

Healthplex Expo 2024 Natural & Nutraceutical Products China 2024

# HINCEXPO.COM

## June 19-21 2024

National Exhibition and Convention Center (Shanghai)

# POST SHOW REPORT



## EXHIBITION REVIEW

The "Healthplex Expo 2024, Natural & Nutraceutical Products China 2024" (HNC 2024) was co-located with Hi & Fi Asia-China and ProPak China & FoodPack China, etc., offering a comprehensive platform showcasing nutraceuticals, healthy natural ingredients, food ingredients, starch and starch derivatives, as well as food processing and packaging machinery, covering the entire food industry chain. The series shows occupied seven exhibition halls at the NECC (Shanghai), with a total exhibition area of 180,000 square meters. The three-day event attracted over 2,000 renowned domestic and overseas exhibitors to participate and welcomed 76,801 professional visitors from 112 countries and regions, which hit a record high! Notably, the number of professional visitors to the HNC 2024 surged by 62% compared to the same period in 2023, vividly demonstrating the vigour of the health industry.

At the HNC 2024, more than 500 leading enterprises in the industry gathered, presenting a series of premium health and nutrition products. From popular meal replacement foods, functional gummies, and dietary supplements to registered blue-hat health products and foods for special medical purpose, as well as tonic foods, beauty and skincare products, healthy snacks and beverages, etc., a wide range of health products were on display. Not only did the brands showcase their outstanding products, but the supply chain service providers also demonstrated their strong capabilities in R&D and intelligent manufacturing. As a professional and international trade platform, the HNC 2024 further enhanced its international presence at this event, with overseas brands accounting for over 40% of the exhibitors. Leading international brands from more than 20 countries and regions, including Australia, New Zealand, Japan, South Korea, the United States, Malaysia, Singapore, and Germany, brought their respective market offerings. This figure not only reflects the exhibition's international appeal but also the attractiveness of China's health and nutrition market to global enterprises.

Seventy-two on-site industry events were held during the three days. The events focused on the development trends of the health industry, the new standards and regulations for dietary nutrition products, the new opportunities in the special food industry, the innovative R&D of health foods, the brand marketing strategies, the innovative paths for fast-moving consumer goods, the market trends for women's nutritional foods, the in-depth analysis of medicinal and food homologous products, the methods for creating popular products, the health science and wellness lecture, etc.

The HNC 2024 innovatively integrated new retail, new channels, and new consumption trends, and organized the "Product Matchmaking for New E-Commerce Channels" for exhibitors, Representatives from well-known MCN agencies and top influencers with millions of followers were invited to negotiate with nearly 100 exhibitors. Simultaneously, the "Business Matchmaking for Supermarket Chains & Pharmacy Chains" facilitated the cooperation between enterprises and more leading national and regional offline chains. All these events probed into the challenges and the opportunities faced by the health industry for transformation and upgrading in the new situation, and jointly explored new driving forces for industry's sustainable development.

