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# Natural & Nutraceutical Products China Guangzhou 2018

December 17-19, 2018 | Poly World Trade Center Expo (PWTC Expo)



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Co-located with  
Hi & Fi Guangzhou 2018  
Expo Finefood Guangzhou 2018



## About NPC

"Natural & Nutraceutical Products China Guangzhou 2018" ("NPC2018") organized by Shanghai UBM Sinoexpo International Exhibition Co., Ltd. will be ceremoniously held at Poly World Trade Center Expo (PWTC Expo) on December 17-19 of 2018.

NPC is originated from CPhI and Fi Asia-China, the two leading expos organized by UBM. Targeting at the middle and high-end market of health products, it aims to set the pace for health development. Based on nine years' experience of successively holding Healthplex Expo and Natural & Nutraceutical Products China (NPC) in Shanghai, the organizer has been providing first-class hardware facilities for the Expo, and proactively completing services matching to the international requirements by integrating national high-quality resources, widely recruiting agents, distributors, retail shops, pharmacy chains, supermarkets and other buyers of health care products, assisting exhibitors to expand health care product market in Pearl River Delta Region, expanding channels and establishing the brand image. Healthplex Expo and Natural & Nutraceutical Products China (NPC) serves not only as the trading platform for health care products and brand demonstration platform, but also the important stage for industrial communication, technical interaction, information sharing and product innovation. In 2018, together with Hi & Fi Guangzhou 2018 and Expo Finefood Guangzhou 2018, NPC will be held simultaneously to provide exhibitors and buyers with a one-stop purchasing platform of massive health from ingredients to finished products, and from healthy food to health-care food.

Shared with >>> **50,000**<sub>SQM</sub> >>> **30,000**<sup>+</sup> Professionals >>> **800**<sup>+</sup> Exhibitors

## Product Categories

### ◆ Nutrition and health products

Dietary supplements, organic food, sport nutrients, tonics, vitamins, protein power, fish oil products, grape seed capsules, spirulina, health care wine and tea, etc.

### ◆ Natural tonics

Ginseng products, cordyceps sinensis, lucid ganoderma, antrodia, donkey-hide gelatin, green alga products, embryo products, honey products, aloe products and fungus products, etc.



### ◆ Health supplies

Household medical device, personal care utensils, massage apparatus, foot care and medicine bath, physical examination devices, physiotherapeutic instrument and third-party testing, etc.

### ◆ Recreational sports

Sport and bodybuilding apparatus, beauty SPA products, SPA equipment, sauna equipment, outdoor bodybuilding, aerobic exercise apparatus and outdoor bodybuilding apparatus, etc.

### ◆ Beauty products

Beauty oral liquids, cosmeceuticals, functional beauty products, anti-aging products, breast and body care, slimming, freckle and acne removal, sunscreen and detox, etc.

### ◆ Healthy and natural ingredients

Healthy ingredient, natural ingredient, animal and plant extraction, functional ingredient and new resource food, etc.

## Featured Pavilions

### 1 Overseas Pavilions

Pavilions from USA, Northern Europe, Australia, Malaysia, Korea, Taiwan, China are accessible on an unprecedented scale, which are expecting.

### 2 Characteristic Industry Pavilions

#### Guangzhou Swiftlet Nest Pavilion

Guangdong Swiftlet Nest Industry Association, together with member enterprises, will demonstrate the best swiftlet nest products generated from Guangdong, enhance the recognition of mass on swiftlet nest, construct the industrial standards, and set up the famous industrial brand.

#### Shenzhen Health Pavilion

Shenzhen health care product brand enterprises will form a group and attend the exhibition under the leadership of Shenzhen Health Care Association, in order to demonstrate enterprise features and products in Shenzhen health, nutrition and health care industry in a unified manner.

#### Yangtze River Delta Alliance Pavilion

Nutrition and Healthcare Industry Alliance of Yangtze River Delta Area will carry out the on-site demonstration of enterprise culture of excellent health, nutrition and health care enterprises in Shanghai, Jiangsu, Jiangxi and other provinces, as well as products with regional features.

#### Tibet Naqu Ophiocordyceps Sinensis Pavilion

Association of Ophiocordyceps Sinensis in Tibet Autonomous Region, together with famous enterprises in Tibet, will attend the exhibition in order to advertise the unique Chinese health care product to the whole world.

### 3 Chinese High-quality Product Pavilion

There are traditional tonics themed with "Chinese traditional products to nourish the body system" and featured with Chinese characteristics and various traditional Chinese medicine for health care.

### 4 Beauty & Enzyme Pavilion

It shall be a global platform of functional beauty products, skincare products, cosmeceuticals and beauty & health care products, etc..

