

Shenzhen International Nutrition and Health Industry Fair

14-16 December 2023

Shenzhen World Exhibition & Convention Center



POST SHOW
REPORT

EXHIBITION REVIEW

"Shenzhen International Nutrition and Health Industry Fair" is a series of food and pharmaceutical exhibitions integrated by Sinoexpo Informa Markets: Healthplex Expo / Natural & Nutra-ceutical Products Shenzhen (HNC Shenzhen), Hi & Fi Shenzhen, and NEII Shenzhen, committed to creating a one-stop business platform for the health industry chain in South China. This fair, together with Hotelex Shenzhen, Shenzhen International Hotel and Commercial Space Expo, The Lifestyle Show Shenzhen, etc., jointly created the "Connexion ShenZhen", a tailor-made and comprehensive mega-exhibition to Shenzhen covering nutrition & health, hotel catering, coffee & baking, commercial space, custom upholstered furniture, and lifestyle, motivating the whole upstream and downstream industry chain.

The "Connexion ShenZhen" in 2023, which took place in 10 halls with a total area of 200,000 square meters at the Shenzhen World Exhibition & Convention Center, has attracted more than 100,000 domestic and oversea professional buyers from industries including health, hotel, design, furniture, etc., achieving new breakthroughs and new leaps in the economy and trade of the Guangdong-Hongkong-Macao Greater Bay Area!

The Shenzhen International Nutrition and Health Industry Fair welcomed professionals from over 40 countries and regions including Chinese Mainland, Hong Kong, and Taiwan, as well as



Malaysia, USA, Australia, South Korea, Japan, etc. Leading enterprises in the health field gathered at HNC Shenzhen, Hi & Fi Shenzhen and NEII Shenzhen to form an industrial interconnection, presenting products of health care, tonics, beauty, skincare, as well as natural ingredients, food ingredients, natural extracts, health product ingredients. In addition to the popular functional gummies, probiotics, plant-based drinks, diet foods, vitamins, dietary supplements, registered blue-hat products, plant extracts, NMN raw materials, etc., there were health equipment exhibiting together including massage chairs, massage guns, home therapy instruments, etc. available for onsite experience.

Multiple summits, symposiums and new product launches were held during the exhibition. Focusing on the future of health industry in the Greater Bay Area, the innovative applications of health ingredients & technologies, trading policies of health care products, health food innovation, new channels of nutrition and health food, etc., the exhibition brought together industry associations, universities, research institutions, well-known media, and new media platforms, collaborating with internal and external industry experts, researchers, corporate executives, data analysts, university professors, and consultants, to talk about the future of the industry.



FEATURED EXHIBITORS

The list is in no particular order

 AUCRIOSTE® Nourishment 澳克罗健	 ERA	 REAPS	 USETH® 美国环球制药 上海显龙生物科技
 WRIGHT LIFE 萊特維健®	 美太	 柏维力 BRAVEIY	 微量元素集团 TRACE ELEMENTS GROUP
 ROJOBIO 奥健生物	 innoBio® 医诺	 Arkhum 阿卡姆(山东)康家科技发展有限公司	 永安康健
 禹王制药 YUWANG PHARMA	 东阿阿胶 DEEJ	 威士雅®	 科萃药业
 仁和集团 Renhe Group	 利伟保健 Dr. Leawell	 MCKIN 麦金利®	 泓寿
 固德前健 GUODEQIANJIAN	 菌钥大健康 FERMENTED TRADITIONAL CHINESE MEDICINE	 仙芝楼 GanoHerb	 herbo 天行健 TIANXINGJIAN
 比灵配料 BIOLINK	 Ciyuan	 蓬莱海洋 Penglai Marine	 鲁华生物 Luhua Biomarine
 曼尔发 ASTALPHY	 Summit Ingredients	 BAK 贝欧尔美	 粤辉® YUEHUI
 开普勒生物 KEPLER	 伍星生物 WUXING BIOTECHNOLOGY	 共晶科技 CoCrystal Technology	 JIAHERB essentials of nature
 JINTZ 青智	 仙菜中药	 森弗 SCIPIAR	 斯諾特生物 Simote Bio-Tech

