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2023
6.19-21

Healthplex Expo 2023 **Natural & Nutraceutical Products China 2023**

National Exhibition and Convention Center (Shanghai)

POST SHOW **REPORT**



EXHIBITION REVIEW

01

"Healthplex Expo 2023, Natural & Nutraceutical Products China 2023" (HNC 2023) was held concurrently with Hi & Fi Asia-China and ProPak China & FoodPack China, bringing together nutraceuticals, healthy natural ingredients, food ingredients, natural products, plant-based products and food processing & packaging machinery across the entire food industry chain. With a total exhibition area of 150,000 square meters, the series shows occupied 6 exhibition halls at the National Exhibition and Convention Center (Shanghai), welcomed more than 2,000 renowned domestic and international exhibitors and attracted 76,796 professional visitors, presenting a comprehensive picture of the booming upgrading in the health industry!

Over the years, HNC had worked hand in hand with the industry, enduring the challenges of the industry's early development and rise and decline, witnessing the dividends of the times, and staying true to its original aspiration even in the face of the three-year shockwave of the pandemic. Trusted and supported by exhibitors and buyers at home and abroad, HNC gathered top players in the field of nutrition and health this year. Multiple high-quality and visually appealing health and nutrition products made their debuts, among which includes a wide range of popular products, such as meal replacements, functional gummies, oversea dietary supplements, domestic blue-hat health products, FSMPs, nourishing health products, healthy snacks, healthy drinks, organic and natural foods, plant-based products, etc. HNC 2023 featured stunning appearances by leading brands from both domestic and international markets, captivating the visitors with their impressive products. Additionally, there were emerging brands and outstanding international brands introducing new products, infusing the industry with innovative ideas and new forms of business.

Furthermore, the international brand area welcomed the Australian pavilion as well as notable enterprises from the United States, Germany, Singapore, Japan, New Zealand, South Korea, Malaysia, etc., to showcase their superior products to domestic buyers. High-quality health products with unique regional characteristics and geographical features could be found in Jilin pavilion, Zhejiang pavilion, Shandong pavilion and China boutique area.

Meanwhile, HNC had undergone comprehensive upgrades and strengthened its role as an industry benchmark as it sought to spur industry development and help exhibitors and buyers keep abreast of the latest trends in the health industry. HNC collaborated with industry associations, international committees, industry alliances, certification centers, research institutions, and industry medias, inviting domestic and foreign experts, scientific researchers, corporate executives, data analysts, university professors, consultants, etc. to address 15 major themes, involving insights into health industry trends, FSMP regulations, innovative R&D of health products, brand marketing practices, ginseng's health development, FMCG innovation, dietary supplement industry standards, etc.



FEATURED EXHIBITORS

| | | | | | | | |
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*The list is in no particular order

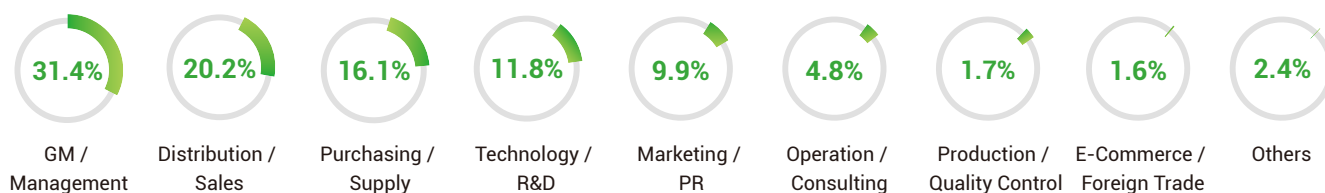
02

VISITOR ANALYSIS

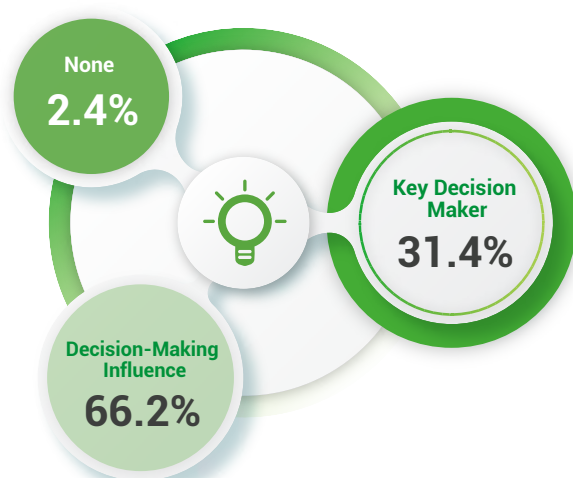
*According to the Statistics of Visitor Survey



