



Book A Stand

Healthplex Expo Natural & Nutraceutical Products Shenzhen 2025

2025.12.16-18

Shenzhen World Exhibition & Convention Center



CREATE A NEW MILESTONE EMBARK ON A NEW JOURNEY

Co-organized by CCCMHPIE and Sinoexpo Informa Markets, the "Healthplex Expo, Natural & Nutraceutical Products Shenzhen 2025" (HNC Shenzhen 2025) will take place at the Shenzhen World Exhibition & Convention Center from **December 16th to 18th, 2025**. The HNC Shenzhen 2025 will be co-located with Hi & Fi Shenzhen, joining efforts to create "Shenzhen International Nutrition and Health Industry Fair". As the year-end highlight of the health and nutrition industry, the HNC Shenzhen 2025 will once again bring together global industry elites and integrate the resources of professional buyers and industry associations, gathering distributors, agents, importers, exporters, e-commerce and WeChat-businesses, retailers, food and beverage enterprises, etc. The exhibition will drive market expansion in Guangdong-Hong Kong-Macao Greater Bay Area and will inject strong impetus into promoting the vigorous development of health industry.

The HNC Shenzhen 2025 will be held concurrently with the other major exhibitions hosted by Sinoexpo Informa Markets covering themes such as food processing and packaging, hotel catering, furniture, commercial space and lifestyle, to present the "Connexion Shenzhen". The exhibitions will be held across 12 halls at the Shenzhen World to attract domestic and international professional buyers from industries such as health, hotel, design, furniture, etc. What's more, the exhibitions will link the entire value chain of the nutrition and health, food processing and packaging, hotel catering, lifestyle, coffee & baking, commercial space, and customized soft furnishing industries, to form an innovative and multi-faceted comprehensive platform, aiming to reach new heights and move to a new stage of development in the economy and trade of the Greater Bay Area!

Co-located with:

- Hi & Fi Shenzhen 2025
- ProPak Shenzhen 2025
- Hotelex Shenzhen 2025
- China Bakery Exhibition 2025 (Autumn Edition)
- Hotel & Shop Plus Shenzhen 2025
- H+R Design Expo Shenzhen 2025
- China Clean Expo Shenzhen 2025
- The Lifestyle Show Shenzhen 2025

Sharing

250,000 m²
Exhibition Area

2,500+
Exhibitors

150,000+
Visitors & Buyers

EXHIBIT CATEGORY



NUTRITIONAL & HEALTH FOOD

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



BEAUTY & SKIN CARE

Beauty oral liquids, cosmeceuticals, functional beauty products, anti-aging products, 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.



HEALTH EQUIPMENT & SUPPLY

Household medical equipment, massage devices, physiotherapy instruments, wearable devices, blood pressure monitors, glucometers, home oxygen concentrators, moxa products and moxibustion equipment, foot therapy, personal care products, family first aid products, rehabilitation equipment, sports and fitness equipment, intelligent medical products, third-party testing, etc.



DIET THERAPY & TCM

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



NATURAL & ORGANIC PRODUCTS

Low-GI staple foods, low-sugar staple foods, konjac products, whole-wheat flour products, instant oatmeal, low-fat meats, organic grains, organic vegetables, protein bars, whole-wheat biscuits, sugar-free biscuits, low-sugar chocolates/candies, dried vegetables, freeze-dried fruits, light beverages, plant-based products, organic products, etc.



SMART SENIOR CARE

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

FEATURED SHOW ZONES & PAVILIONS

International
Brand
Zone

Tonic
Food
Zone

Healthy
Beauty
Zone

The
Greater Bay
Area Pavilion



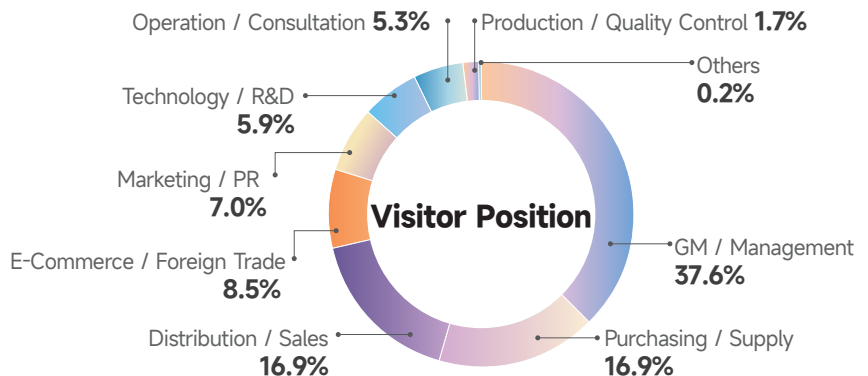
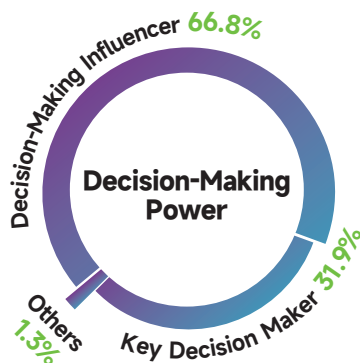
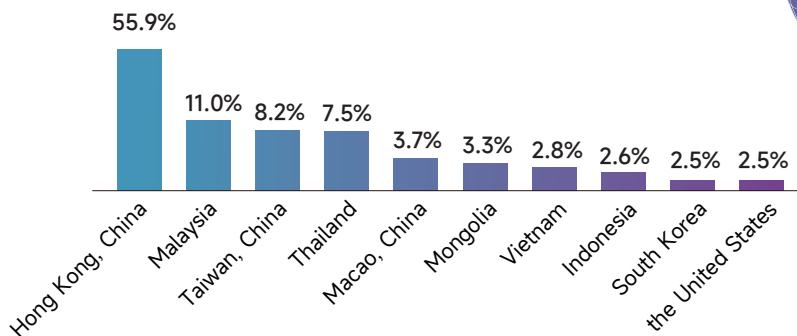
2024 REVIEW