## FEATURED EXHIBITORS \*Listed in no particular order

SIRIO <sup>仙乐健康</sup>	BIOHIGH 百合股份 B面代用:603102		のか 优能集団		TCI 200 A Delign consumery line	健特药业
ivc	MEB0美寶	NPGS	Preitsom	QUCRIOSTE <sup>®</sup> Nuclearent 浅克罗健	COSMAXNBT	MEGA
SUHEUNG		iff	Enervite SINCE 1903	Rousselot	ADM	//// STARSKY
	BLACKMORES	MANUFACTURING FOR AUSTRALINS LEADING BRANDS		🥼 LAVIDA	THAN AN A CENTRALS	
UNIPHARM	Ori	novonesis	<b>F]</b> ∢ Kolmar BNH	<b>(</b> lture 康恩萃	變 遊蓝海纳米技术集团 NANO SYNERGY	IT 衡美
REFAILOR USETH 上帝星太生物料社	≨ 逞时 ♥ VIK	EYOSON 一陽生	🐼 菌钥大健康	管理 每日营养 Daily nutrition	▲ TBHBio — 云南天保祥生物 —	<b>€●</b> <sup>◎</sup> 江苏温寿
☆ 年润圣海健康科技有限公司 China Resources Shenghal Heatth Richnology Co. Ltd.	WRIGHT LIFE 萊特維健 <sup>®</sup>	示过康健	NUTRASIS	GanoHerb		翻滋神堂
	が 东宝生物	Aoungo to		Damin 大画国际	······	yichaoř 忆超健康
<b>Commays</b> 康美森健康	รากบร	AKER BIOMARINE	<b>またし</b> またし 単常 NOVELINA (14) NOVELINA (14) NOV	<b>秋</b> 北达	VegeGel R m	<b>资料拓生物</b> Scirop sio
康琪100	CERA	Noison 请燕生物		GANIDE		
● ● ■ R bet between ■ R bet between				麸		

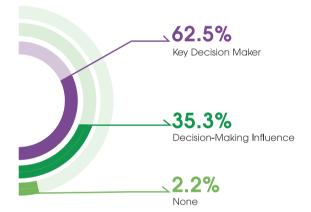
e npc



\*According to the Statistics of Visitor Survey



## Decision-Making Power



Distant B

## Visitor Source

31.2%	Channel / Agent / Distributor			
11.6%	Importer & Exporter			
10.7%	Manufacturer			
9.5%	Brand Enterprise			
6.2%	E-Commerce / Cross-Border E-Commerce			
5.8%	Pharmacy Chain			
5.4%	WeChat Business / Group Purchase			
5.2%	Supermarket / Retailer			
4.4%	Beauty & SPA Center / Healthcare Center			
2.1%	Government / Association / Consulate			
2.0%	Media / Internet / MCN			
1.8%	Brand Design / Marketing Consulting			
1.4%	Academic / Research Institution			
1.2%	Packaging / Supply Chain / Logistics			
1.1%	Direct-Sale / Franchised Store			
0.3%	Investment & Financing Institution			

## Visiting Purpose

Collecting Market Information
Purchasing / Ordering / Seeking New Suppliers
Seeking Agents / Franchisees
Seeking New Products
Evaluating the Possibility of Exhibiting
Attending Industry Forums
Strengthening Ties with Suppliers / Partners
Personal Interest

0.2% 0	.3% 3.2%	16.9%	31.3%	48.1%	
0.1% 0.:	2% 4.9%	18.3%	34.3%	42.2%	
0.3%	0.5% 6.5%	19.3%	31.9%	41.5%	
0.1% 0.	1% 6.7%	19.3%	28.7%	45.1%	
2.5%	1.4% 6	.8% 18.7%	26.4%	44.2%	
1.7%	0.2% 5.3%	19.6%	30.7%	42.5%	
3.7%	6 0.2% 7	7.5% 19.5%	25.5%	43.6%	
2.4%	3.1%	6.0% 18.0%	24.2%	46.3%	
		0 1 2	3 📕 4 📕 5 (0-N/A; 1-Not	achieved at all – 5-Fully achieved	

## Visitors Were Looking For

Health Foods	18.4%
Imported Dietary Supplements	14.1%
Tonics	7.7%
Foods for Special Medical / Dietary Purpose	7.1%
Pet Health Products	6.4%
OEM / ODM	6.0%
Oral Beauty Products	5.3%
Probiotics	5.2%
Functional Drinks / Water	4.8%
Natural Foods	4.8%
Chinese Medicinal Materials	3.8%
Medical Beauty Products	3.6%
Organic Foods	2.9%
Green Foods	2.6%
Sports Nutrition	2.1%
Nutrition for the Elderly	1.6%
Sleep Health	1.6%
Ingredients / Packaging / Equipment	1.0%
Others	1.0%