Visitor Position



Decision-Making Power



Visitor Source





Visiting Purpose

| | | | | | | |
|--|------|------|------|-------|-------|-------|
| Procurement / Quotation | 0.1% | 0.8% | 2.6% | 21.6% | 31.6% | 43.3% |
| Seeking Distributors / Agents / Partners | 0.2% | 0.5% | 2.4% | 15.9% | 39.4% | 41.6% |
| Seeking New Products | 1.9% | 3.9% | 8.0% | 16.8% | 21.8% | 47.7% |
| Attending Onsite Events | 3.6% | 5.2% | 9.4% | 17.1% | 22.9% | 41.9% |
| Collecting Market Information | 0.3% | 2.8% | 8.8% | 20.1% | 21.5% | 46.6% |
| Strengthening Ties with Suppliers / Partners | 1.9% | 4.4% | 8.4% | 18.5% | 22.9% | 43.8% |

0
 1
 2
 3
 4
 5

(0-N/A; 1-Not achieved at all -- 5-Fully achieved)



Visitors Were Looking For

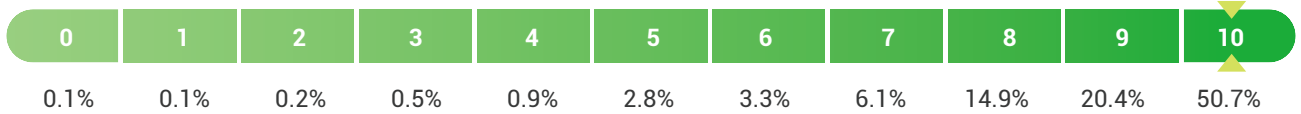
| | |
|------------------------------|-------|
| Dietary Supplements | 13.5% |
| Functional Foods | 10.3% |
| Health Foods | 8.7% |
| Nutrient | 8.6% |
| Fortified Foods | 8.4% |
| Natural Products | 8.1% |
| Nutrition Tonics | 7.4% |
| TCM | 6.5% |
| Organic Products | 6.2% |
| Beauty Products | 6.1% |
| Nutraceutical Ingredients | 4.9% |
| Sleep Aid Products | 4.4% |
| Home Medical Supplies | 3.2% |
| Functional Water & Equipment | 1.8% |
| Healthcare Textiles | 1.2% |
| Others | 0.7% |





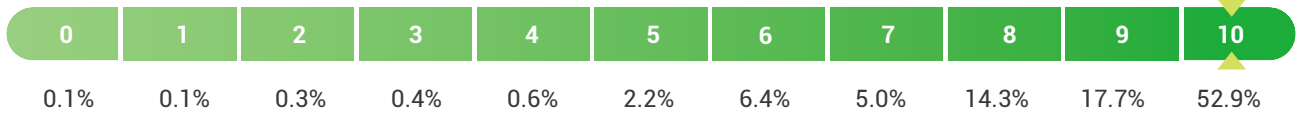
Satisfaction with the Experience at HNC 2023

[0 – 10] (Extremely dissatisfied – Extremely satisfied)



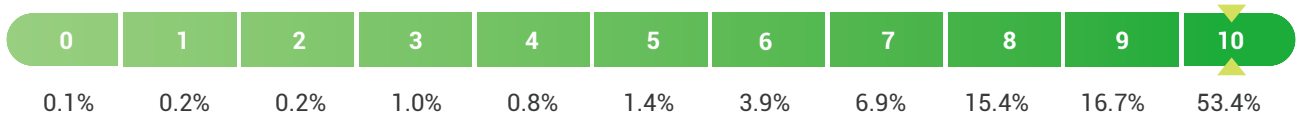
Possibility to Visit HNC Again

[0 – 10] (Impossible – Quite possible)

