HEALTHPLEX & NUTRACEUTICAL CHINA 2015
The Most International Gathering in Chinese Health Industry
June 24-26, 2015, SNIEC
WWW.HNCEXPO.COM
Features

Chinese Time-Honored Brands
The Pavilion is established based on the theme of Chinese tradition and nutrition, gathering ginkgolane, cordyceps, ginseng, edible birds nest together with other kinds of Chinese traditional health products.

Platform with Business Opportunities and Networks
HNC will welcome 60,000 professional visitors from 140 countries, by link with CPhI China and P-Asia China in 2013 once again. It will be a centralized display for health industry and great platform for multi-level communications with endless opportunities and networks.

Onsite Activities
HNC brings you various activities, including seminars for the latest industry trends, conferences for updated regulations and policies, matchmaking for potential business, forums for health concept and lifestyle—Attendees can learn the latest industry news and market information of the global health industry.

Dietary Supplements
The Pavilion gathers amino acid, microelement, vitamin, minerals and other quality dietary supplements from both home and abroad.

Beauty Products
A centralized area for functional beauty products, anti-aging products, oral solution, cosmetics and other global brands for beauty.

Overseas Enterprises
HNC features exhibitors and pavilions from the USA, Northern Europe, Germany, France, Australia, New Zealand, Malaysia, Korea, Japan, Taiwan, India, Brazil and etc.

Product Categories

Health Food
Nutraceuticals, functional food, dietary supplement, organic food, sports nutrition, melatonin, vitamin, protein powder, lecithin, omega 3, spirulina and etc.

Traditional Chinese Medicine
Traditional Chinese beverage and food: Ginseng, ginkgo, cordyceps, ginseng, bird's nest product, wolfberry, and other herbal products, tea and wine.

Beauty Products
Oral solution, functional products, anti-aging products, cosmetics and other beauty products for diet, skin-care and etc.

Health Care
Personal care, massage apparatus, inspection equipments, physical therapeutic instruments, and etc.

Third Party Services
OEM, ODM, counseling, cooperative R & D, registration, and etc.
Healthplex & Nutraceutical China (HNC) 2015 will be held on 24–26 June, 2015 in Shanghai, which is co-organized by China Chamber of Commerce for Import & Export of Medicines & Health Products and Shanghai UBM Sinoexpo International Exhibition Co., Ltd. As the largest and the most valuable exhibition of health products in the Asia-Pacific region, HNC is targeting middle and high-end health market and will get together global brands and quality buyers supporting the industry to upgrade.

Benefitting from the integration of the quality resources of these two organizers, HNC has become an influential and impactful event and will soon grow to the largest event of its kind, providing the most efficient and quality trading and networking platform for its participants.
Exhibition Review

China's leading health food and nutritionals event, Healthplex & Nutraceuticals China (HNC) 2014, had been successfully concluded on 28 June at the SNIEC in Shanghai, China. HNC 2014 realized the maximization of the health-care industry resources integration and received highly attentions. It was held concurrently with CPhI China and Fi Asia-China, spreading across 17 halls. With its full capacity of 12,000 square, HNC 2014 attracted more than 350 global leading manufacturers and 10,670 visitors including dealers, traders, retailers and professionals from supermarkets and pharmacy stores.

Visitor Profile

Import/Export Trader 15%
Supermarket 18%
Pharmacy Store 18%
Dealer/Distributor 39%
Store 6%
Others 4%

Decision Making Power

95% of the visitors were purchasing decision makers or played a key role in purchasing

32.7% Purchasing Manager
14.4% Sales Manager
12.8% Marketing Manager
15.2% President
11.3% VPI/VP

6.3% Technological
2.3% Quality Controller
3.0% Market
2.0% Others
Secure huge opportunities via HNC

In October 2013, China’s state council released guidelines outlining measures to improve services in the medical and health-care industries. The move is expected to improve efficiency in China’s vast healthcare market, which is estimated to be worth more than 8 trillion RMB in 2020. With the improvement of health-care consciousness and the deepening of preventive treatment of disease, China’s health care industry will usher in a new historical opportunity for development.

