



Healthplex Expo 2025
 Natural & Nutraceutical Products China 2025

HNC EXPO

www.hncexpo.com/en

2025 **6.24-26**

National Exhibition and
 Convention Center
 (Shanghai)

DRIVING INNOVATION

NAVIGATING

HEALTH



Book A Stand

Organizers: CCCMHPIE & Sinoexpo Informa Markets

INNOVATION DRIVING INNOVATION NAVIGATING HEALTH NAVIGATE

The "Healthplex Expo 2025, Natural & Nutraceutical Products China 2025" (HNC 2025), jointly presented by CCCMHPIE and Sinoexpo Informa Markets, will be grandly unveiled at the National Exhibition and Convention Center (Shanghai) from **June 24th to 26th, 2025**. During the past 14 years, with the spirit of innovation constituting its soul, the HNC has been regarded as a core trade show for brands and manufacturers to expand their markets, capture industry trends, develop distribution channels and keep up with regulatory changes, exploring the latest development direction in the field of health and nutrition year after year.

In 2025, the organizers will recruit nationwide agents, distributors, importer and exporters, health brand enterprises, e-business enterprises and other omni-channel professional buyers in the health industry. Meanwhile, the HNC will concentrate on enriching the exhibit categories, from popular meal replacements, functional gummies, dietary supplements, registered blue-hat products, foods for special medical purposes, to medicinal & food homologous products, inner beauty products, pet health products, healthy snacks, creative packaging, etc., aiming to meet the needs of different buyers, and also to provide exhibitors with a precise professional business matchmaking platform that delivers new products and displays market segments. Furthermore, the HNC will invite industry leaders to interpret the industry trends, as well as open up more diversified channels for exhibitors, such as e-businesses, pharmacy chains, membership-based supermarkets, group purchasing, etc.



Co-located with



PROPAK CHINA FOODPACK CHINA

STA Starch Expo China

200,000^{m²}

Exhibition Area

2,500+

Global Exhibitors

120,000+

Visitors & Buyers

Health Food

Functional Food | Nutraceutical |
Dietary Supplement | Organic Food
| Sport Nutrition | Tonic | Maternity,
Baby and Children's Health Food

TCM & Tonics

Ganoderma | Ginseng | Bird's
Nest | Dendrobium Officinale |
Cordyceps | Donkey-Hide
Gelatin | Chinese Herbal |
Health Wine & Tea

Healthcare Products

Personal Care | Massage Appliance |
Inspection Equipment | Physiotherapy
Instrument

EXHIBIT CATEGORY

Beauty Products

Beauty Oral Liquid | Cosmeceutical
| Functional Product | Anti-Aging
Product | Breast & Body Beauty |
Slimming & Skin Care Product

Third-Party Service

OEM | ODM | Consulting | Coopera-
tive R&D | Application & Marketing

POPULAR PRODUCTS



International Brands

Overseas enterprises from more than 70 countries and regions including Australia, Canada, New Zealand, etc.



Regional Products

Health and nutrition products with regional characteristics from Jilin, Zhejiang, Shandong, etc.



Medicinal & Food Homologous Products

Tonics such as ganoderma, ginseng, bird's nest, dendrobium officinale, donkey-hide gelatin, etc.



Oral Beauty Products

Oral beauty and health products such as collagen, grape seed extract, vitamins, etc.



Sports Nutrition

Sports nutrition supplements, including protein powder, energy bars, sports drinks, etc.



Sleep Aid & Anti-Aging Products

Melatonin supplements, sleep aid teas, antioxidant-rich essential oils, etc.



Infant & Child Nutrition

Nutritional supplements for infants and children, covering milk powder, vitamin drops, etc.



Pet Health

Pet nutrition products such as vitamins, mineral supplements, etc. specifically for pets.



Creative Packaging

The packaging of health products, cosmetics, functional food and drinks, etc.

