



HEALTHPLEX EXPO NATURAL & NUTRACEUTICAL PRODUCTS SHENZHEN

2026.10.13-15
Shenzhen World



Book A Stand

WWW.HNCEXPO.COM/EN/SZ/

INTEGRATION OF RESOURCES GATEWAY TO GLOBAL TRADE

REACHING NEW HEIGHTS FOR HEALTH INDUSTRY GROWTH

Co-organized by CCCMHPIE and Sinoexpo Informa Markets, the **"Healthplex Expo, Natural & Nutraceutical Products Shenzhen"** (HNCEXPO-Shenzhen) will take place at the Shenzhen World Exhibition & Convention Center from **October 13th to 15th, 2026**. The HNCEXPO-Shenzhen 2026 will be co-located with Hi & Fi Shenzhen, joining efforts to create "Shenzhen International Nutrition and Health Industry Fair", offering a holistic view of the health industry ecosystem.

Guided by the health-first development strategy outlined in the 15th Five-Year Plan, and in response to the evolving landscape of quality-driven growth in China's health industry, HNCEXPO continues to deepen its presence in the strategically vital Guangdong-Hong Kong-Macao Greater Bay Area. Leveraging Shenzhen's locational advantages as an "innovation engine, gate of openness, and industrial hub", along with its capacity to aggregate global resources, HNCEXPO-Shenzhen will further amplify its brand influence, dedicated to build a world-class health industry ecosystem integrating R&D, manufacturing, and trade. The exhibition brings together global industry leaders, premium brands, and leading-edge products, precisely connecting with core sourcing resources such as distributors, agents, cross-border e-commerce operators, retailers, and food and beverage enterprises.

The three-day exhibition will focus on the entire value chain of the health and nutrition industry, creating a high-end platform that integrates product showcases, business matchmaking, trend forecasting, and cross-sector collaborations. It aims to promote synergistic innovation and ecological integration across the industry chain, empowering companies to expand into global markets. HNCEXPO-Shenzhen looks forward to partnering with all related sectors to co-create a thriving and prosperous hub for the health industry in South China.

CONNEXION SHENZHEN

8 THEMATIC SECTORS

The HNCEXPO-Shenzhen 2026 will be held concurrently with the other major exhibitions hosted by Sinoexpo Informa Markets covering industries such as health, food processing and packaging, hotel catering, design, furniture, lifestyle, etc., to collectively present the "Connexion Shenzhen". The exhibitions will be held across 10 halls at Shenzhen World to attract domestic and international professional buyers for visiting and business negotiations.

Tailored specifically for the South China market, the Connexion Shenzhen integrates resources across the entire industry chain to create an innovative, diversified, and comprehensive one-stop industry gathering. It will not only contribute to the upgrading of the health industry but also actively drive the trade patterns of the Greater Bay Area to expand to a higher level and broader scope, supporting the region's high-quality and sustainable economic development.

Sharing

180,000m²

Exhibition Area

2,500+

Exhibitors

150,000+

Global Buyers

EXHIBIT CATEGORY



HEALTH FOOD

Functional Foods / Nutraceuticals / Dietary Supplements / Sports Nutrition Products / Tonics / Maternity, Baby & Children's Health Foods / Probiotics / Vitamins / Collagen / Ergothioneine / Krill Oil / Coenzyme Q10 / OEM & ODM



BEAUTY & SKIN CARE

Beauty Oral Liquids / Cosmeceuticals / Functional Beauty Products / Anti-Aging Products / SPA Products / Breast Enhancement & Body Care / Weight Loss & Slimming / Spot & Acne Removal / Detoxification & Skin Care / Medical Beauty Products



HEALTHY LIGHT FOOD

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



HEALTH EQUIPMENT & SUPPLY

Household Medical Equipment / Massage Devices / Physiotherapy Instruments / Smart Wearable Devices / Home Health Monitoring Devices / Moxa Products & Moxibustion Equipment / Foot Therapy / Rehabilitation Products / Eye Care Products / Family First Aid Products / Sports & Fitness Equipment / Intelligent Medical Products / Third-Party Testing



DIET THERAPY & TCM

Therapeutic & Medicinal Foods / OTC Chinese Medicine / Ginseng Products / Cordyceps Sinensis / Ganoderma Lucidum / Bird's Nest / Antrodia Cinnamomea / Donkey-Hide Gelatin / Special Medical Foods / Bee Products / Aloe Vera Products / Fungus Products / Tonic Wine & Tea / Herbal Soup