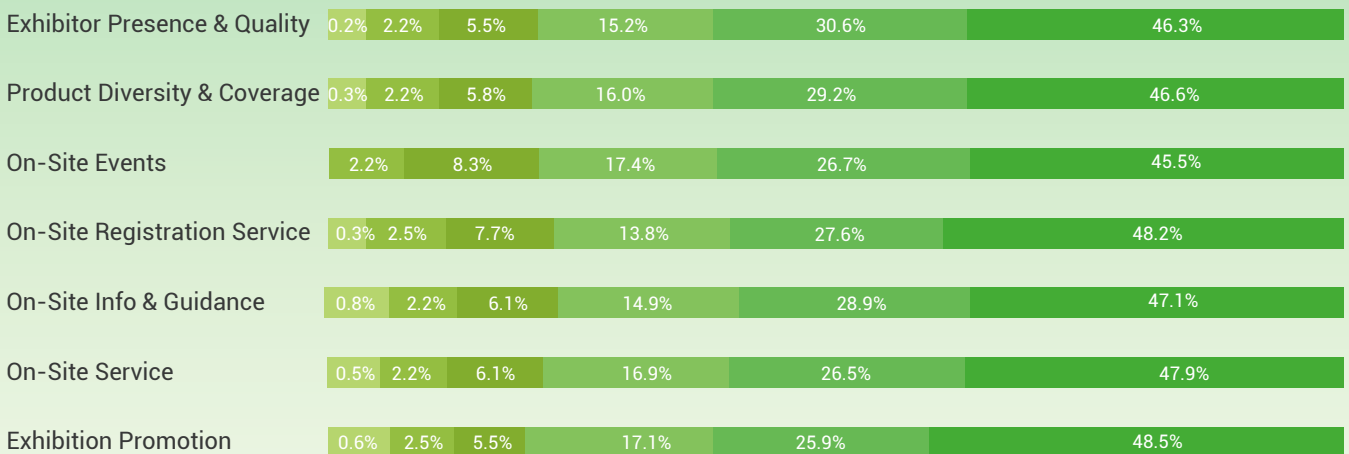


Possibility to Recommend HNC to Friends or Colleagues

[0 – 10] (Impossible – Quite possible)



Satisfaction with HNC 2023 in Following Aspects



0 1 2 3 4 5

(0-N/A; 1-Extremely dissatisfied -- 5-Extremely satisfied)



单位
公室

之旅
终点

Terminal

现场论坛区
Onsite Conference Area

| Nutraceutical / Dietary Supplement | Functional Health Food | OEM / ODM / R&D | Natural & Organic Product | Healthcare Product | Nutrition Education / Consultation / Service | Others |
|---------------------------------------|---------------------------|-----------------|------------------------------|-----------------------|---|--------|
| 27.4% | 24.0% | 19.7% | 15.5% | 2.7% | 1.1% | 9.6% |