### 5 Special Medicine Pavilion

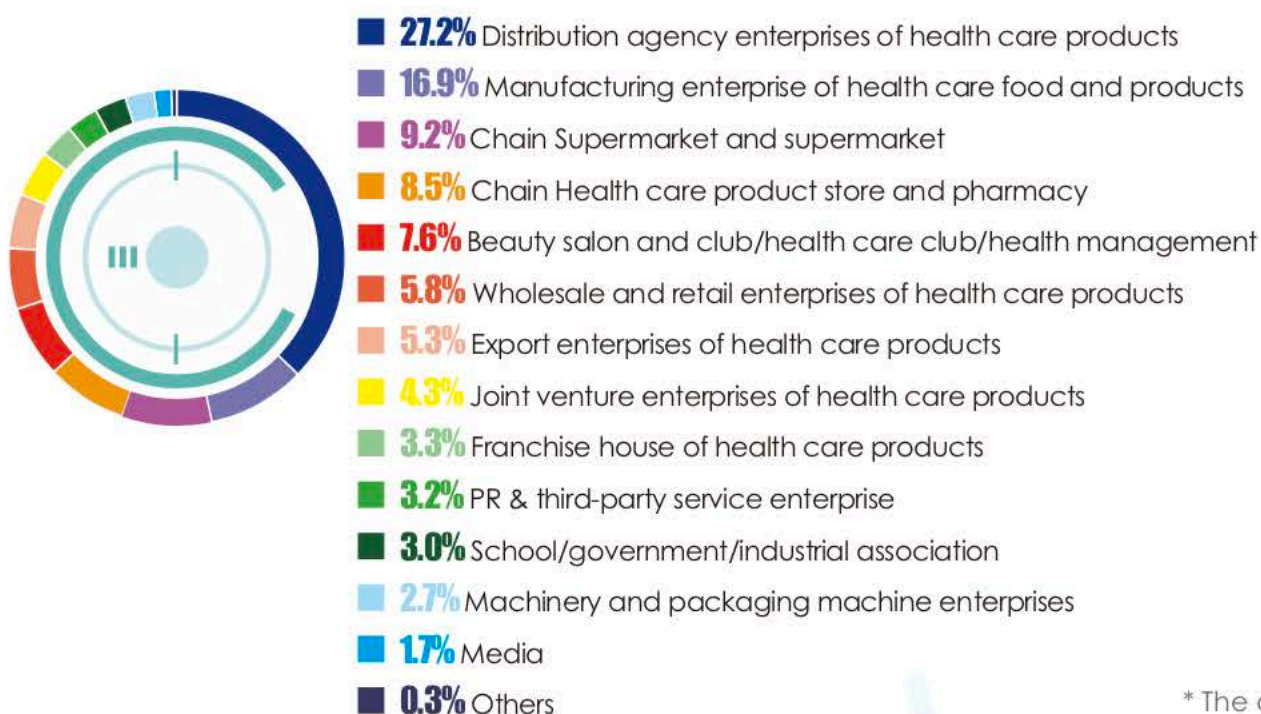
There will be full nutrient formula food, special full nutrient formula food, non-full nutrient formula food, as well as professional forum meeting matching to special medicine-purpose formula food industry.