SPORTS NUTRITION & WEIGHT MANAGEMENT

Protein Powders / Amino Acids / Energy Bars / Sports Beverages / Carbohydrate Supplements / Electrolyte Supplements / Multivitamins / Minerals



NATURAL & ORGANIC PRODUCT

Hydrogen-Rich Drinking Water / Hydrogen Health Products / Woody Plant Oils / Herbal Oils / Healthy Edible Oils / Imported Olive Oil / Seasoning Oils / Organic Foods / High-Quality Agricultural Products / High-End Food Ingredients / Imported Foods



SMART SENIOR CARE

Health Tourism / Institutions / Financial Services / Ecological Health Towns / Informationalized Services / Health Industrial Parks / Rural Revitalization

FEATURED SHOW ZONES & PAVILIONS



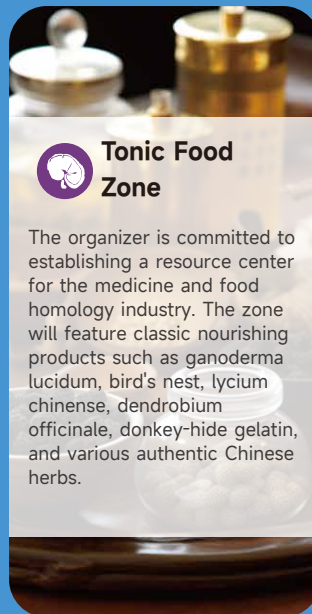
 **Cross-Border Brand Zone**


The zone will display the leading brands from different countries and regions such as Thailand, Malaysia, Japan, South Korea, Germany, Italy, etc. The organizer will also host targeted matchmaking events and policy summits, enabling enterprises to connect with China's import demands and helping domestic brands to go global.



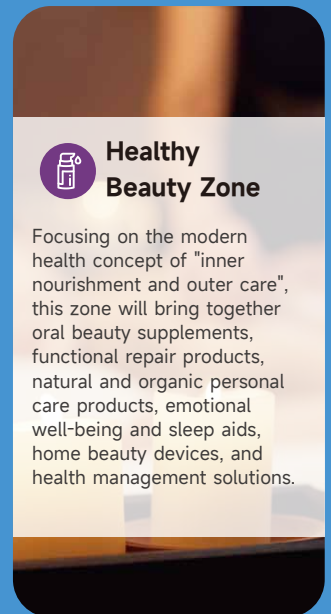
 **Regional Pavilions**


The regional pavilions will feature distinctive health products from South China and West China, showcasing regional treasures including plateau specialties, medicine and food homologous ingredients, and natural products. The pavilions offer buyers access to precious resources from the origins.



 **Tonic Food Zone**

The organizer is committed to establishing a resource center for the medicine and food homology industry. The zone will feature classic nourishing products such as ganoderma lucidum, bird's nest, lycium chinense, dendrobium officinale, donkey-hide gelatin, and various authentic Chinese herbs.



 **Healthy Beauty Zone**

Focusing on the modern health concept of "inner nourishment and outer care", this zone will bring together oral beauty supplements, functional repair products, natural and organic personal care products, emotional well-being and sleep aids, home beauty devices, and health management solutions.

2025 REVIEW

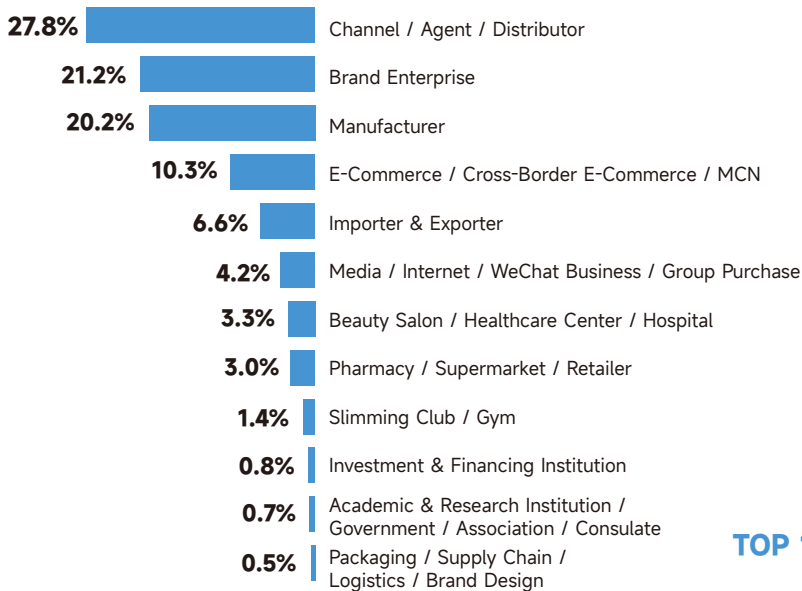


As an internationally renowned exhibition for finished nutrition and health products, the "Healthplex Expo, Natural & Nutraceutical Products Shenzhen" (HNCEXPO-Shenzhen) was co-located with "Hi & Fi Shenzhen", covering the entire process from ingredients to processing and finished products.