现场活动区
Onsite Activity Area

Exhibit Categories

.1 馆

NH 馆

天然原料、食品配料

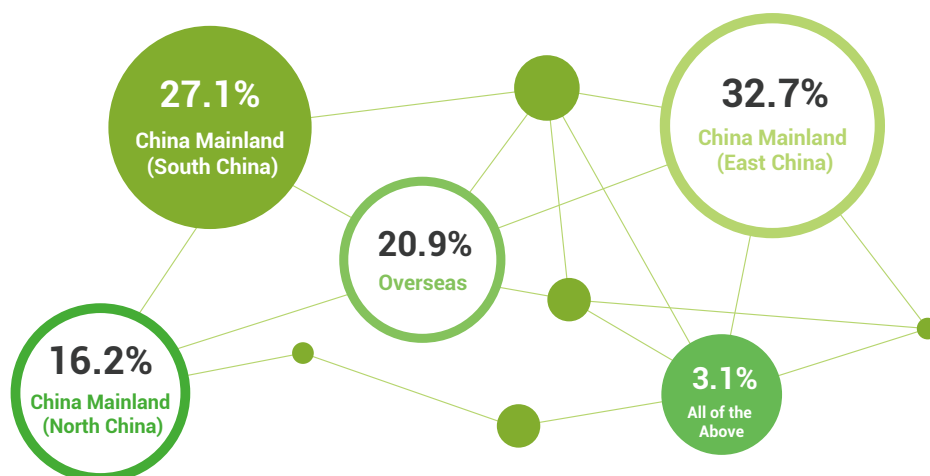
天然产品、植物基

Natural Ingredients

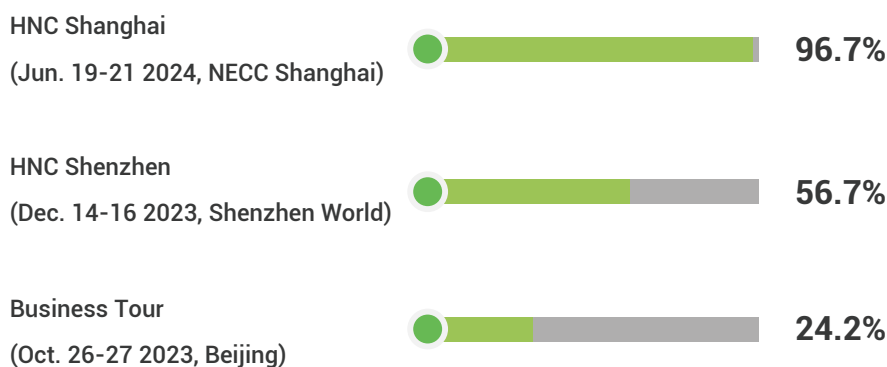
Healthy Food / Plant-based Food



Market Which Exhibitors Focus on



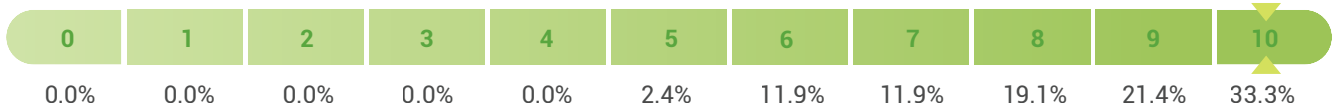
Possibility to Participate in HNC Series Exhibitions or Events





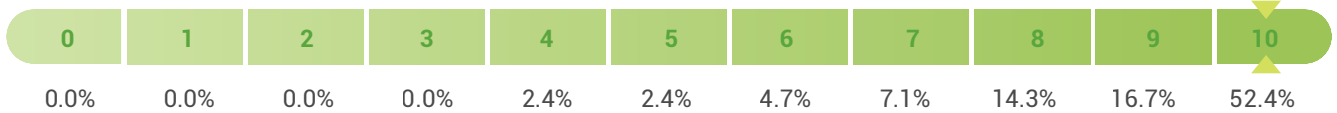
Satisfaction with the Experience at HNC 2023

[0 – 10] (Extremely dissatisfied – Extremely satisfied)



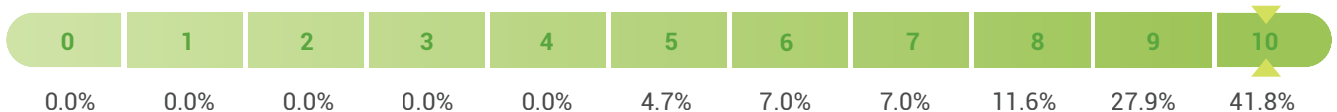
Possibility to Exhibit in Next Edition

[0 – 10] (Impossible – Quite possible)