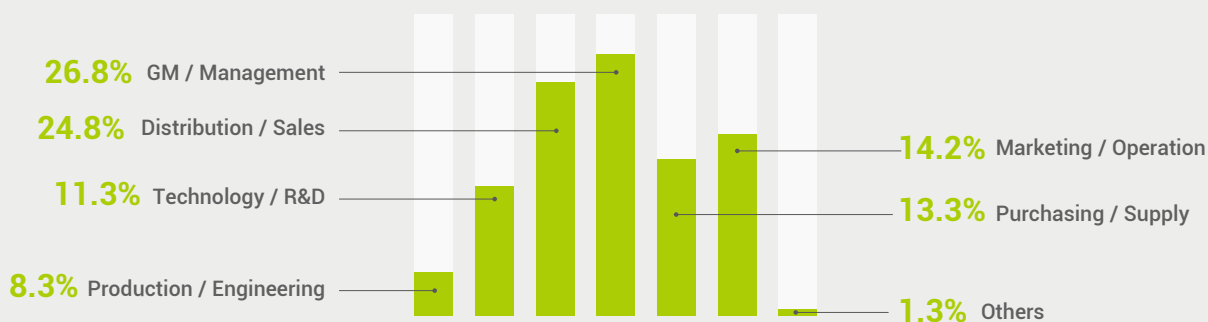


VISITOR ANALYSIS

*According to the Statistics of Visitor Survey



Visitor Position





Visitor Source



Health & Nutrition
Enterprise



Retailer /
Supermarket



Distributor / Agent /
Wholesaler



Food & Beverage
Product Enterprise



Food Ingredient /
Natural Extract Enterprise



Import /
Export Trade



Beauty /
Cosmetics Enterprise



Pharmaceutical /
Biopharmaceutical Enterprise



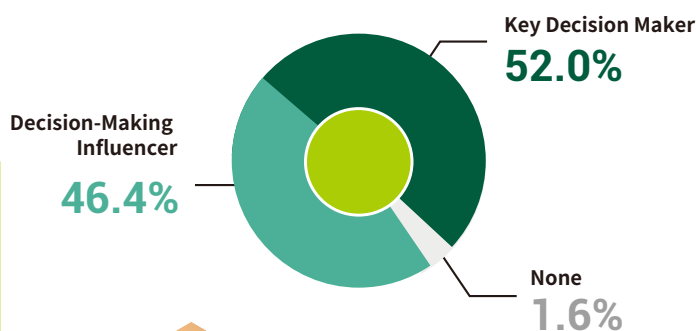
Government /
Association / Media



Others



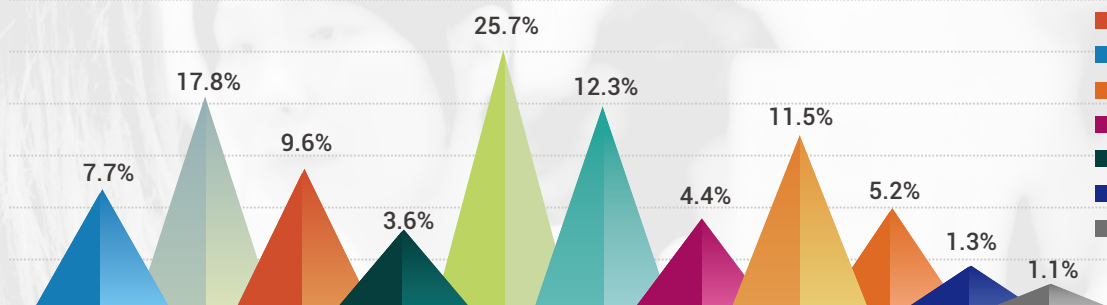
Decision-Making Power





Visitors Were Looking For

- Functional Foods
- Nutrient / Fortified Foods
- Natural / Food Ingredients
- Natural Extracts
- Health Foods
- Health Tonics
- Nutraceutical Ingredients
- Beauty Products
- Natural & Organic Products
- Home Medical Supplies
- Others