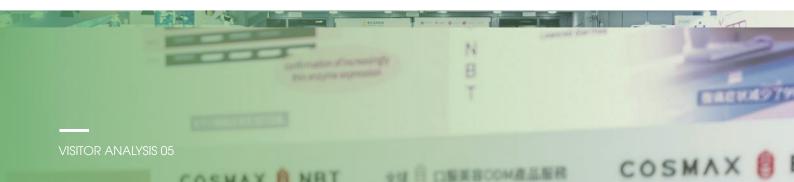






### Satisfaction with HNC 2024 in Following Aspects

Exhibitor Proconco & Quality						
Exhibitor Presence & Quality		.7%	5.7%	16.1%	26.6%	49.6%
Product Diversity & Coverage		.7%	6.3%	17.0%	27.4%	47.4%
On-Site Events	0.9%	1.7%	7.1%	18.7%	25.9%	45.7%
On-Site Registration Process		1.8%	7.4%	17.7%	24.4%	48%
On-Site Info & Guidance	0.4% (	).9%	7.8%	16.6%	26.3%	48%
On-Site Service	0.8%	1.5%	7.8%	17.8%	24.4%	47.7%
Exhibition Promotion		1.4%	7.1%	17.4%	24.9%	48.3%
			0	1 2 3	4 📕 5 (0-N/A; 1-Not c	achieved at all – 5-Fully achieved



## EXHIBITOR ANALYSIS

\*According to the Statistics of Exhibitor Survey

## Exhibit Categories

Functional Health Food

Nutraceutical / Dietary Supplement

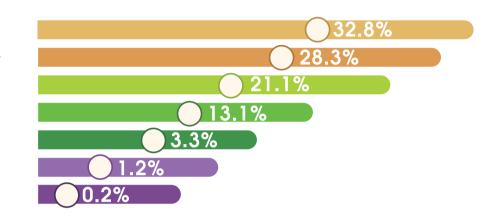
OEM / ODM / R&D

Natural & Organic Product

Healthcare Product

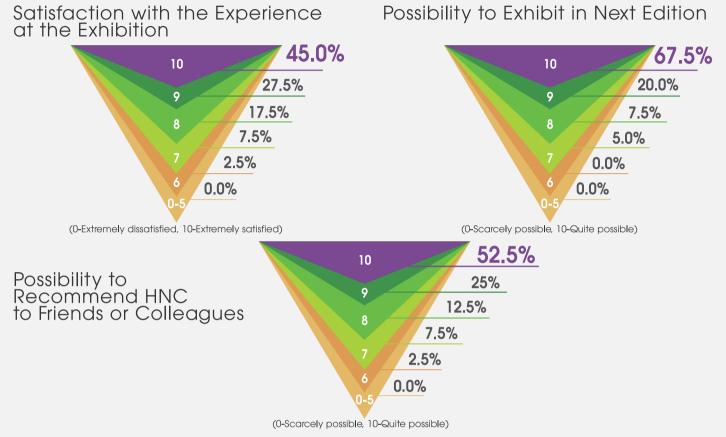
Nutrition Education / Consultation / Service