The HNC Shenzhen 2024 joined efforts with the other major exhibitions hosted by Sinoexpo Informa Markets, covering themes such as food processing and packaging, catering, hotel, furniture and lifestyle, to present the "Connexion Shenzhen". More than 114,766 professional buyers, including domestic and overseas distributors, agents, import and export traders, e-commerce platforms, retailers, and manufacturers, gathered at the exhibitions. Media outlets, including network media, live broadcast platforms, and self-media, were all in place to compose a comprehensive network of resources, energizing the entire South China market. A vertically integrated and widely interconnected one-stop platform was successfully created in the Greater Bay Area.

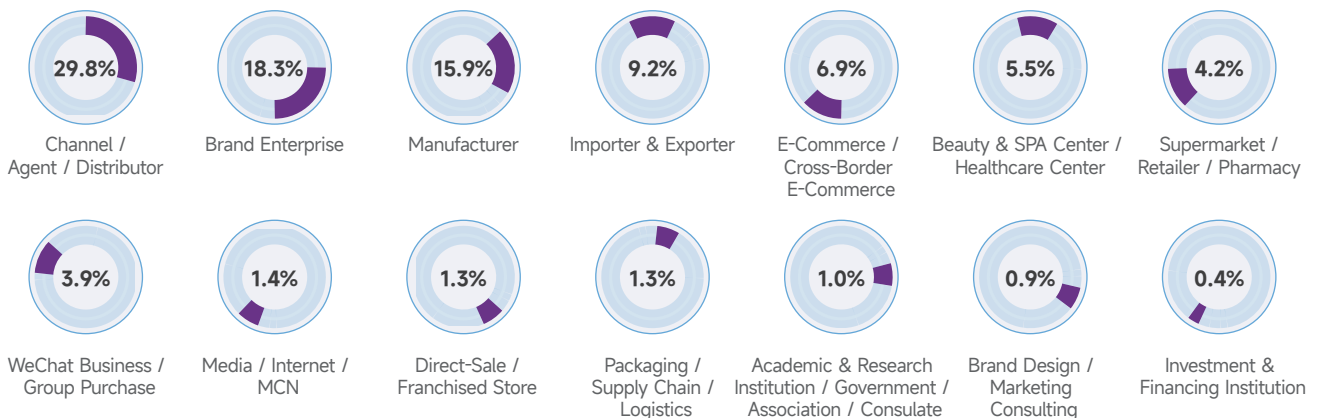


PROFESSIONAL VISITORS FROM 50+ COUNTRIES AND REGIONS

Top 10 Visitor Source Region from Overseas & Hong Kong, Macao and Taiwan of China.



VISITOR SOURCE



FORUMS & ACTIVITIES 2025

More than 20 high-level forums, themed conferences, business networking sessions, and new product launches will be presented. Industry association leaders, top university scholars, experts from research institutions, influential media personalities, etc. will gather to provide profound insights and inspiration for exhibitors and visitors, injecting powerful momentum into the continuous prosperity of the health industry.



- The 15th Nutraceutical Industry Development Conference (NIDC)
- HBIF — Health Industry Innovative Marketing Forum 2025
- The Greater Bay Area Healthy Lifestyle Forum 2025
- Nutrition & Health Industry Breakthrough Forum 2025
- NSFA Special Food Regulations and Standards Forum 2025
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MULTI-CHANNEL BUSINESS MATCHMAKING

New Health Potential · Product Matchmaking for E-Commerce Channels

Quality MCN agencies, influencers, group buying leaders, and other online channel representatives will be invited to meet face-to-face with exhibitors for efficient discussions. The activity aims to uncover new potentials in health consumption and explore new e-commerce collaborations, driving the “new potential” in health development.

New Health Growth · Product Matchmaking for Chains

The exhibitors have the opportunity to negotiate with well-known national chain supermarkets, chain pharmacies, and popular online platforms. The business matchmaking area is dedicated to creating an efficient trade interaction space to promote deep integration of resources and lead the new era of multi-channel growth.



EXHIBITOR QUOTES

SIRIO PHARMA CO., LTD.

