNC in Shanghai and several years' channel resources accumulated in Guangzhou, We carefully screen more than 100,000 pieces of data in its database, and invite 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, etc., the member enterprises and distributors/agents in various regions are organized into a strong group of professional audiences.



International Buyers from Informa Markets

The organizers 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.



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 Greater 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

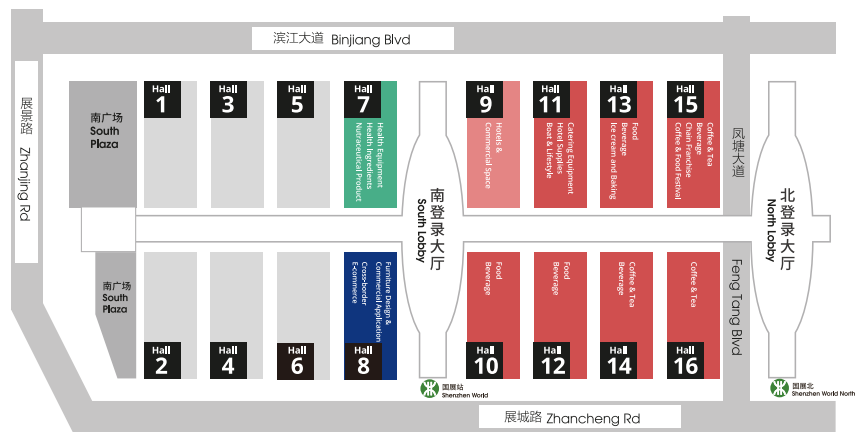
300 USD / sqm

*Start from 9 sqm

B Raw Space

260 USD / sqm

*Start from 27 sqm



Organizers



CCCMHPIE

sinoexpo
informamarkets

Sinoexpo Informa Markets

Co-Organizers

Health Care Food Profession Association of Guangdong Province
Guangdong Chain Operations Association
Shenzhen Health Care Association
Shenzhen Health Industry Development & Promotion Association

Support by

China Bee Products Association

Contact Us

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