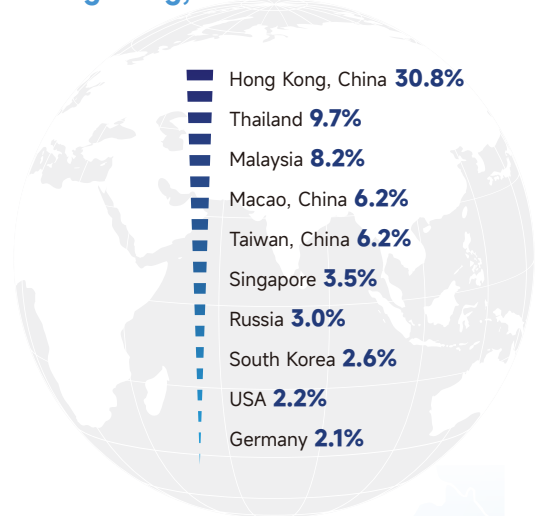
The HNCEXPO-Shenzhen 2025 along with spanning health, processing and packaging, catering, coffee and tea, hospitality, furniture, cleaning and lifestyle exhibitions, jointly formed the "Connexion Shenzhen 2025" which achieved an overall scale of **200,000** square meters, covered 12 exhibition halls, and attracted over **2,500** enterprises from around the world to participate. A total of **115,045** trade visits were recorded at the Connexion Shenzhen 2025, representing a broad mix of distributors and agents, import and export traders, retailers and manufacturers.

The HNCEXPO-Shenzhen 2025 not only attracted a substantial number of domestic professional visitors but also welcomed overseas buyers from over **80** countries and regions, including Thailand, Malaysia, Singapore, Russia, South Korea, Indonesia, Canada, and Australia. The total visitor number rose by **57%** year on year, reaching a new high.

Visitor Source



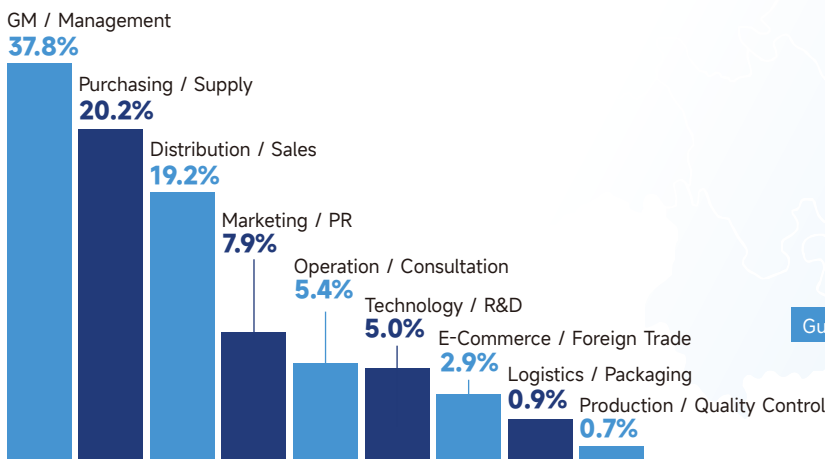
Top 10 Visitor Source from Overseas & Hong Kong, Macao and Taiwan of China



TOP 10 Domestic Visitor Source



Visitor Position



FORUMS & ACTIVITIES 2026

Industry Forums

Offer Insights into Cutting-Edge Trends.

- The 17th Nutraceutical Industry Development Conference (NIDC)
- The 10th Forum on Nutrition and Special Foods
- The Nutrition & Health Industry Innovation Ecosystem Forum
- The 5th Forum on Innovation and Development of Healthy Food
- 2026 Greater Bay Area Functional Food Innovation Forum
- Seminar on Food-Medicine Homology and Integration of Chinese Cuisine Nutrition and Dietary Industry
- The Medicine & Food Homology Industry Forum
- The Greater Bay Area Nutrition, Health & Digitalization Forum
- Health Industry Innovative Marketing Forum 2026
- International Academic Forum on Krill Oil
- New Nutrition Synthetic Biology Anti-Aging Forum



Multi-Channel Business Matchmaking

- **On-Site Face-To-Face Precise Matching**



1V1 Product Matchmaking with E-Commerce Channels

The 1V1 Product Matchmaking with E-Commerce Channels is strategically aligned with the ongoing upgrade of health consumption, aiming to create an efficient direct-connection platform between exhibitors and e-commerce channels. The event features the participation of major platforms, prominent MCN agencies and e-commerce live streamers. The event will facilitate closed-door one-on-one business meetings across high-potential segments including dietary supplements, tonic foods, ingestible beauty, smart health devices, healthy light foods, etc.