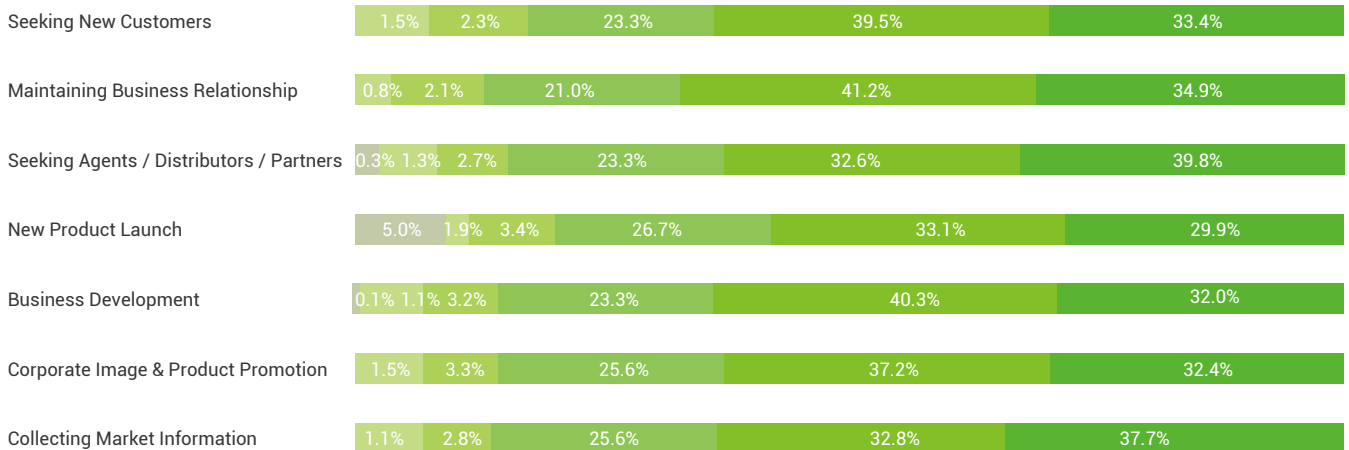


Possibility to Recommend HNC to Friends or Colleagues

[0 – 10] (Impossible – Quite possible)



Exhibiting Purpose



0 1 2 3 4 5

(0-N/A; 1-Not achieved at all -- 5-Fully achieved)



04



ONSITE EVENTS[•]

The 10th NIDC Forum

Organizers: CCCMHPIE / Sinoexpo Informa Markets

Co-Organizer: The Dietary Supplement Professional Committee of CCCMHPIE

China is active in the global nutrition and health industry, both as the main producer and supplier of raw materials and as one of the consumer markets with the greatest potential for industrial development. Facing new opportunities and challenges, the NIDC Forum successfully ushered in its 10th edition from June 19th to 20th.

The forum gathered government leaders, industry experts and business representatives. From multiple dimensions such as regulations and policies, industrial development, market hotspots, and industrial innovation and R&D, 15 speakers analyzed the industry status quo and clarified the direction of industrial development, to promote the healthy and sustainable growth of the industry. The forum attracted approximately 200 attendees.



5th Forum on Nutrition and Special Foods - New Compliance, New Technology and New Communication

Organizer: China Health Culture Association

Co-Organizer: China Health Culture Association Nutrition and Special Food Professional Committee

The forum covered the latest industry policies, popular fields, R&D, practical application, digital communication, etc., and gathered authoritative experts, scholars and business representatives, building an efficient interactive communication platform to share information and propel development. The speeches revolved around the "Overview of the Progress in the Establishment of China's Probiotic Standards and Regulations", "Review of Hotspots and Innovative Development of Special Foods", "Registration of Special Foods" and other policy interpretations and trend analysis. Furthermore, the speeches also involved the "Application of LC-MS", "Latest Research Trends on Krill Oil and Application of Functional Foods", "Synthetic Biotechnology Empowers the Industrialization of NMN", "AI-Driven Digital Communication of Healthy Foods" and other themes on technological applications and market promotion. The atmosphere was lively, and all the attendees gained a lot.



10th 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 June 19th, the series of activities of the forum were successfully held. In the morning, "Resist Excessive Packaging and Advocate Green Consumption - The 10th China Nutrition and Healthcare Industry Summit Forum & 2023 Green Supply Chain Development Forum" invited experts from the nutrition and health industry involving well-known manufacturing enterprises, food packaging enterprises, design units, etc. to discuss about green supply chain, green packaging and green design together, gain insight into future trends, and explore new paths for product packaging innovation and development. In the afternoon, "Emerging Good Dietary Nutritional Products - The 10th China Nutrition and Healthcare Industry Summit Forum & The 4th Yangtze River Delta Nutrition and Health Food R&D Innovation Forum" brought together authoritative experts and business representatives from all over the country to share exciting contents and topics, and probe into the way of innovation and development of dietary nutritional products. The forums attracted more than 250 participants.