Based on the global health-care market, HNC expo emerges as the times require. The orientation of HNC is professional, high-end and quality. It has devoted to building the one-stop platform between outstanding enterprises and dealers, to realize the win-win situation.

Communication platform through various channels
Offering to multiply needs, HNC invites domestic health products distributors, agents, retailers, chain stores to participate and builds the one-stop business communication platform for win-win cooperation.

Cooperation with global associations
HNC is supported by various associations from mainland China, Taiwan, Japan, USA, Singapore and etc., which organizes the visitor delegations or conferences.

Online to offline promotion
HNC is promoted through UBM’s omni-channel PR, Newswire and the superior channels of C.C.M.H.P.C., including more than 90 newspapers and over 50 network media.
Featured Exhibitors  (The list is in no particular order)

Onsite Activities – Match Making: Supermarket Chains & Pharmacy Chains
Onsite Activities

2015 International Dietary Supplements Development China Conference
The difference between Chinese and USA dietary supplement regulations and their development characters and trends in the future.

2015 China Nutrition Healthcare Industry Sales Meeting
To discuss the health product marketing with Chinese dealers, agents and professionals from supermarkets and pharmacy stores.

2015 Global Health Food Distributor Meeting
To network with over 20 enterprises from USA, Korea, Japan, Singapore, Malaysia and etc.

The 5th China Natural & Nutraceutical Industry Conference
To discuss the updated regulations in the new Chinese health industry, the development tendency and the market strategies.

2015 China and Foreign Health Food Seminar
To help Chinese enterprises to find new foreign technologies and find new partners.

The 5th Online Health Food Business Seminar
Online marketing of Chinese leading internal companies, including T.MALL, Tencent, JD.COM, Baidu, Sina.

TRT Health Forum
Speeches from doctors of traditional Chinese medicine.

Match Making: Supermarkets Chains & Pharmacy Chains
Connect with Chinese famous supermarkets and pharmacy stores to further develop your business in China.

Health Industry Conference
Focusing on happiness and living with the aim to deliver the idea that health is a happy industry by sports.

China and South Korea Beauty and Health-care Seminar
Beauty product case study and future development with professionals from Korean and Chinese enterprises.

Dendrobium Officinale Traditional Processing Technology Performance
A performance for the traditional technology of dendrobium officinale, which was listed in the intangible cultural heritage.
Booth Price (Euro/sqm)

Overseas

Standard booth 360
Raw space 290

Hong Kong & Macao & Taiwan

Standard booth 240
Raw space 200

The sketch of standard booth

Qualification
Those producers, circulation enterprises, scientific institutions with business license of drugs and health products have the right to join the exhibition.

Organizer
China Chamber of Commerce for Import & Export of Medicines and Health Products (CCCMHPIE)
Shanghai UBM Sinoexpo International Exhibition Co Ltd (UBM Sinoexpo)

Co-organizer
Committee of Health Care Consultation - China
Health Care Association
China Pharmaceutical Culture Society
Jiangsu Health Products Association
Shanghai Health Care Products Association
Health Care Industry Association of Jiangsu
Jiangsu Health Products Association

Supporter
Shanghai Pharmacy Trade Association
Shanghai Chain Enterprise Association

Malaysia-China Chamber of Commerce
Singapore Chinese Medicines and Health Products Merchant Association
International Functional Foods Consulting Co., Ltd.
IBMR Industry Co., Ltd.
European Foundation of Traditional Chinese Medicine
U.S.-China Health Products Association

Importers and Exporters Association of Taiwan
Waco Yachting
Health Food Association of Taiwan
Hong Kong Trade Development Council (HKTDC)
Hong Kong Chinese Medicine Merchants Association

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