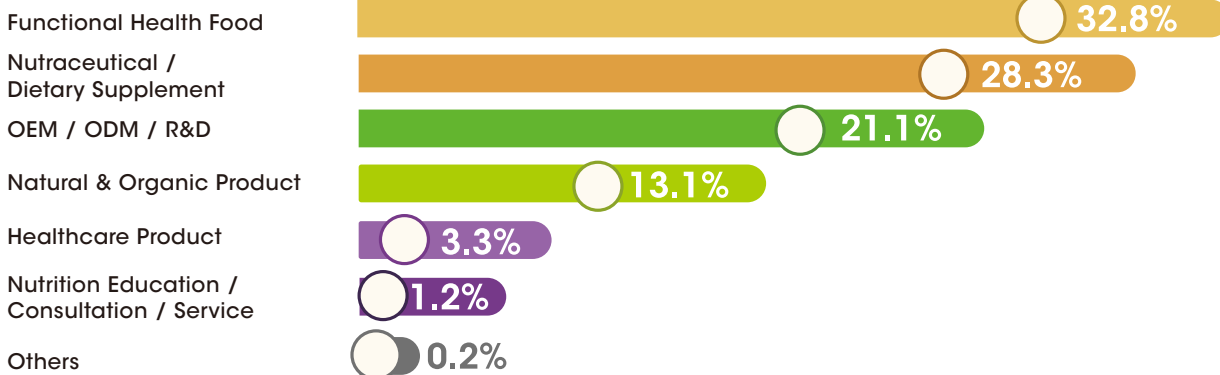
112 COUNTRIES & REGIONS

76,801 PROFESSIONAL VISITORS

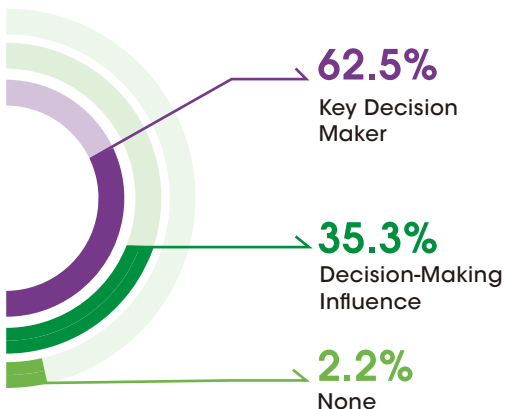
The "Healthplex Expo 2024, Natural & Nutraceutical Products China 2024" was co-located with Hi & Fi Asia-China and ProPak China & FoodPack China, etc., offering a comprehensive platform showcasing nutraceuticals, health products, healthy natural ingredients, food ingredients, starch and starch derivatives, 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 vigor of the health industry.

HNC ANALYSIS 2024

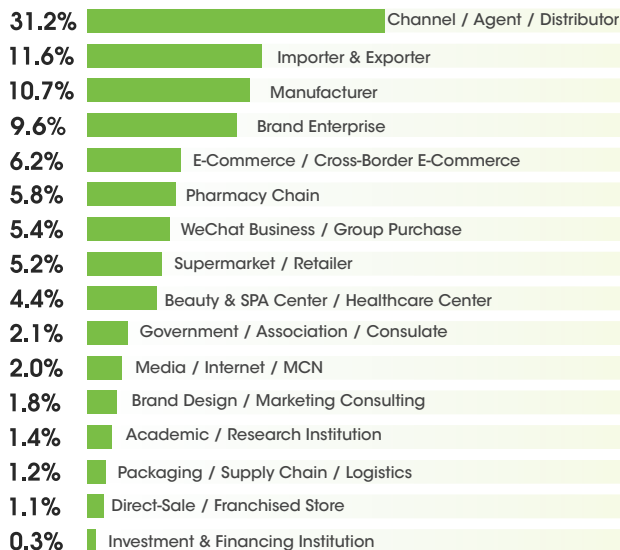
Exhibit Categories



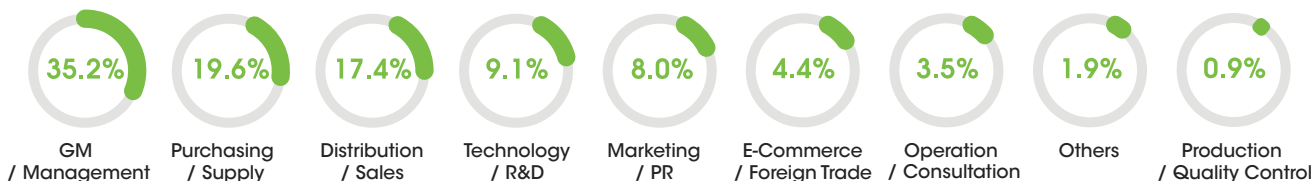
Decision-Making Power



Visitor Source



Visitor Position



70+ ONSITE EVENTS

High-Level Policy Interpretations, Technical Exchanges, Product Launches...

- The 18th Innovation Hub for Nutrition and Health Food
- The 7th Forum on Nutrition and Special Foods - Interpretation of the Latest Good News in the Industry
- The 14th Nutraceutical Industry Development Conference (NIDC)
- The 9th Forum on Foods for Special Medical Purpose
- The 12th China Nutrition and Healthcare Industry Summit Forum
- National Forum on Low GI, Whole-Grain and Plant-Based Health Foods
- The 5th Nutritious and Special Food Innovation and Developer
- Innovation Leads & Drives the Future - The Health Innovation Forum
- The Forum on New Opportunities in Shanghai Health Retail Industry Development
- Healthy Steps to Lay Out the Future
- The New Nutrition Full Life Cycle Focus Summit
- The Insight Conference on MFH Products

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Business Matchmaking



E-Commerce Channel Product Matchmaking for New E-Commerce Channels

Representatives from well-known MCN agencies and top influencers with tens of millions of and millions of followers will be invited to negotiate with exhibitors.

Supermarket & Pharmacy Business Matchmaking for Supermarket Chains & Pharmacy Chains

The business matchmaking will facilitate the cooperation between enterprises and leading national and regional supermarkets and pharmacies, and will foster an environment conducive to precise matching, strengthened connections and efficient commercial partnerships between the exhibitors and the offline channels.