14th Innovation Hub for Nutrition and Health Food - Insights and Innovations in the Health Food Industry in the New Era

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

With its unique perspective and rich resources, the Innovation Hub gathered industry elites from home and abroad. As an influential professional release and exchange platform for industry innovation trends and investment market information, the "14th Innovation Hub for Nutrition and Health Food - Insights and Innovations in the Health Food Industry in the New Era" held on June 19th was rich in content, including interpretation of regulations, market analysis, experience and achievement sharing, as well as the latest digital application display and innovative technology outlook. Leaders, experts, scholars and well-known corporate executives presented a wide range of topics. Through multi-dimensional, multi-angle and multi-level discussions, speakers comprehensively analyzed the development and innovation of the health food industry in the new era.



7th Forum on Foods for Special Medical Purpose

Organizers: CCCMHPIE / Sinoexpo Informa Markets

Co-Organizer: The Dietary Supplement Professional Committee of CCCMHPIE

The forum was successfully held on the afternoon of June 20th. Nearly 100 experts, associations, leading enterprises from China CDC, China Nutrition and Health Food Association, Nestlé (China), Xi'an Libang, Abbott, Daisy, etc. participated in the event to exchange the latest policies, analyze the market demands, explored new areas, and talk about the development of the industry. The topics covered the R&D of FSMP, the application of FSMP in elderly market, FSMP market analysis, the production process, etc. The presentations were brilliant, and the delegates gained a lot, attracting nearly 150 attendees.



2023 National Health Forum on Low GI, Whole-Grain and Plant-Based Foods

Organizers: CCCMHPIE / Global Nutrition Alliance (Beijing) Technical Training Center / Global Green Union (Beijing) Food Safety Certification Center / Sinoexpo Informa Markets

The forum focused on the certification and sign application of low GI, whole grain and plant-based food, the interpretation of the group standards of plant-based food, industry development report, product innovation and development, market analysis, etc., displaying frontier wisdom, new technology, and achievements in scientific research. We expect more low-GI healthy foods and are committed to creating a better future for the industry.

The forum was full of big names and guests, attracting industry experts, nutrition and health professionals, food companies and media reporters from all over the country. Representatives from well-known enterprises such as COFCO, Yili, Yihai Kerry, etc. attended this forum. More than 250 professional audiences joined the forum.



2023 FMCG Health Industry Innovation Forum

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

On the afternoon of June 20th, executives from Hengmei, Ruoyuchen, Yakult, BIOHIGH, IFF and other famous enterprises generously shared the latest trends in FMCG and health industry. Hengmei analyzed how ODM companies could serve the brands in functional food area from the three dimensions of demand, product and brand. Ruoyuchen shared the topic "Observation on the E-Commerce Operation of Nutrition and Health Products in 2023". Yakult analyzed the development trend of China's probiotics industry and introduced their innovative practices in China. BIOHIGH gave a speech on "Insights into healthy dietary consumption in the Post-Epidemic Era". IFF made a wonderful presentation on "Global Resources, Dive Deep into Local Market - Global Scientific Industry Chain of IFF Howaru Probiotics". The speeches lit up the atmosphere and attracted nearly 200 attendees.



2023 China Jilin Ginseng Health (Shanghai) Forum

Organizers: Jilin Traditional Chinese Medicine Health Industry Association / Jilin Industry Injury and Fair Trade Investigation Service Center / CCCMHPIE / Sinoexpo Informa Markets
Co-Organizer: Chinese Medicine and Culture

On June 19th, the first China Jilin Ginseng Health (Shanghai) Forum was successfully held, attracting more than 100 participants from more than 60 related units in China and Japan. The forum invited Yan Shiyun, a master of TCM, Fang Tufu, an expert in wild ginseng, Jia Yunfeng, a member of the expert committee of UNWTO, and Wang Wenjiang, Deputy Chief of Fusong County, Jilin Province, to give keynote speeches, and gathered representatives from four ginseng companies to give on-site promotions. Zhu Guizhen, Vice President of Jilin Traditional Chinese Medicine Health Industry Association, had a dialogue with guests from the Institute of Science, Technology and Humanities of Shanghai University of Traditional Chinese Medicine and other foreign institutions. The forum was well-attended, and the audiences and guests discussed the prospects of industrial development. On June 20th, Jilin ginseng enterprises made a global live broadcast at HNC.