Visiting Purpose

Not achieved at all - Fully achieved

Procurement / Quotation



Seeking Distributors / Agents / Partners



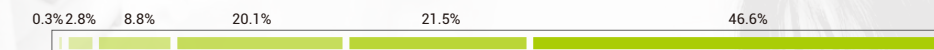
Seeking New Products



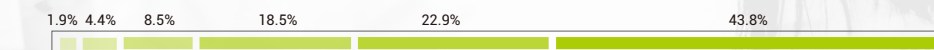
Attending Onsite Events



Collecting Market Information



Strengthening Ties with Suppliers / Partners



Satisfaction with the Exhibition in Following Aspects

Extremely dissatisfied - Extremely satisfied

Exhibitor Presence & Quality



Product Diversity & Coverage



On-Site Events



On-Site Registration Service



On-Site Info & Guidance

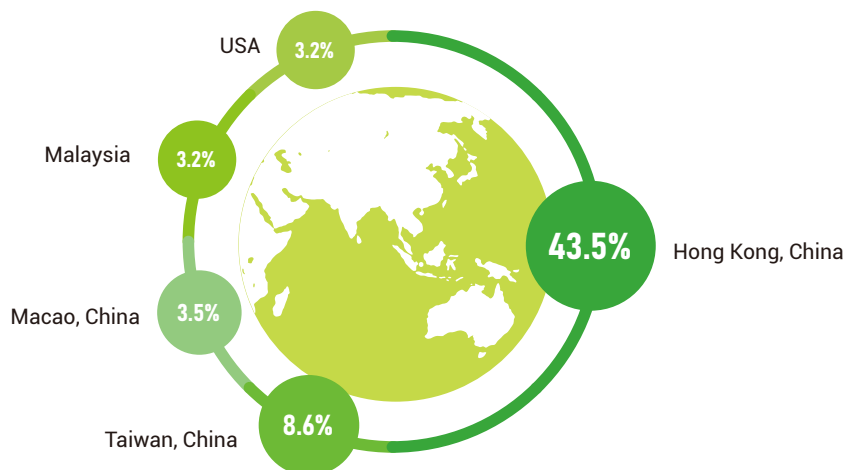


On-Site Service

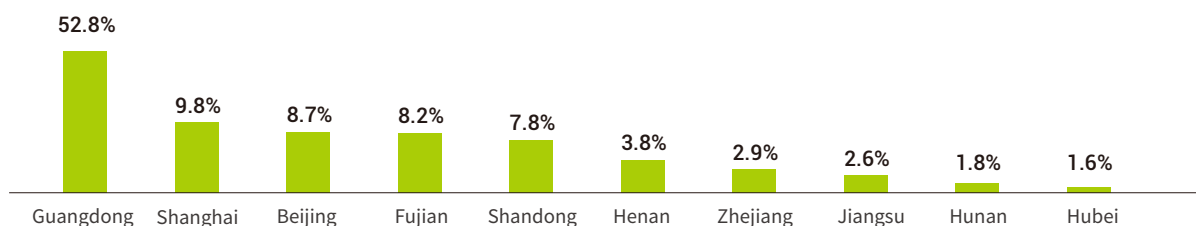




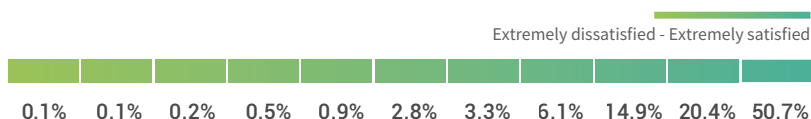
Top 5 Visitor Source Region from Overseas & Hong Kong, Macao and Taiwan of China



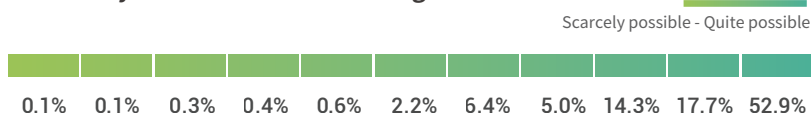
Top 10 Domestic Visitor Source Region



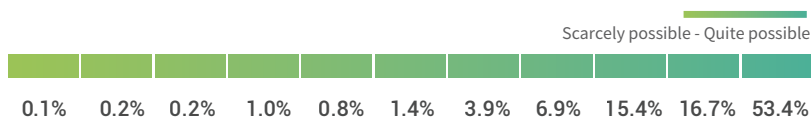
Satisfaction with the Experience at the Exhibition



