



Healthplex Expo

Natural & Nutraceutical Products Shenzhen 2024

2024.12.12-14

Shenzhen World Exhibition & Convention Center



Book A Stand



# Forge Ahead to Write a New Chapter



Co-organized by CCCMHPIE and Sinoexpo Informa Markets, the "Healthplex Expo, Natural & Nutraceutical Products Shenzhen 2024" (HNC Shenzhen 2024) will set sail at the Shenzhen World Exhibition & Convention Center from December 12th to 14th, 2024. HNC Shenzhen 2024 will be co-located with Hi & Fi Shenzhen, NEII Shenzhen, etc., joining efforts to create "Shenzhen International Nutrition and Health Industry Fair". At the same time, Shenzhen show will rely on the experience and international influence of its original exhibition HNC Shanghai to integrate the resources of precise buyers and industry associations, combine with the regional characteristics of Shenzhen, and widely recruit professional buyers such as distributors, agents, E-commerce and WeChat-businesses, retail stores, food and beverage enterprises, etc. High-quality domestic and oversea enterprises will gather in Shenzhen exhibiting with their latest products and solutions, which will push to stimulate the new vitality of the development of the health industry in the Guangdong-Hongkong-Macao Greater Bay Area.

HNC Shenzhen, together with Hotelex Shenzhen, Hotel & Shop Plus Shenzhen, H+R Design Expo Shenzhen, etc., will jointly create 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. In 2024, the "Connexion ShenZhen" will take place in 16 halls with a total area of 300,000 square meters at the Shenzhen World Exhibition & Convention Center, to attract more than 200,000 domestic and oversea professional buyers from industries including health, hotel, design, furniture, etc., aiming to achieve new breakthroughs and new leaps in the economy and trade of the Greater Bay Area!



Co-located with :

Hotelex Shenzhen 2024

Hotel & Shop Plus Shenzhen 2024

H+R Design Expo Shenzhen 2024

300,000<sup>m<sup>2</sup></sup>  
Exhibition Area

Sharing

3,000+  
Exhibitors

200,000+  
Visitors & Buyers





## EXHIBIT CATEGORY



### Beauty & Skin Care

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



### Healthy Cosmetics

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



### Smart Health Device

Wearable devices, blood pressure monitors, glucometers, home oxygen concentrators, home physiotherapy devices, heart rate detectors, health bracelets, massage devices, smart wearable chips, etc.



### Nutritional & Health Food

Functional foods, dietary supplements, sports nutrition products, health supplements products, vitamins, protein powder, fish oil products, grape seed capsules, spiro Spirulina, health care wine/tea, OEM/ODM, etc.



### Diet Therapy & TCM

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



### Smart Senior Care

Health tourism, institutions, financial services, ecological health towns, informationalized services, health industrial parks/areas, rural revitalization, etc.



### Health Equipment & Supply

Home medical instruments, massage apparatus, Chinese medicine physical therapy equipment, moxa products and moxibustion equipment, foot therapy, personal care products, family first aid products, health check-ups, rehabilitation training machines, sports and recreation equipment, intelligent medical products, third-party testing, etc.

## FEATURED SHOW ZONES & PAVILIONS

The show will attract overseas enterprises bringing their leading brands from many countries and regions. In addition, numbers of new products will also make their debuts, helping enterprises to fully demonstrate their brand management concepts, expand domestic trade channels, establish their brand image, and have insights into the opportunities of health market in South China.



International Brand Zone



Bee Product Zone

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



Healthy Beauty Zone

This zone converges popular products, technologies and raw materials related to anti-aging beauty products, facial masks, plant essential oils, botanical washes, aromatherapy, Chinese herbal medicine skin care, etc.

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



The Greater Bay Area Pavilion



# WHY HNC ?



## Omni-Channel Invitations , Unlimited Opportunities

With the help of over 14 years' market resources of HNC in Shanghai and several years' channel resources accumulated in Guangzhou, we carefully screen more than 100,000 pieces of data in its database, and invite the global health care products distributors, agents, retail stores, pharmacy chains / supermarkets, E-commerce / WeChat business and other high-quality buyers in South China.

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



### All-Media Communication

The 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.



\*The list is in no particular order.

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### 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 strong groups of professional visitors.



### International Buyers from Informa Markets

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

### Industry Media/Global Partners



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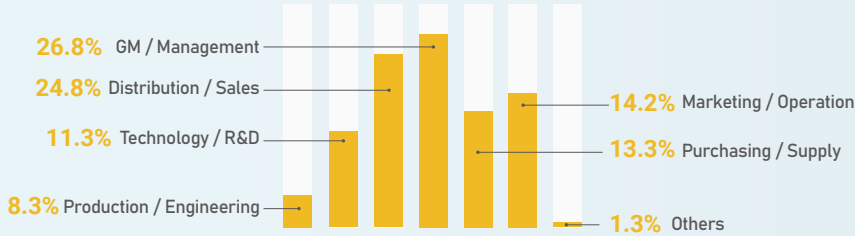
# 2023 REVIEW

HNC Shenzhen 2023 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 and nutrition field gathered to stun the visitors. Among these enterprises there were: ERA, Braveiy, Aucriste, Maytai, Xianlong, Wright Life, Trace Element, FTCM, Dong-E-E-Jiao, Reaps, Leawell, Mckin, Weishiya, etc. HNC Shenzhen brought together various nutrition and health food categories such as registered blue-hat products, imported dietary supplements, tonics, inner beauty products, etc. In addition to the most popular categories in recent years like probiotics, NMN, collagen, bird's nest, functional gummies, etc., there were a few of home health equipment exhibiting together including massage guns, massage chairs, home physiotherapy devices, etc. fascinated lots of professional visitors.