The exhibiting experience this time exceeded expectations. The Hall 3 where Sirio was located was full of people and we gained many potential clients. During the exhibition, all work went smoothly and orderly, inseparable from the meticulous preparation and considerate service of the organizers. Every detail showed their dedication. We are grateful for the efforts of the organizers and look forward to continuing to work together in the future!

WRIGHT LIFE PHARMACEUTICAL LIMITED

Thanks for providing a bridge for us to connect with brands and industry professionals in the health industry, promoting China's health industry to lead the global trends. As a company with two large-scale GMP-certified production factories in the mainland and Hong Kong of China, Wright Life gathers high-quality ingredients from around the world and efficiently offers superior OEM manufacturing services and exceptional product quality.

YURALA CO., LTD.

We are extremely grateful to the HNC providing a comprehensive one-stop business and trade exchange platform. During this exhibition, our company showcased advanced anti-aging services and products from Japan, engaging in in-depth exchanges with excellent domestic buyers and numerous brand owners, and received wide recognition and praise. Thanks for the high-quality services provided by the organizers. We wish the HNC will continue to flourish and become even better!

YUNNAN BAIYAO HEALTH SUPPLEMENTS BUSINESS UNIT

Thanks for the platform provided by the organizers. Through the HNC Shenzhen, we have connected and exchanged with hundreds of clients, and harvested potential collaboration opportunities, which are beneficial for conducting sales business and the optimization of supply chain. Additionally, it has opened up more possibilities for media collaborations. We hope to establish deeper cooperation with HNC and embrace new opportunities.

SHAANXI GUOFENG GREAT HEALTH INDUSTRY CO., LTD.

It is a great honor to participate in the HNC Shenzhen 2024. As the top brand of honey water in China, "Fengjie" attracted numerous domestic and international clients to our booth. Fengjie displayed its classic products as well as new offerings, gaining favour from over 600 clients. We are deeply grateful for the exhibition platform and the networking opportunities it provided. We will continue to follow and participate in future exhibitions and activities.

FEATURED EXHIBITORS

 仙乐健康	 CERA	 百合股份 股票代码: 603102	 大医德美	 云南白药 滋补保健品事业部	 萊特維健®
 百环生物BHBIO	 营养屋 NUTRYFARM	 江苏泓寿	 鲍勃米勒医生 Dr. Bob Miller	 芝神堂® — SINCE 1990 —	 慧谷康 HUGCON
 亿超健康	 佐宁 ZUONING	 SUPA MEGA	 柏斯强广赛 NPGS	 未名太研® 大健康·中国造	 仙芝灵
 根莱健康 全球化药食同源品牌工厂 International Drug and Food Factory	 曹微 中国药企·全球企业	 澳健生物 AOJOBIO	 汉典生物 Handan Biotechnology	 安徽珠峰生物科技有限公司 Anhui Mount Everest Biotechnology Co., Ltd.	 美
 TANLAER	 仙芝灵	 雅立生物 JIA	 核芯医药 NUGENE	 KEPLER	 上海领叁科技 SHANG HAI LING SHEN TECHNOLOGY
 天行健 TIANXINGJIAN	 Prinova NAGASE Group	 伊德助健 YI	 仁和集团 Renhe Group	 YU	 健林健康 MHML

*The list is in no particular order.



HIGH-QUALITY RESOURCES UNLIMITED OPPORTUNITIES

The Long-Term Accumulation of Professional Buyer Resources

Relying on the profound market foundation cultivated by HNC in Shanghai for fifteen years and the channel advantages accumulated in Guangzhou over a long period of time, the organizers carefully screen more than 100,000 pieces of data in database, and invite global health product distributors, agents, retail stores, pharmacy chains, supermarkets, e-commerce and WeChat business, as well as high-end buyers in South China.

Online & Offline Publicity

The organizers promote the exhibition and enterprises through channels such as vertical media, news feed ads, search engine marketing (SEM), news releases, short videos, influencer marketing, online live streaming, etc., as well as the offline channels such as airport/railway station advertising, subway station advertising, outdoor advertising, TV advertising in the office building, radio advertising, newspaper and magazine advertising.



*The list is in no particular order.

Quality Resources from Local Associations

Through the relationship network with Health Care Food Profession Association of Guangdong Province, Shenzhen Association for the Development & Promotion of Health Industry, etc., the member enterprises and distributors/agents in various regions are organized into strong groups of professional visitors.

Integrating Informa's Global Resources

The organizers take advantage of the global show resources from the health, nutrition, natural & organic, food, baby & children, pharmaceuticals and beauty sectors of Informa Markets, as well as the international resources from CCCMHPIE, to invite overseas buyers from multiple channels.



*The list is in no particular order.

BOOTH PRICING

Hall 7 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.

VENUE

Shenzhen World Exhibition & Convention Center

Address: No.1, Zhancheng Road, Bao'an District, Shenzhen City, Guangdong Province, China

The Shenzhen World Exhibition & Convention Center (short for Shenzhen World) is adjacent to Shenzhen Bao'an International Airport, next to Guangshen Expressway, straight to the subway, and connected to the city rail, enjoying extremely convenient transportation conditions. The Shenzhen World is designed with a 1.75 km long Central Corridor that connects all lobbies, exhibition halls, meeting rooms and F&B areas.

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

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