Possibility to Visit the Exhibition Again



Possibility to Recommend the Exhibition to Friends or Colleagues

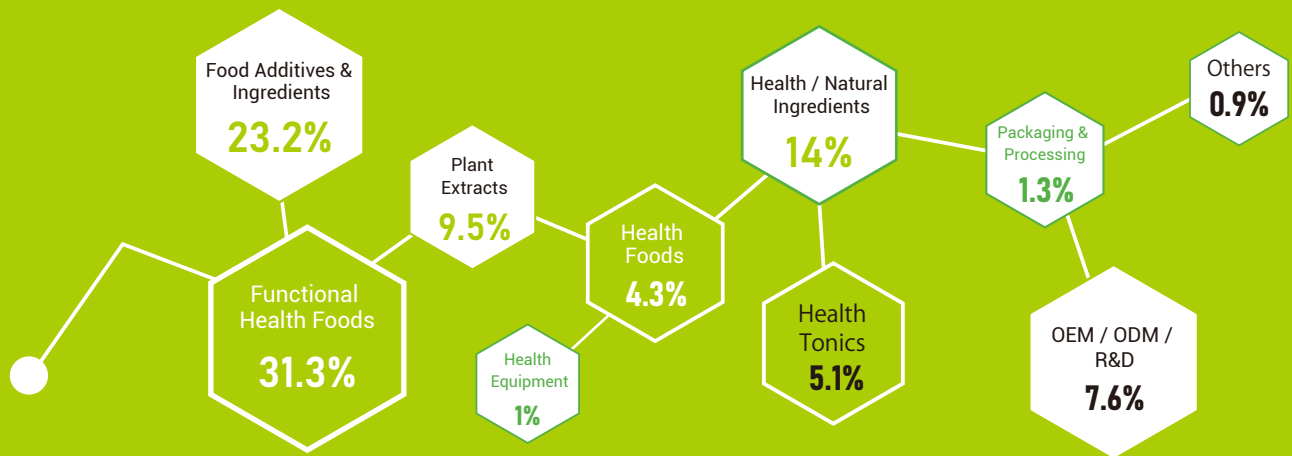


EXHIBITOR ANALYSIS

*According to the Statistics of Exhibitor Survey

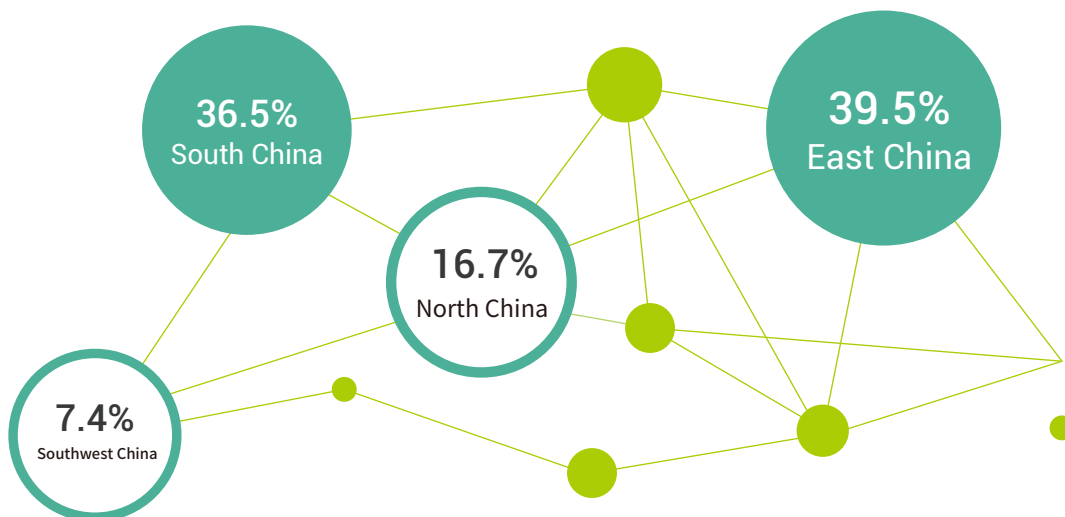


Exhibit Categories



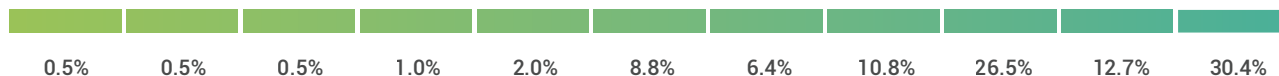


Market Which Exhibitors Focus on



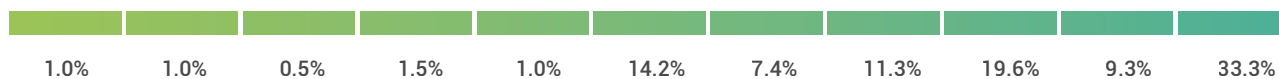
Satisfaction with the Experience at the Exhibition

Extremely dissatisfied - Extremely satisfied



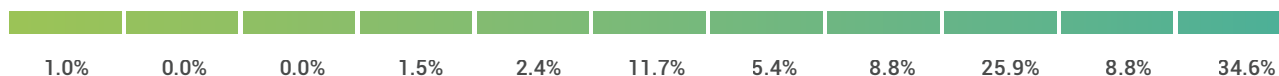
Possibility to Exhibit in Next Edition

Scarcely possible - Quite possible



Possibility to Recommend the Exhibition to Friends or Colleagues

Scarcely possible - Quite possible





Exhibiting Purpose

Not achieved at all - Fully achieved

Seeking New Customers	5.2%		17.1%	29.0%		23.8%	24.9%
Maintaining Business Relationship	1.8%	2.4%	14.7%	32.4%		24.7%	24.1%
Seeking Agents / Distributors / Partners	2.4%	5.3%	16.6%	27.2%		28.4%	20.1%
New Product Launch	5.1%	5.1%	18.6%	29.5%		19.9%	21.8%
Business Development	2.3%	5.1%	12.0%	28.6%		25.7%	26.3%
Corporate Image & Product Promotion	1.1%	1.7%	9.1%	25.1%		33.1%	29.7%
Collecting Market Information	0.6%	1.1%	11.8%	28.1%		29.2%	29.2%

ONSITE EVENTS



Forum on the Innovative Applications of Health Ingredients and Technologies in Non-Traditional Fields

Organizer: CCCMHPIE - China Cosmetics International Trade Committee

The health industry has been flourishing since China's implementation of the Healthy China strategy. Cross-border integration is an effective method to gain advantage in the fierce market competition. On December 14th, 12 speakers including the experienced academic experts, as well as product managers, scientists and researchers from well-known enterprises were invited to explore and share information regarding product transformation and upgrading, development and application of major ingredients, product superiority and formula design of cosmetics, providing authoritative explanations and guidance for participants and helping industry colleagues find new growth points. The forum attracted more than 120 professional attendees.



The 11th Nutraceutical Industry Development Conference (The 11th NIDC Forum)

Organizers: CCCMHPIE / Sinoexpo Informa Markets
Co-Organizer: The Dietary Supplement Professional Committee of CCCMHPIE

With the support of regulatory agencies, the "Nutraceutical Industry Development Conference" (the NIDC Forum) has been staying true to the intention of facilitating a sound development of the industry for years to promote relevant policies, and to effectively guide the healthy development of the industry. As expected, the 11th NIDC Forum invited 8 speakers including leading experts, scholars, business representatives, etc. to answer questions on the issues such as regulatory policies, industrial development, technology application, product innovation, cross-border e-commerce, and market channels. The wonderful speech contents benefited the participants a lot, attracting nearly 150 attendees.