Business Tour · The 5th Health Brand Marketing Practical Application Forum - The Product Planning and New Media Marketing of "Super Factory"

Organizers: Zhongze Media / Sinoexpo Informa Markets

On the afternoon of June 20th, Business Tour · The 5th Health Brand Marketing Practical Application Forum - The Product Planning and New Media Marketing of "Super Factory" once again empowered the brand marketing in the health industry, provided a professional, equal and efficient communication platform for industry colleagues and upstream and downstream partners, and became a benchmark forum in the industry, helping enterprises continue to grow. The guests of this forum were composed of marketing experts and advisors from Cliff School of Positioning, Yunshan China, Zhongze Media, and Project 985 universities, sharing topics involved the creation of popular products, interpretation of the consumer market, marketing strategy, in-depth operation, analysis of new growing channels, etc., and exploring new opportunities and new developments with everyone. The atmosphere was great with constant interactions, attracting nearly 200 audiences.



"USP Dietary Supplement Standards and Quality System Certification" Seminar

Organizer: United States Pharmacopeial Convention (USP)

As a globally recognized quality standard setting organization for medicines, dietary supplements and ingredients, USP held a seminar on the morning of June 20th. Senior experts from USP China/USA, industry associations, as well as senior executives of manufacturing enterprises, technical departments, foreign trade departments, quality departments, and leaders from related affairs such as international registration and regulations, etc. were all present. In-depth exchanges and discussions were carried out on the quality standards of dietary supplements, quality system management, certification, export declaration, etc., aiming to boost public health by improving the product quality of Chinese dietary supplement and ingredient manufacturers, and enhancing their position and competitiveness in the international and domestic markets.



Origin from Norway - Norwegian Health Products Promotion Seminar

Organizer: Innovation Norway

Co-Organizers: Royal Norwegian Consulate General in Shanghai / CCCMHPIE

In recent years, due to the unique natural resources and sustainable development values, Norwegian health products have been widely welcomed and recognized in the Chinese market, famous for high quality, natural ingredients and strict production standards. On the morning of June 20th, Innovation Norway and Royal Norwegian Consulate General in Shanghai, together with renowned Norwegian health brands such as Aker Biomarine, Arctique, Aurora, Flokk, Hurra, Norsund Gruppen, NYO3, Arctic Bioscience, etc., attended the seminar. The brand representatives took turns to give appealing and professional speeches, sharing the history of brands' exploration and development, as well as the product functions, characteristics and quality, and the future direction of sustainable development.



New Nutrition College Private Meeting: Inverse Growth and Nutrition Explosion of Healthy Aging

Organizers: Xinyinyang.com / Sinoexpo Informa Markets

On the afternoon of June 20th, at the 17th New Nutrition College Private Meeting, the participants comprehensively discussed the development status and prospects of the anti-aging market, studied the way of "healthy aging", and jointly pursued a healthy lifestyle with consumers. Representatives from enterprises shared topics such as "homology of medicine and food", "microcapsule technique application", "VERISOL® - beauty elements from the inside out", "the latest research trends on krill oil and application of functional foods", "anti-aging growth and sport nutrition", "million-level consumption growth, innovation breakthroughs and evolution of oral beauty products", etc. The industry colleagues interacted to discuss future development plans.



Business Matchmaking: Supermarket / Pharmacy Chains

Organizers: Shanghai Business Information Centre Co., Ltd. /

Shanghai Pharmaceutical Trade Association / Sinoexpo Informa Markets

This year, the business matchmaking invited more than 20 distributors from supermarket chains and pharmacy chains to have face-to-face exchanges with more than 80 exhibitors. The on-site atmosphere was active, and the negotiations were efficient.



Hi Health Gala Dinner

The "Hi Health" Gala Dinner, jointly organized by CCCMHPIE and Sinoexpo Informa Markets, was held on June 19th, 2023 in the Grand Ballroom of InterContinental Shanghai Hongqiao NECC. Themed "A Starry Promise, Lighting up the Future", the gala dinner invited distinguished enterprise representatives, industry associations, government agencies, medias and experts to make a starry commitment and witness the shining achievements. The gala was vibrant, featuring dynamic and ingenious performances, interactive activities, and exchange of ideas, ensuring that every guest had a delightful and memorable evening, returning with a sense of fulfilment.

Over the years, HNC has experienced the early development and ups and downs of the industry. Remaining steadfast to its original aspiration and continuously exploring in the health field, HNC has become an iconic brand exhibition. Moving forward, we will continue to seek breakthroughs and advancements, and write a brilliant chapter for the future together with domestic and oversea partners, exhibitors, and industry colleagues!