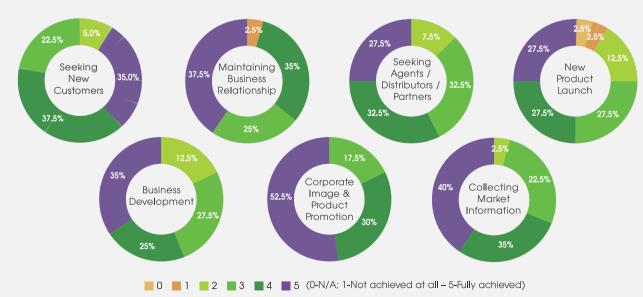
Others











## Exhibiting Purpose

EXHIBITOR ANALYSIS 07



#### The 12th Nutraceutical Industry Development Conference (NIDC)

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

Over the years, the "Nutraceutical Industry Development Conference" (NIDC) has always maintained its professional level, with rich and wide-ranging topics, keeping up with the latest development trends in the industry. On June 19th, the NIDC invited more than a dozen guests, including experts in online transactions and markets from Shanghai Market Supervision and Administration Bureau, representatives of Chinese and foreign nutrition and health institutions, senior executives of Chinese and Australian brands, authoritative experts from universities, etc. From the focus of supervision and the development trends of online transactions, the overseas dietary supplement market conditions, the analyses of domestic food consumption, the status quo and future of medicinal and food homologous field, the innovative technological progress in nutritional supplements and dosage forms, to the R&D and innovation of probiotic products, etc., the speakers interpreted the latest policies and regulations for participating enterprises and professional audiences, and clarified the direction of industrial development, so as to promote the healthy and sustainable development of the industry. The conference attracted more than 150 attendees.



#### The 11th China Nutrition and Healthcare Industry Summit Forum

Organizers: Zhejiang Health Products & Cosmetics Industry Association / Sinoexpo Informa Markets



On June 19th, the "11th China Nutrition and Healthcare Industry Summit Forum" was successfully held. This year, the forum focused on two major topics: "Green Supply Chain of Nutrition and Health Industry" & "Health Food Registration and the Renewal of Certificate". The forum aimed to advocate the construction of green supply chain and promote the collaborative innovation and development of the upstream and downstream of the nutrition and health foods, and the implementation of important regulations such as the functional catalog and evaluation methods of health foods, in order to help enterprises understand the latest regulatory trends and discuss problems and strategies in practical applications, the forum invited industry experts and corporate representatives from all over the country to interpret regulations, provide practical guidance, share cases predict trends, etc., attracting more than 180 attendees.

#### The 6th Forum on Nutrition and Special Foods -Interpretation of the Latest Good News in the Industry

Organizers: CCCMHPIE / China Health Culture Association Nutrition and Special Food Professional Committee Supporters: Graminex / Aker BioMarine / Plt Health Solutions

The forum covered the development of the special food industry, the interpretation of the latest favourable policies, the R&D and application of popular ingredients, the experience sharing of relevant registration and filing, etc. It gathered experts from authoritative institutions and representatives of overseas enterprises to build an efficient interactive communication platform, realize information sharing, and explore the development prospects of the nutrition and special food industry.

The topics revolved around "Analysis of the current situation of special food management in the Yangtze River Delta", "Research on the efficacy and application of rye pollen, a new resource food", "New opportunities for the development of special food industry in the Yangtze River Delta", "How to include Chinese medicinal materials in the national catalog of medicinal and food homologous ingredients", "Benefits of Antarctic krill oil", "Research application of PLI frankincense extract in the field of joint health", etc. The speeches lit up the atmosphere, and all the attendees gained a lot.



#### Innovative Marketing in the Health Industry & New Channel Matchmaking Conference

Organizers: Zhongze Media / Sinoexpo Informa Markets Co-Organizers: Health Industry Alliance / Feigua / Shichangbu.com

With the theme of "Marketing Breakthrough, Channel Innovation", the conference was centered on the "new trends, new ecology, new strategies" of health brand marketing, breaking the dilemma from multiple angles. The topics were in line with current hotspots, The conference brought together more than a dozen brand marketing experts, market data analysts, and health brand representatives from platforms and companies such as the Health Industry Alliance, Feigua, Zhongze Media, Qian-gua.com, Data Insider Consulting, Maidi Brand Consulting, etc. Through keynote speeches, trend reports, roundtable discussions and other forms, the speakers presented hot topics such as health marketing, AIGC applications, the growth, new increase of health brands, etc.