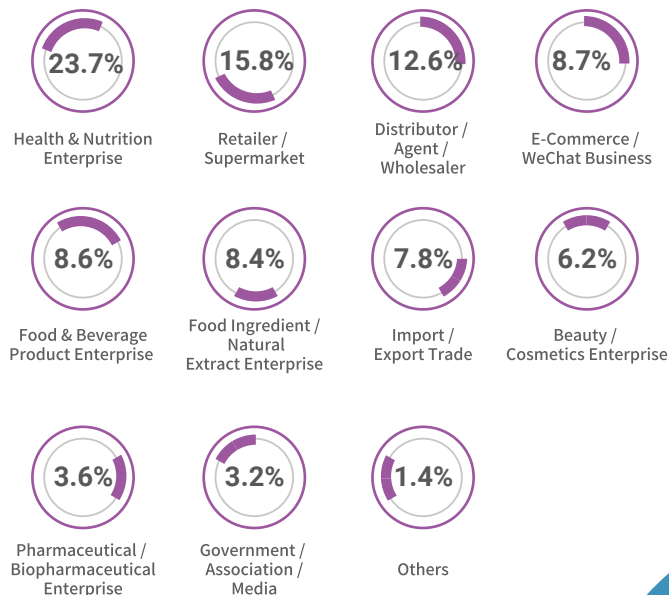
Multiple summits, forums, symposiums and new product launches were held during the exhibition. Focusing on the future of health industry in the Greater Bay Area, the innovative applications of health ingredients & technologies, trading policies of health care products, health food innovation, new channels 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 look into the future the future of the industry.



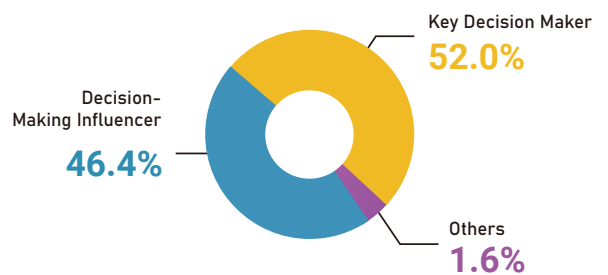
## Visitor Position



## Visitor Source



## Decision-Making Power



## EVENT OUTLOOK



### Forum on the Innovative Applications of Health Ingredients and Technologies in Non-Traditional Fields 2024

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. At the "Forum on the Innovative Applications of Health Ingredients and Technologies in Non-Traditional Fields" to be held during the exhibition, the experienced director of the Chinese Academy of Social Sciences, as well as experts, product managers, scientists and researchers from well-known enterprises will be 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 on the application of healthy ingredients in cosmetics.



### The 13th Nutraceutical Industry Development Conference (The 13th NIDC Forum)

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. During HNC Shenzhen 2024, the 13th Nutraceutical Industry Development Conference (The 13th NIDC Forum) will invite leading experts, scholars, and business representatives to answer questions for enterprises on issues awaited to be addressed before the entering into Chinese market of products such as regulatory policies, industrial development, technology application, product innovation, cross-border e-commerce, and market channels.

### The Greater Bay Area Future Health Forum 2024

The forum is to exchange thoughts and ideas on the most trendsetting industry development of motivated fitness, targeted nutrition, smart elderly-care, and medical cosmetology. The forum will invite academicians from major medical colleges, professors from health research institutes, and the director from Tencent Smart Healthcare to discuss hot topics like fundamental scientific research, technological achievement transformation, and brand marketing innovation, providing forward-looking communication and learning platform and injecting innovative momentum for the health industry.



### Healthy China 2030 · the 3rd Forum on Innovation and Development of Health Food & Seminar on the High-Quality Development of Guangdong's "Smart Healthcare" Industry

Presented by Guang Dong Institute of Food Science and Technology, the "Healthy China 2030 · the 3rd Forum on Innovation and Development of Health Food" will invite scholars from universities and research institutes, R&D technicians, enterprise representatives and other industry colleagues for topic sharing. The experts will 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.



### New Channels and New Increases of Nutrition and Health Food

The Health Care Food Profession Association of Guangdong Province will host the forum on "New Channels and New Increases of Nutrition and Health Food". Speakers from new media platforms will share their views on the topics such as Douyin e-commerce, Baidu AIGC, industrial breaking-through, brand efficiency, distribution models, live streaming matrix, etc.







## EXHIBITOR QUOTES



### 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.

### 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.

### 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.

## FEATURED BRANDS



\*The list is in no particular order.

Shenzhen World Exhibition  
& Convention Center  
(Address: No.1, Zhancheng Road,  
Shenzhen City, Guangdong Province, China)

Shenzhen World Exhibition & Convention Center (short for Shenzhen World) is located at the top of the Greater Bay Area, the center of the Pearl River Delta and the center of Guangdong Free Trade Zone. The exhibition complex is adjacent to Shenzhen Bao'an International Airport, next to Guangshen Yanjiang Expressway, straight to the subway, connected to the city rail, enjoying extremely convenient transportation capital.

## Booth Pricing

### Hall 3 International Brand Zone

· Raw Space  
\*Start from 27 sqm

**US\$ 260 / sqm**

· Shell Scheme Package  
\*Start from 9 sqm

**US\$ 300 / sqm**

#### 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)



Sinoexpo Informa Markets

## Co-Organizers

Health Care Food Profession Association  
of Guangdong Province

Shenzhen Association for the Development &  
Promotion of Health Industry

Shenzhen Health Industry Alliance

Shenzhen Health Care Association

## Contact Us

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