Overseas Buyers Business Matchmaking

The HNC Shenzhen Overseas Buyers Business Matchmaking event will gather professional buyers from the Asia-Pacific region, Europe, and the Americas. Through one-on-one negotiations and direct product sourcing, the event will enable exhibitors to efficiently connect with international market resources, gain insights into overseas demand trends, and capture emerging cross-border trade opportunities, thereby fostering international exchange and cooperation within the health and nutrition industry.

- **Year-Round Online Matching Services**

EN-SJGLE.COM is a one-stop service platform for upstream and downstream enterprises in the food industry, providing procurement, business matchmaking, industry exchange, etc.

60+ million Annual Traffic | **90,000+** Active Buyers | **8,000+** Leading Suppliers

OMNI-CHANNEL RESOURCES



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, radio advertising, newspaper and magazine advertising.



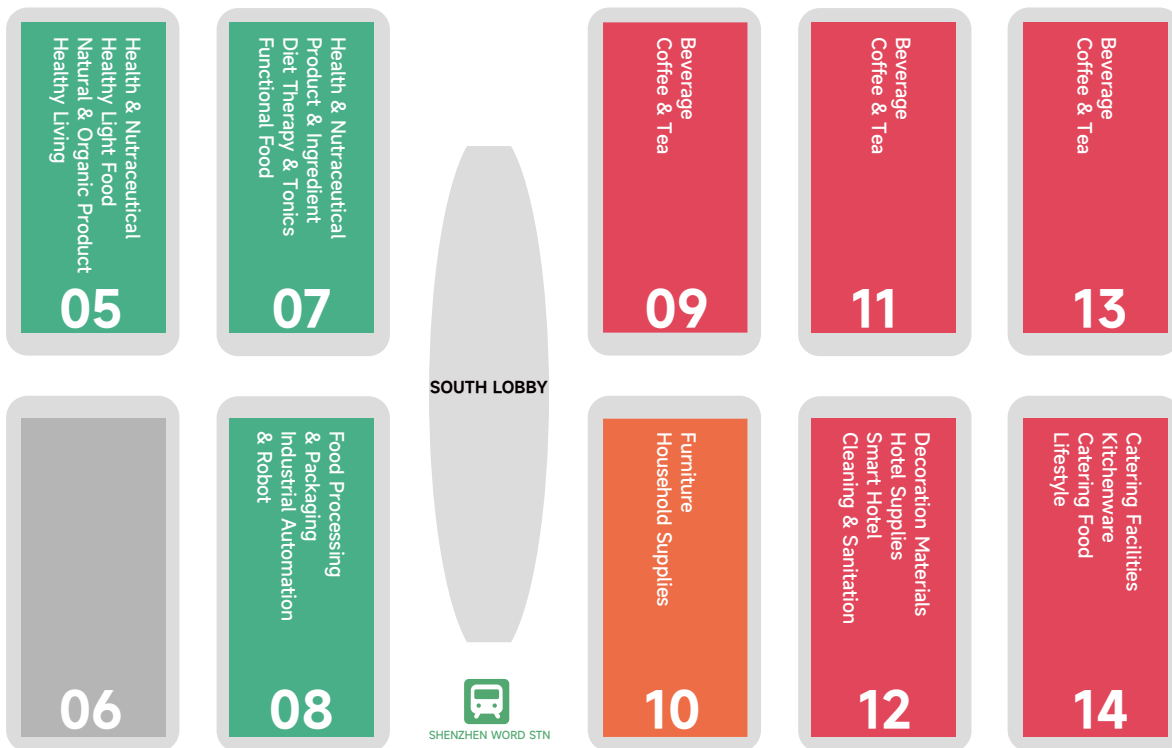
**Listed in no particular order.*

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 oversea buyers from multiple channels.



**Listed in no particular order.*



BOOTH PRICING | Hall 5 & Hall 7

International Brand Zone

- Raw Space: (*Start from 27 sqm)
US\$ 260 / sqm
- Shell Scheme Package: (*Start from 9 sqm)
US\$ 300 / sqm

ORGANIZERS



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



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

Qualification

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

CONTACT US

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

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