#### **2024 New Nutrition Full Life Cycle Focus Summit**

Organizers: New Nutrition Business / Sinoexpo Informa Markets



The summit was successfully held on the afternoon of June 19th, gathering a number of outstanding corporate representatives to energize the sustainable development of the industry through market-leading insights, scientific from companies such as Yihai Kerry, Infoark, ADM Matsutani, Caogen of New Hope, Studio 51, EffePharm, etc. shared their views on topics such as "Beliup's Innovative Lipids for Healthy Lifestyle", "MOMIFAT Lipid Nutrition for Healthy Baby Growth in China", "How to create a super single product?", "Researches on Fibersol-2<sup>®</sup> and GLP-1", "When weight management meets GLP-1, a new opportunity for bioactive peptides", "What is the trend of nutrition innovation?", "Insights into future marketing trends of nutrition brands", "Breaking through the sports nutrition market, the release of the 2024 New Nutrition Insight Report", etc. The on-site atmosphere was great with constant interactions and exchanges.

#### The 4th Nutritious and Special Food Innovation and Development Forum

Organizers: Shanghai Health-Care Products Trade Association / Sinoexpo Informa Markets

The forum focused on the theme of the innovation and development of nutritious and special foods, and explored the topics such as "Dietary fiber and intestinal health", "Melatonin and its application", "Development trends and opportunities in sports nutrition food industry", and "the regulations and the industry situation of health food". The speakers consisted of experts from Chinese Nutrition Society, the representatives from Shanghai Health-Care Products Trade Association, the editor-in-chief of industry magazines, the special food technology experts from CTI, etc. Meanwhile, delegates from leading companies, the Commercial Office of the U.S. Consulate General in Shanghai, the China Representative Office of the Trade and Investment Queensland of Australia attended the forum. The forum was full of highlights, gaining popularity and praises.



#### 17th Innovation Hub for Nutrition and Health Food

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. The "17th Innovation Hub for Nutrition and Health Food" held on June 20th covered the latest technology applications of Chinese and foreign nutrition and health brands, the key points of the R&D of new functions of health foods, the construction and innovation of nutritional and special dietary standard system, the innovation of functional gummies, the innovation in the field of sports nutrition, the nutrition gaps and solutions for the elderly, etc. It also encompassed the interpretation of relevant policies and result sharing, etc. Through multi-dimensional, multi-perspective and multi-level discussions, the industry would be driven to follow the trends and develop innovatively.

#### Private Advisory Board Meeting: Global Health & Nutrition Brands, Supply Chain and Distribution Channels

#### Organizers: CCCMHPIE / Sinoexpo Informa Markets / Complementary Medicines Australia

The "Private Advisory Board Meeting: Global Health & Nutrition Brands, Supply Chain and Distribution Channels", tailored by the exhibition organizer, was successfully held at the InterContinental Shanghai Hongqiao NECC. The meeting gathered 50 leading enterprises in the nutrition and health industry at home and abroad, selecting leading companies in global supply chain to have in-depth face-to-face exchanges with the specially-invited domestic and overseas nutrition and health food brands, domestic distributors and e-commerce companies.

Important guests from Bloomage Biotech, CR SANJIU "999", Bright Dairy & Food, Minayo, POIZON, SPH Health Science, CBNDATA, Dersn Advertising, etc. were present to participate in the sharing and discussion. Through the meeting, the organizers successfully built a high-end platform for the senior executives of brands, channels and high-quality supply chains to get deeply involved in the business exchanges and dialogues. The participants not only represented the top level of the industry, but also demonstrated the vitality and unlimited business opportunities of the health industry in the global context.



#### 2024 National Forum on Low GI, Whole-Grain and Plant-Based Health Foods

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



In recent years, the low GI food market has shown a strong growth momentum. On June 20th, the forum invited more than ten speakers including professors and scientists from domestic universities, doctors from SCDC, experts from authoritative food certification agencies, etc. to share their wisdom and academic and scientific research results from a variety of perspectives such as the nutritional value and health benefits of whole-grain foods, the application of food packaging labelling, the technological changes and challenges faced by plant-based foods the processing technology innovations and the product development of whole-grain foods, the cooking methods and recipes for whole-grain foods, etc.

