



2024 19-21 June

National Exhibition and Convention Center (Shanghai)

Organizers

China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE)

Sinoexpo Informa Markets

200,000^{m²} Exhibition Area

2,000+ Global Exhibitors

100,000+ Visitors & Buyers

"Healthplex Expo 2024, Natural & Nutraceutical Products China 2024" (HNC), organized by CCCMHPIE and Sinoexpo Informa Markets, will be held during 19-21 June 2024 at the National Exhibition and Convention Center (Shanghai).

HNC has worked hand in hand with industry colleagues for 13 years. Trusted and supported by exhibitors and buyers at home and abroad, HNC has become an essential platform for the industry's high-quality brands and manufacturers to expand markets, seek channels, and keep abreast of new trends and policies. HNC always adheres to the concept of innovation, keeps up with the market direction, and constantly explores new product areas. Following the market hotspots, featured show zones will be set up during the exhibition, including International Brand Zone, Regional Pavilions, China Boutique Area, Anti-Aging & Beauty Zone, Maternity, Baby & Children Zone, etc.

Meanwhile, HNC actively plays a leading role in the industry, inviting industry authorities to deeply interpret industry development trends and the latest policies, and organizing brand pharmacies, supermarket chains, e-commerce and other channels to participate in the exhibition, so as to open up new procurement channels for the exhibitors. Furthermore, HNC utilizes its resource aggregation effect for precise marketing, bringing together online and offline buyers from multiple channels, to help all parties to jointly develop the domestic and international consumer markets, share the dividends of industrial development, and achieve win-win results!

Pioneering Innovation Efficient Platform

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Co-located with:





Featured Show ZGEATURED SHOW ZONES

International Brand Zone

International brands will fully demonstrate their brand management philosophy, establish their brand image, and gain insight into potential opportunities in the burgeoning nutrition and health market for long-term growth.

Regional Pavilions

Featured regional pavilions such as Zhejiang pavilion, Jilin pavilion, Shandong pavilion and Tibet pavilion will assemble in this area during the exhibition, focusing on the characteristics of regional products.

TCM Nutrition Zone

TCM Nutrition Zone has been set up to showcase and promote Chinese traditional culture, bringing together traditional health supplements represented by Ganoderma, Ginseng, Bird's Nest, Cordyceps, health wine and tea, etc.

Pet Health Zone

With people's increasing concern about pet health, there is a growing market demand for pet healthcare products, such as nutritional supplements, joint health products, vitamins, fish oil, probiotics, pet treats, pet care products, etc., which are to be displayed in this zone.

Emotion Management Zone

Emotional health is closely related to physical health. With the rapid development of China's economy, the market demand for emotion management related products is also increasing. Visitors can discover new products and experience new technologies in this zone.

Anti-Aging & Beauty Zone

The anti-aging & beauty zone will gather the industry-related popular products, technologies and raw materials. Supporting activities such as beauty care, slimming, anti-aging and other thematic forums will be held to analyze current hot topics, and to recommend domestic and foreign excellent beauty products and services.



HNC will cooperate with professional organizations to present approximately 70 events, including summit forums, technical seminars, innovation conferences, etc. At the same time, the organizer will invite major brand pharmacies, department stores, chain supermarkets and other business channels to provide high-quality business matchmaking services.



The 12th NIDC Forum

The leaders from government agencies such as the State Administration for Market Regulation, the Ministry of Commerce, the Customs, etc. will be invited to the forum. From multiple dimensions such as regulations and policies, industrial development, market hotspots, industrial innovation and R&D, the experts will analyze the industry status quo and clarify the direction of industrial development, to promote the healthy and sustainable growth of the industry.



2024 National Health Forum on Plant-Based and Low GI Foods

The forum will focus on the certification and sign application of low GI, whole grain and plant-based food, the interpretation of the group standards, product innovation and development, market analysis, etc., displaying frontier wisdom, new technology, and achievements in scientific research.



8th Forum on Foods for **Special Medical Purpose**

The topics of the forum will cover the R&D of FSMP, the application of FSMP in elderly market, FSMP market analysis, the production process, etc.

"Innovation Hub" for Nutrition and Health Food

With its unique perspective and rich resources, the Innovation Hub will gather industry elites from home and abroad. Leaders, experts, scholars and well-known corporate executives will present a wide range of topics. Through multi-dimensional, multi-angle and multi-level discussions, speakers will comprehensively analyze the development and innovation of the health food industry in the new era.







The Health Brand Marketing **Practical Application Forum**

The forum aims to focus on the characteristics of the health industry and the pain points of enterprises, helping them to gain insight into consumer demands, discuss brand marketing strategies, improve product quality and operational efficiency, analyze marketing data, overcome challenges in new media communication, etc., so as to achieve long-term growth.

Industry Summit Forum The forum will bring 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.

11th China Nutrition and Healthcare



6th Forum on Nutrition and Special Foods



FMCG Health Industry Innovation Forum



China Jilin Ginseng Health (Shanghai) Forum



Business Matchmaking: Supermarket / Pharmacy Chains



New Nutrition College Private Meeting

PROMOTION RESOURCES

20

Omni-Channel Invitations

Unlimited Opportunities

HNC continuously integrates

offline and online sourcing and

trading channels, focusing on

distributors, agents, retailers,

ensure that enterprises seize

the best development opportunities.

supermarket chains, pharmacy chains and E-commerce, etc., to

inviting global healthcare

Quality Resources from Local Associations

Through the relationship network with the Committee of Health Care Consultation of China Health Care Association, Health Care Food Profession Association of Guangdong Province, Zhejiang Health Products and Cosmetics Industry Association, etc., the member enterprises and distributors/agents in various regions are organized into a strong group of professional visitors. International Buyers from Informa Markets

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Food ingredients

Natura Products

Vilaloods V

SupplySide

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

RCBE

HOTELEX

COSMOFROF

Natural[®] Products

Vitefoods V

Supply Side

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 of resources, contents, publicities and interests.