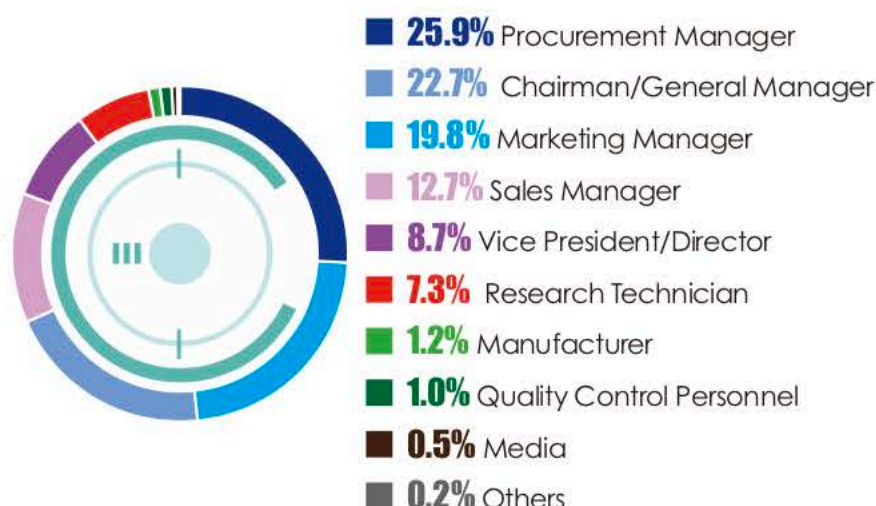
## 2017 Exhibition review

Natural & Nutraceutical Products China Guangzhou 2017(NPC2017)was successively concluded at Guangzhou Poly World Trade Center Expo (PWTC Expo) on December 14, 2017. Serving as the gala with the most business value in the massive health industry exhibition, NPC had attracted extensive attention of experts. Working with Hi & Fi Guangzhou 2017, NPC had demonstrated new product, technology, ingredient and tendency of upstream and downstream industrial chain in an all-around manner. In 2017, the total exhibition area was up to 10,000 m2, with total 8,357 person times of professional audience in 3 days, increased by 37.7% compared with that in 2016. Among which, manufacturers, distributors, retailers, drugstores, supermarkets and other many professional buyers in a massive health industry attended for business negotiation, thus establishing a trade bridge for medium- and high-end health care product market in Southern China. In addition, the Organizer made efforts to hold over 30 activities simultaneously, carrying out the all-around analysis and outlook centered on law and regulation, market tendency, technical reform, successful case, marketing and many other fields concerning health care industry in China. All forums were jammed with numerous participators, with all seats occupied, and participators had carried out in-depth communications on hot industrial issues and jointly discussed the policy tendency in future. Furthermore, a series of conferences jointly held and jointed by leading enterprises and researchers in the corresponding industry were also achieved, thus driving the combination of this "exhibition" and "conference" up to a new peak.

## Visitor Source



## Layout of visitor positions



\*The above data came from reports of NPC2017 Guangzhou Expo.

## Comments of exhibitors

The Organizer did provide all-around and dedicated service before the opening ceremony of this exhibition, thus ensuring the successful implementation. There was stable passenger flow volume, which meant that every exhibitor had the opportunity to seek for proper buyers. More importantly, there were abundant enterprise introduction, product promotion and other activities, as well as high audience participation, thus providing an excellent platform for brand publicity. I sincerely hope that the following exhibitions will be a huge success!



BY-HEALTH Co., Ltd.

This exhibition had attracted numerous experts and material suppliers from both at home and abroad; suppliers and buyers could achieve the sufficient communication; with clear purposes, and diversified market information, it fully reflected the representative terminal enterprises and market tendency in Guangzhou, and I was so grateful! I hereby show my sincere appreciation to Organizer for holding this industrial gala, and I hope the Organizer can rebuild new history and achieve new peaks!



Xi'an Yuensun Biological Technology Co., Ltd.

This exhibition was well arranged, featured with high expertise and accurate customer market. We had an excellent success, and we hope that the following exhibitions will be a huge success!



Shuguo (Shanghai) Network Technology Co., Ltd.

This is the first time we attend this exhibition, but we had achieved gratifying results, going well beyond our expectations. Therefore, we plan to attend this exhibitions in the following years, in order to achieve the joint development together with this exhibition.



Shenzhen Maosen Health Technology Co., Ltd.

This exhibition shall be an exhibition featured with high quality, accurate target and all-around exhibits, which can be useful for exploring new customers and expanding new market, and the Organizer also showed a high-degree friendliness!



Wellwisse Pharmaceuticals Pty Ltd





## Onsite Activities

### Pan-Pearl River Delta Nutrition and Health Industry Development Summit Forum

Centered on the development tendency of Pearl River Delta nutrition and health care industry, it will interpret related policies and provide corresponding market solutions. Meanwhile, it will further introduce the new normal of massive health industry and the transformation of health care product enterprises.



### Guangdong Swiftlet Nest Industry Association Member Representative Conference

At this conference, new council members will be elected, and there will be meetings for interpreting the development of swiftlet nest derivatives, reasons of price fluctuation and tendency of swiftlet nest, risk avoidance and anti-professional crackdown on swiftlet nest.



### Cross-border E-commerce Marketing Conference in Big Health Industry

Analyze the cross-border e-commerce policies of health care food and share successful cases to peers, accelerate and driven enterprises both at home and abroad to transform the existing business model to O2O business model based on Internet, and lead all enterprises to participate in the purchasing of health care products on the cross-border e-commerce platform.



### Academic Seminar on "Healthy Food and Functional Food Ingredients"

With themes covering fats, proteins, carbohydrates - three essential nutrition elements for human being, this seminar will introduce the function and importance of all elements to human health.