The forum attracted numbers of industry colleagues and guests to assemble. The industry experts professionals business representatives and media journalists from all over the country arrived as scheduled, and interacted with more than 200 attendees to probe into the development prospects of the health food industry.

#### Innovation Leads & Drives the Future - 2024 Health Innovation Forum

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

On the afternoon of June 20th, the speakers from Dong-E-E-Jiao, ecMAX, Nutrend, JD.com, Bio-everyday, and Shanghai Oriental Century Consumer Goods Development & Promotion Center, as well as the representatives from health brands, retailers and channels attended the forum. At the forum, the guests illustrated the current development of FMCG and the health industry in terms of the market status of domestic health and nutrition products, the creation of popular products, industry trends, product innovation, future market trends, etc., focusing on the innovative development and sharing practical experience. The forum was well-received, attracting over 200 attendees.



#### 2024 Insight Conference on MFH Products

Organizers: Foodmate / Functional Food Circle / Sinoexpo Informa Markets



The "2024 Insight Conference on MFH Products" targeted current hot topics and invited professors from China Pharmaceutical University, Zhejiang University, etc., nutritionists from Amway and Yunnan Baiyao, and market research experts from Moojing Market Intelligence and Foodmate to conduct a comprehensive discussion on the R&D and innovation of medicinal and food homologous (MFH) products, the extraction technology of functional food ingredients, current market situation and trends, the industry development and opportunities, the challenges faced by the industry and future thoughts, etc. The industry colleagues continuously interacted and exchanged ideas attracting more than 200 attendees.

#### The 8th Forum on Foods for Special Medical Purpose

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

"The Forum on Foods for Special Medical Purpose" has been successfully held for eight sessions, witnessing the growth and changes of the FSMP industry. On the afternoon of June 20th, the eighth session took place as planned. The forum invited the heads of relevant government departments, industry experts, and representatives from Nestlé, Xi'an Libang and other companies to conduct in-depth discussions on the regulations and policies, market development and innovative research of FSMP, providing new ideas and directions for the development of FSMP field. The speakers' presentations were full of practical and valuable information, and all the participants gained a lot.



#### 2024 Forum on New Opportunities in Shanghai Health Retail Industry Development

Organizers: Shanghai Pharmaceutical Trade Association / Sinoexpo Informa Markets

The forum invited the market order management expert from Shanghai Municipal Commission of Commerce, representatives of industry associations, senior executives of chain pharmacies and other guests to discuss new policies, new opportunities and new paths for the development of the health retail industry, analyzing the integration of services and business innovation under the diversified development trends of the market, interpreting the industry situation and prospects, and strive to promote the innovative development of the health retail industry and enable the industry to improve and upgrade. The whole forum was fast-paced, actively exploring potential business opportunities and creating new opportunities for cooperation.



#### 2024 Super Growth Product Matchmaking for New E-Commerce Channels



As one of the popular sectors of new retail channels, the e-commerce market continues to grow. In order to build a bridge for exhibitors to directly connect and cooperate with the online retail channels, the HNC 2024 innovatively integrated new retail, new channels, and new consumption trends, and organized "2024 Super Growth | Product Matchmaking for New E-Commerce Channels" for exhibitors. Representatives from well-known MCN agencies and top influencers with tens of millions of and millions of followers were invited to negotiate with nearly 100 exhibitors. The event enjoyed great popularity and the atmosphere was lively, with a steady stream of visiting exhibitors.

#### Business Matchmaking for Supermarket Chains & Pharmacy Chains

The "Business Matchmaking for Supermarket Chains & Pharmacy Chains" facilitated the cooperation between enterprises and leading national and regional supermarkets and pharmacies. The business matchmaking fostered an environment conducive to precise matching, strengthened connections and efficient commercial partnerships between the exhibitors and the offline channels.