All-Media Communication

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Industry Media/Global Partners

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Cross-Border E-Commerce/Distributor Supermarket/Pharmacy Chains



*The list is in no particular order

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FEATURED BRANDS

(The list is in no particular order)

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EXHIBITOR QUOTES

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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.

IVC Nutrition Corporation

BLACKMORES 澳佳宝

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!

BLACKMORES

COSMAX®

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.

Cosmaxnbt Shanghai Co., Ltd.



We have been committed to becoming a trustworthy global nutritional and health product intelligent manufacturing service provider. We have insight into the market, reserve scientific research strength, build databases, and continuously innovate. It's a great honor to participate in HNC this time. With the linkage mode of "exhibition + conference" and the derivative services of "online + offline", the exhibition has provided us and the visitors with all-round valuable experience, and created a unique business stage for us. During the exhibition, highly praised by visitors, our products have received wide attention.

Braveiy Biotechnology (Anhui) 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.

Sirio Pharma Co., Ltd.

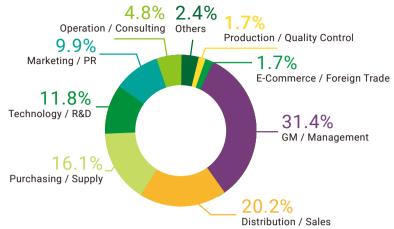


2023 REVIEW

"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!



Visitor Position



Visitor Source

26.7%	Health Product Distributor		
16.3%	Health Product Exporter		
14.1%	Wholesaler & Retailer		
8.4%	E-Commerce / WeChat Business		
8.3%	Pharmacy / Supermarket Chain		
6.2%	Health Product Store		
6.1%	Health Product Franchisee		
4.8%	Health Food Manufacturer		
4.7%	Healthcare Center / Health Management / Beauty & SPA Center		
2.3%	Institution / Government / Association		
2.1%	PR / Media / 3rd Party Service		

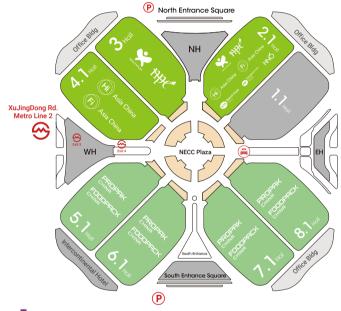
Decision-Making Power



National Exhibition and Convention Center (Shanghai)

National Exhibition and Convention Center (Shanghai) is the world's largest single block building and exhibition complex with a total construction area of nearly 1.5 million m², including 400,000 m² indoor exhibition halls and 100,000 m² outdoor exhibition area. Facilities at NECC (Shanghai) include exhibition halls, the commercial plaza, office buildings, a five-star hotel, etc.

Being about 1.5 km away from Hongqiao Transportation Hub, NECC (Shanghai) is linked to Hongqiao Airport and Hongqiao Railway Station by the city's metro line. Because of the convenient national highway network, the major cities in the Yangtze River Delta region are easily reachable within 2 hours.



Booth Pricing

Hall 3

Raw Space *Start from 27 sqm	• US\$ 390/m ²
Shell Scheme Package *Start from 9 sqm	• US\$ 480/m ²
Hall 2.1	

Raw Space *Start from 27 sqm

• US\$ 300/m²

Shell Scheme Package *Start from 9 sqm

US\$ 390/m²

Online B2B Platform

- WWW.EN-SJGLE.COM
- US\$ 552/year

Qualification:

Pharmaceutical and health care product manufacturers, distribution companies and scientific research institutions with Business License are allowed to exhibit.

Organizers



China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE)



Informa Markets

Sinexpe informamarkets

Sinoexpo Informa Markets



Trade Development Bureau of the Ministry of Commerce

Co-Organizers

Committee of Health Care Consultation, China Health Care Association Zhejiang Health Products and Cosmetics Industry Association Health Care Food Profession Association of Guangdong Province Shanghai Health Care Products Association Shandong Nutrition Health Food Industry Association Nutrition and Healthcare Industry Alliance of Yantze River Delta Area Shenzhen Association for the Development & Promotion of Health Industry State Level Lhasa Economic-Technological Development Area Health Products Association – China (HPA-China)

Supporters

Committee of Nutrition and Special Food, China Health Culture Association Shanghai Oriental Century Consumer Goods Development & Promotion Center Shanghai Business Information Centre Co., Ltd. Shanghai Pharmaceutical Trade Association Global Nutrition Alliance (Beijing) Technical Training Center Complementary Medicines Australia Royal Norwegian Consulate General in Shanghai Innovation Norway Nordic E-Commerce Association Zhongze Media Xinyingyang.com Hotofood.com

Contact Us

China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE) 11F, Bldg. 3, Beijing INN, No.6 Nanzhugan Hutong, Beijing 100010, China

- Monika Xing
- C Tel: +86-135 0101 2078
- Email: xingcheng@ccccmhpie.org.cn

Sinoexpo Informa Markets

7-8/F, Urban Development International Tower, No.355, Hongqiao Road, Shanghai 200030, China

- Nico Shen
- () Mobile: +86-189 1708 9313
- 🖻 Email: nico.shen@imsinoexpo.com