The Greater Bay Area Future Health Forum 2023

Organizers: Shenzhen Association for the Development & Promotion of Health Industry / Shenzhen Health Care Association
Co-Organizer: Shenzhen Institute of Data Economy, The Chinese University of Hong Kong, Shenzhen

With the theme of "Improving People's Livelihood & Health with Digital Technology", "The Greater Bay Area Future Health Forum 2023" was to exchange thoughts and ideas on the most trendsetting industry development of motivated fitness, targeted nutrition, smart elderly-care, and medical cosmetology. The academicians from major medical colleges, industry experts, and the director from Tencent Smart Healthcare were invited to discuss hot topics like fundamental scientific research, technological achievement transformation, brand marketing innovation, etc., providing forward-looking communication and learning platform and injecting innovative momentum for the health industry. The content of the forum consists of topic sharing, group standards release ceremony, corporate promotion, etc., attracting more than 150 participants.



Healthy China 2030 · Seminar on Innovation and Development of Health Food & Seminar on the High-Quality Development of Guangdong's "Smart Healthcare" Industry

Organizers: Guang Dong Institute of Food Science and Technology / Sinoexpo Informa Markets / Guangdong Institute For Social Policy

Focusing on the innovation and development of health ingredients, food ingredients and other health foods, the forum gathered scholars from universities and research institutes, R&D technicians, enterprise representatives and other industry colleagues to discuss on the food and health industry in South China, providing brand new solutions for professional buyers including manufacturers of health food and beverage, trendy tea drinks, and nutritional supplements, as well as wholesalers and distributors of functional food ingredients in this region. The conference room was packed with audience the whole day, and the attendees gained a lot from the enriching speech contents.





New Channels and New Increases of Nutrition and Health Food

Organizers: Health Care Food Profession Association of Guangdong Province / Sinoexpo Informa Markets



The forum brought together domestic experts in marketing and new retail, and representatives of outstanding enterprises and industry associations to provide new ideas for enterprise transformation and upgrading through theme sharing and interactive discussions. Guests from new media platforms such as Kuaishou Magnet Engine, Baidu MEG, Shenkun Interaction, Youzan, Erma, etc. shared their views on the topics such as Douyin e-commerce, Baidu AIGC, industrial breaking-through, brand efficiency, distribution models, and live streaming matrix, etc. The atmosphere was lively with constant interactions, attracting over 120 participants.



New Nutrition College Private Meeting: Breaking Boundaries to Create an Explosion in Food Replacement and Nutrition

Organizer: New Nutrition - Nutrition Box

Based on the market changes and the rapid development of functional food segment, New Nutrition hosted the 20th New Nutrition College Private Meeting. 6 company representatives from different professional fields conducted market analyses and gave industry insights into the current popular products. The forum centred on a variety of topics such as breaking boundaries to create an explosion in food replacement and nutrition, in-depth exploration of "peptide" ingredients, the research and application of "turmeric", the green source of algae - Omega-3, ergothioneine & SOD, as well as how probiotics can improve cognition, mood and sleep, etc. Through the exchange of ideas from different perspectives and at different levels, participants were able to discuss the current development and new trends of the health food and beverage industry.



EXHIBITOR QUOTES

CCCMHPIE - China Cosmetics International Trade Committee

It is the first time that we have appeared at HNC with a forum and a centralised beauty and cosmetics exhibition area. We are amazed at the influence and organizational capability of HNC, which has been held for many years, and all the parties participating in the event are satisfied with it. In the future collaborations with the organizer, we hope to jointly explore how to better run such cross-border integrated exhibitions with clearer characteristics and features, and smoother processes. We look forward to even more exciting cooperations!

ERA Biotechnology (Shenzhen) Co., Ltd.

We would like to thank HNC expo for providing such a valuable communication platform. As an exhibitor who has had long-term cooperation with HNC, we are honoured to have been invited to participate in this exhibition. Through this platform, we can not only understand the needs of customers face to face, but also exchange cross-industry information, which have greatly helped us enhance brand awareness and improve corporate image.