05 | EXHIBITOR QUOTES



01



Sirio Pharma Co., Ltd.

As the largest and most influential nutrition and health product exhibition in the country, HNC is dotted with highlights and surprises at every turn. We sincerely appreciate HNC providing such a grand platform for the industry communication and exchange. And we look forward to more surprises delivered by HNC in 2024.

03



Cosmaxnbt Shanghai Co., Ltd.

We appreciate that HNC has provided a platform for manufacturers and traders to demonstrate brands and strength for more clients and consumers. Apart from that, we have communicated with industry colleagues, displayed our high-quality products and productivity, and then established partnership with potential clients. At the same time, we have benefited a lot from the conversations on market trends, making the participation more valuable. Cosmaxnbt expects to maintain sound cooperation relationship with HNC to jointly create a prosperous future.

02



Jiangsu FTCM Life Science & Technology Development Co., Ltd.

FTCM is leading in developing and manufacturing functional foods for health in China. We are delighted to be invited to HNC. This year, we've found that HNC has attracted targeted customer groups, providing us with good opportunities to display products and contact customers. During the exhibition, we have further consolidated the cooperations and received contact information of many more potential clients. In addition, the products and technologies displayed have also gained lots of positive feedbacks, which is of great benefit to us in enhancing our brand awareness. We look forward to participating in HNC again.

04

BLACKMORES®

BLACKMORES

As Australia's leading brand of natural nutrition and health products, Blackmores has been very active in participating in HNC. We have utilized this platform to communicate with experts from all the fields in the industry and keep track of the latest trends of development. Moreover, we have interacted with staff from government agencies and industry associations to understand industrial policies, and communicated with customers to convey health concepts by introducing brand ideas and new products. We appreciate that the organizers have provided such an exchange platform and wish HNC a brighter future!



05



Australian Government
Australian Trade and Investment Commission

Australian Trade and Investment Commission

Representing the Australian government, we are glad to join HNC this year. We would like to thank the organizer for arranging a suitable position for us, which has attracted quite a lot of customers for our 15 brands. We appreciate the attentive services and the opportunities for overseas enterprises to carry on business and trade activities here.

06



Wuhan Senlan Biotechnology Co., Ltd.

Senlan is delighted to be here and has participated in HNC for 7 consecutive times. As a leading ODM enterprise of functional nutrition food, we have been continuously growing and innovating in the functional food and nutrition industry, providing customers with the latest and optimal product solutions. Since 2019, Senlan has begun its strategic layout in three directions, including sports nutrition food, baby & infant supplementary food, and nutritional supplements for pregnant and lactating women, and has officially entered the children's nutritional supplement market this year. At HNC 2023, we have focused on children's new demands for nutrition for the first time, bringing the innovative ODM solutions on liquid vitamins and minerals, which has drew lavish praise and received widespread attention. We much appreciate the professional platform offered by the organizer, and look forward to further cooperation next year.

07



IVC Nutrition Corporation

HNC 2023 is one of the large-scale offline exhibitions resumed after the pandemic, serving as an essential platform in the health industry. HNC has provided IVC with an opportunity to communicate with other quality brands. As a global leading CDMO enterprise, IVC provides complete supply chain solutions, possesses advantages in the formula and taste of products, and helps clients develop a new industrial landscape.

08



华润圣海健康科技有限公司
China Resources Shenghai Health Technology Co., Ltd.

China Resources Shenghai Health Technology Co., Ltd.

As a professional dietary supplement manufacturer, we are very pleased to take part in HNC. At the exhibition, we have made face-to-face communication with many experts, scholars, partners and industry colleagues, and learned more industry information and scientific research results. In the meantime, we have also enabled potential customers worldwide to know about China Resources Shenghai, and reached some cooperative Intentions. In the future, we will continue to deliver high-quality products and services. We expect to see you again!



Healthplex Expo Natural & Nutraceutical Products Shenzhen 2023

December 14-16, 2023

Shenzhen World Exhibition & Convention Center



Healthplex Expo 2024 Natural & Nutraceutical Products China 2024

June 19-21, 2024

National Exhibition and Convention Center (Shanghai)



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