Data Platform & Consulting Service Innovative Marketing Channel Matchmaking

The conference will bring together brand marketing experts, market data analysts, etc. from platforms and companies such as the Health Industry Alliance, Feigua, Zhongze Media, Qian-gua.com, Data Insider Consulting, Maldi Brand Consulting, etc. to provide customized marketing services and targeted marketing solutions.

600+ EXHIBITORS
2,000+ GLOBAL QUALITY BRANDS



*Part of the brand enterprises, listed in no particular order.

BIOHIGH
百合股份
股票代码: 603102

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.

SIRIO
仙乐健康

SIRIO PHARMA CO., LTD.

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.

COSMAX
THE SCIENCE OF KOREAN BEAUTY

COSMAXNBT SHANGHAI CO., LTD.

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.

逄时 Function **VIK**

FUNCTION (QINGDAO) MARINE TECHNOLOGY CO., LTD.

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.



PROMOTION RESOURCES

Omni-Channel Publicity,
Inviting High-Quality Professional Buyers



*The list is in no particular order.

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.

Integrating Global Resources

The organizers take advantage of the global show resources from the health, nutrition, beauty and food sectors of Informa Markets, as well as the resources from CCCMHPIE and global partners, to invite overseas buyers from multiple channels.



Online & Offline Publicity

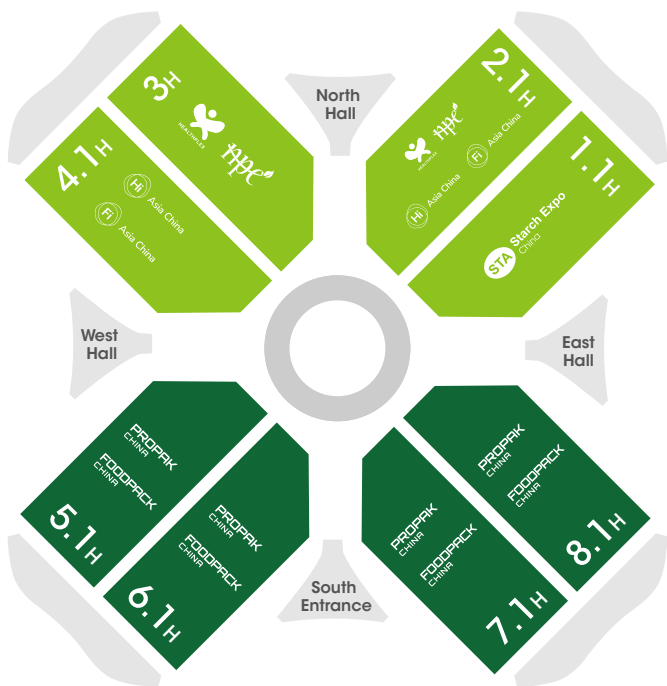
The organizers promote the exhibition and enterprises through channels such as vertical media, news feed ads, search engine marketing (SEM), news releases, short videos, influencer marketing, online live streaming, etc., as well as the offline channels such as airport/railway station advertising, subway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



*The list is in no particular order.

National Exhibition and Convention Center (Shanghai)

The National Exhibition and Convention Center (Shanghai) owns 17 exhibition halls with a total display area of nearly 600,000 square meters, among which Hall 3 is a column-free exhibition hall with unparalleled display space, providing unlimited possibilities for construction. The NECC (Shanghai) is located in the core area of the Yangtze River Delta region and situated in the western part of the core area of the Hongqiao Business District in Shanghai. Being about 1.5 km away from Hongqiao Transportation Hub, the 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.



Hall 3

International Brand Zone

- **Raw Space** US\$ 390 / sqm
*Start from 27 sqm

- **Shell Scheme Package** US\$ 480 / sqm
*Start from 9 sqm

Hall 2.1

International Brand Zone

- **Raw Space** US\$ 300 / sqm
*Start from 27 sqm

- **Shell Scheme Package** US\$ 390 / sqm
*Start from 9 sqm

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)



Sinoexpo Informa Markets



Informa Markets



Trade Development Bureau of the Ministry of Commerce

CO-ORGANIZERS

- Committee of Health Care Consultation, China Health Care Association
- Committee of the Evaluation and Utilization of Medicinal & Food Homologous Substances, China Association of Traditional Chinese Medicine
- Zhejiang Health Products and Cosmetics Industry Association
- Health Care Food Profession Association of Guangdong Province
- Shanghai Health-Care Products Trade Association
- Shandong Nutrition Health Food Industry Association
- Nutrition and Healthcare Industry Alliance of Yanze River Delta Area
- Shenzhen Association for the Development & Promotion of Health Industry
- Lhasa Economic and Technological Development Zone, Xizang
- Health Products Association - China (HPA-China)

SUPPORTERS

- Nutrition and Special Food Professional Committee, China Health Culture Association
- Shanghai Oriental Century Consumer Goods Development & Promotion Center
- Shanghai Pharmaceutical Trade Association
- World Nutrition Union
- Complementary Medicines Australia (CMA)
- Royal Norwegian Consulate General in Shanghai
- Innovation Norway
- Nordic E-Commerce Association
- Zhongze Media

CONTACT US

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