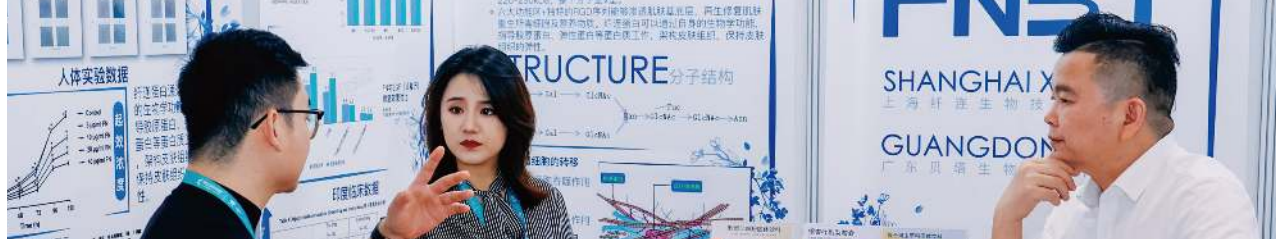
Braveiy Biotechnology (Anhui) Co., Ltd.

BRAVEIY has been committed to becoming a trusted global manufacturing service provider of nutrition and health products. It's a great honour for us to participate in the HNC Shenzhen, during which our products have received high exposure and attracted a steady stream of guests and visitors for communication. This exhibition has allowed us to gain better insights into the market and has offered great help to enhance capabilities in scientific research, database building, and product innovation.

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

FTCM is leading in developing and manufacturing functional health foods in China. It's our pleasure to have been invited to HNC Shenzhen and Connexion ShenZhen. The exhibition has attracted targeted customer groups, providing us with good opportunities to display products and contact customers. The products and technologies displayed have also gained lots of positive feedback. We are very grateful for the platform provided by HNC.





GanoHerb Technology (Fujian) Corporation

HNC is a professional exhibition in the nutrition and health industry, through which we have learnt about the industry hotspots, the direction of R&D and innovation, etc. At the same time, through the event we have gained high-quality customers, connected with excellent industry colleagues, and known about the new trends in the market. Different kinds of Ganoderma lucidum food products have been showcased at the event, such as Ganoderma lucidum coffee, Ganoderma lucidum jujube cake, etc. These highly favoured products will provide a foundation for our subsequent market development of the Ganoderma lucidum foods.

Wright Life Pharmaceutical Limited

HNC Shenzhen provides a broad platform for colleagues in the health industry, where we communicate with and learn from many excellent brand owners, ingredient suppliers, OEM enterprises, etc., and discuss the growth and sustainable development of the industry. See you again in Shanghai in June next year!

Leawell (China) Limited

Thanks for the HNC Shenzhen. We have witnessed the increasing scale of the exhibition. We hope that in the future, HNC can attract more and better brands, especially overseas brands, to exhibit and visit, and organize more visiting groups consisting of sales teams or companies, so that we can have more opportunities to showcase our brands and seek business opportunities.

Shanghai Juiberry Foods Company

We appreciate this well-organized large-scale exhibition. All aspects of the service are in place. We have gained a lot and are looking forward to a better and more professional show in the future!

Penglai Marine (Shandong) Co., Ltd.

The theme of this exhibition is quite clear, and each booth has its own unique style and presentation. Secondly, the layout and the design of the exhibition are also very good, and the space planning is reasonable, enabling each booth to have enough space to display exhibits. The on-site lighting is suitable for showcasing. Furthermore, the organization and management of the exhibition are in place, the staff are enthusiastic and able to solve problems in time, which brought a wonderful experience to visitors and exhibitors.

Guizhou Miaoyao Biotech Co., Ltd.

The overall effect of our participation in the exhibition is satisfactory. This time, we have brought both finished products and ingredients to the exhibition, and our finished products are more popular. Currently, the health sector is a hot topic, so there are really lots of customers purchasing finished products.



SHANGHAI

Healthplex Expo 2024
Natural & Nutraceutical Products China 2024
June 19-21, 2024

National Exhibition and Convention Center (Shanghai)

SHENZHEN

Shenzhen International Nutrition and
Health Industry Fair 2024
December 12-14, 2024

Shenzhen World Exhibition & Convention Center



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of Medicines & Health Products (CCCMHPIE)**

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