# Hi Health Gala Dinner

The "Hi Health Gala Dinner", co-organized by CCCMHPIE and Sinoexpo Informa Markets, was grandly held at the NECC (Shanghai) on June 19th, 2024. More than 600 representatives from leading enterprises, leaders of authoritative industry associations, heads of relevant government agencies, and senior experts from the health industry attended the gala dinner and witnessed the grand exhibition together.

After 14 years of intensive cultivation, the HNC has developed into a solid platform to support the development of the health industry, which not only establishes a bridge for communication and cooperation among enterprises, but also contributes to the continuous prosperity of the whole industry. With the vigorous development of the health industry, more and more outstanding products and enterprises have emerged in the industry, whose achievements have also been highly recognized and praised at the gala dinner. The organizers granted honors to enterprises for their remarkable performance and contributions encouraging and looking forward to their future development, and further motivating all the industry colleagues to make greater contributions to the prosperity and progress of the health and







Hi Health Gala Dinner 13

## **EXHIBITOR QUOTES**

#### WEIHAI BAIHE BIOLOGY TECHNOLOGICAL CO., LTD. (BIOHIGH)

As the only Shanghai-listed company in the nutrition and health food industry in China, BIOHIGH has been an old friend of HNC for many years. Through the platform of HNC, we directly face more professional visitors, industry experts and potential customers from all over the world. BIOHIGH's innovative nutritional and health food, professional services and one-stop product solutions have gained recognition from more and more people in the industry. During the exhibition, BIOHIGH has organized the "Scientific Nutrition & Infinite Innovation" forum for many consecutive years. From the latest industry dynamics, the market trend analysis, the segmented and precise nutrition solutions to more than 500 innovative categories each year. BIOHIGH has provided more breakthrough ideas with its professional, innovative and high-quality services for the industry's innovative development. In the future, BIOHIGH looks forward to continuing to work with HNC to create new development in the nutrition industry.

<sup>3</sup>3IOHIGH 百合股份

股票代码:603102

🞊 华润圣海健康科技有限公司

🐼 菌钥大健康

#### SIRIO PHARMA CO., LTD.

SIRIO 仙乐健康

As one of the largest and most far-reaching nutrition and health exhibitions in China, the HNC is full of highlights and surprises at every step. We are grateful to HNC for building such an important communication platform for the industry. We hope that in 2025, HNC will continue to enhance the influence of the exhibition with innovation and excitement.

#### COSMAXNBT SHANGHAI CO., LTD.

#### COSMAXNBT

We sincerely appreciate the excellent bridge built by HNC, which enables us to demonstrate our abundant strength and unique charm in an all-round and multi-angle manner, and has become a bond of trust between clients and consumers. We are deeply honored to have face-to-face exchanges with many industry elites, and jointly discuss the latest trends in market development and the cutting-edge dynamics of technological innovation. These valuable interactions have brought us profound insights and inspirations, encouraging us to pursue more innovations and opportunities, COSMAXNBT sincerely hopes to deepen the cooperation with HNC, explore new space in the market, and work together to promote industrial innovation and development, and create a more prosperous and win-win future.

#### FUNCTION (QINGDAO) MARINE TECHNOLOGY CO., LTD. 🔰 遅时 💙 VIK

FUNCTION, one of the world's leading enterprises in krill oil sales, has participated in HNC for many consecutive years. The HNC has witnessed the growth of FUNCTION every year. The HNC is not only a window for us to showcase our brand strength, but also a bridge for us to establish connections and deepen cooperation with global partners, which plays a vital role in FUNCTION's product R&D and market expansion. We look forward to continuing to work with the HNC in the future, growing together in the health and nutrition field, offering more high-quality products and services to global consumers, and contributing Chinese wisdom and strength to the global health cause.

#### WUHAN SENLAN BIOTECHNOLOGY CO., LTD.

The wonderful HNC made SENLAN take another step towards success! Thanks to this exhibition, our business could be fully demonstrated. We are thankful to every friend who visited our booth. It's your support and trust that allowed us to share more innovations and breakthroughs. At this industry event, SENLAN displayed the latest products and services and received numerous praises and cooperation opportunities. We are thankful to the organizers for the professional quality of the exhibition, gathering the world's leading resources and leading the development of the health industry.

4 SENLAN

**BRAVEIV** 

#### CHINA RESOURCES SHENGHAI HEALTH TECHNOLOGY CO., LTD.

The HNC has connected the upstream and downstream resources of the industry chain, and set up a platform for zero-distance communication among enterprises, sharing cutting-edge innovative achievements exploring development opportunities, and leading the health industry to a new direction.

#### BRAVEIY BIOTECHNOLOGY (ANHUI) CO., LTD.

BRAVEIY participates in the HNC every year. The effect of the exhibition is quite obvious. It creates the brand exposure and business opportunities for us. The HNC is indeed a large-scale and high-quality platform for precise matchmaking. Thanks to such a platform, we can integrate and utilize the upstream and downstream resources of the industry chain and conduct good communication and sharing.

8

#### ERA BIOTECHNOLOGY (SHENZHEN) CO., LTD.

We are thankful to HNC for providing us with a valuable communication platform. As an exhibitor who has cooperated with HNC for a long time, we are honored to have been invited to participate in this exhibition. Through HNC's platform, we can not only understand the needs of customers on a face-to-face basis, but also further consolidate the relationship with potential customers, laying a solid foundation for the long-term cooperation in the future. In addition, the exhibition also allows the industry information to be exchanged and shared, conducive to improve the company's popularity and image.

#### JIANGSU FTCM LIFE SCIENCE & TECHNOLOGY DEVELOPMENT CO., LTD.

As a developer and manufacturer of functional foods and health products in the industry, FTCM has always recognized the influence of the HNC, attracting target customer groups from all over the world. During the exhibition, we also met with our existing customers to consolidate the business cooperation. Thanks to HNC's platform, the products and technologies we displayed received a lot of positive feedback, allowing us to open up new customer markets, FTCM has maintained cooperation with HNC for many years, and we hope to continue the cooperation in the future to achieve win-win results.

#### 

KOLMAR BNH as the first ODM company combine health supplement & Cosmetic & medicine in Korea, we are pleasured to participate the HNC of this year, HNC as a grand exhibition of health supplement provides for us a platform to exhibit KOLMAR's latest products & technology & production capacity in China. Sincere thanks to HNC for establishing such an excellent communication platform for us and our partners! Looking forward to next exhibition in 2025!

#### **BLACKMORES CHINA CO., LTD.**

**BLACKMORES**°

BLACKMORES made its presence at the HNC 2024 together with 5 other members of Complementary Medicines Australia (CMA). BLACKMORES fully took advantage of this opportunity to showcase our new product range and promoted our brand image. We also engaged with government, industry associations, raw material suppliers, CMOs, customers and consumers through forums, F2F meetings and onsite visits, BLACKMORES is very much honored to be awarded "Annual Best International Brand Image Award" at the Gala Dinner, and we are pledged to contribute more to the industry in the future through better products to consumers.



## Healthplex Expo Natural & Nutraceutical Products Shenzhen 2024

► December 12-14, 2024 ◀ Shenzhen World Exhibition & Convention Center

## Healthplex Expo 2025 Natural & Nutraceutical Products China 2025

► June 24-26, 2025 ◀ National Exhibition and Convention Center (Shanghai)

## WWW.HNCEXPO.COM





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



Add: 11/F, Building 3, Beijing INN, No.6, Nanzhugan Hutong, Beijing 100010, China

Monika Xing

Tel: +86-135 0101 2078

Email: xingcheng@cccmhpie.org.cn

#### sinoexpo informamarkets

#### Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. (Sinoexpo Informa Markets)



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

Tel: +86-189 1708 9313

E-mail: nico.shen@imsinoexpo.com