### Start from Full-system Health Maintenance, and March on the China Tour - Guangzhou Stop

This activity is held to encourage social strength to develop life cultivation and health preservation and preventive treatment of diseases by applying Chinese medicines, and accelerate the development of life cultivation and health preservation service industry. At the activity scene, numerous health care experts good at applying traditional Chinese medicine will be summoned to spread traditional Chinese medicine knowledge and health therapy easy to master, thus achieving the zero distance interaction with audience.



### Chain Supermarket Matching Meeting

In order to further assist excellent exhibitors to expand marketing channels of the supermarket, provide multiple choice of products and decline the purchasing cost, the Organizer will arrange special trade meeting between national famous supermarket chain and over 20 professional buyers.



### SJGLE Industry Salon -- "Meeting with Donkey-hide Gelatin" / "Donkey-hide Gelatin Meeting"

Donkey-hide gelatin salon: share culture of donkey-hide gelatin enterprises, hot industrial issues, reveal health therapies and inherit health preservation principles. The invited guests will carry out Q&A for on-site audience, thus providing an opportunity for intuitive and comprehensive understanding of donkey-hide gelatin industry and winter tonic.

Swiftlet nest salon: invite experts in swiftlet nest industry and Chairman of Malaysia Royal Bird' Nest Group to share hot industrial issues in swiftlet nest industry.



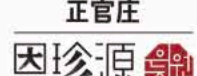


## Professional visitors promotion

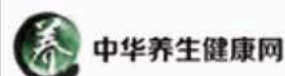
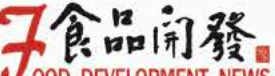
In order to meet multiple demands, the Organizer will send invitation to invite distributors, agents, retailers, chain drugstores, supermarket chain of health care products and all kinds of channels in the whole China. At the same time, after selecting massive health exhibitions concerning medicine, food, beauty, infant, and cultivation of the old from over 300 exhibitions annually held in the whole world by the affiliated UBM Group and China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE) and data deletion, it will select high-quality data resources and achieve the accurate invitation of professional buyers.

## Why Exhibit?

## Featured exhibitors (all in random order)

|                                                                                                            |                                                                                                                         |                                                                                                                                                                 |                                                                                                             |                                                                                                                         |                                                                                                                   |
|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <br>全球营养 优中选优             | <br>白云山汉方                              | <br>Fanhealthy                                                                 | <br>TCI Co., Ltd<br>大江生醫 | <br>森弗<br>SCIPHAR                    | <br>HUAN'GE<br>恒閣              |
| <br>永安康健                  | <br>东阿<br>DEEJ                         | <br>东阿古胶<br>DONG'AO GU GU                                                      | <br>百年堂<br>BENETON       | <br>ROYAL<br>BIRD'S NEST<br>皇家<br>鳥巢 | <br>Swiftlet Eco Park          |
| <br>完美<br>PERFECT        | <br>MEDICAL<br>Otabashi<br>板橋·医療      | <br>普正生物科技                                                                    | <br>puractive™          | <br>Wellwisse®                      | <br>中肽生物<br>ZHONG TAI BIOLOGY |
| <br>肽好生物<br>TAIHAO BIO  | <br>AUCRISTOSTE®<br>Nourishment 澳克罗健 | <br>正官庄<br>恩珍源                                                               | <br>燕岭                 | <br>诺和诺康                           | <br>扬生集团<br>YANGSHENG GROUP  |
| <br>利伟保健<br>Dr. Leawell | <br>MingDa                           | <br>瑞普斯                                                                    | <br>津梁<br>Shinryo      | <br>Xunon 旭能                       |                                                                                                                   |
| <br>南极健康<br>ANTAKROL    | <br>恒利康                              | <br>TAR-OSA<br>西藏自治区冬虫夏草协会<br>Association of Ophiocordyceps Sinensis in TAR | <br>AkerBioMarine®     | <br>米寿                             | <br>RITZPRO.                 |

## Media resources

|                                                                                                                           |                                                                                                                                                        |                                                                                                                   |                                                                                                                                                       |                                                                                                                       |                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <br>东方保健品网<br>WWW.BJP321.COM           | <br>环球医药网<br>WWW.QGYYS.NET                                          | <br>寻医问药网<br>闻康 XYWY.COM      | <br>前瞻网<br>qianzhan.com                                          | <br>食安中国<br>cnfoodsafety.com     | <br>药路通网<br>www.yaolutong.com                   |
| <br>39健康网<br>www.39.net                | <br>医谷 关注医学大健康未来<br>www.yigoonet.com                                | <br>药品资讯网<br>CHEMDRUG.COM     | <br>世码吧<br>Shimaoba.COM                                          | <br>植提网<br>zhiticn.com           | <br>10000Show.com 万秀网<br>提升企业参展效果               |
| <br>新营养<br>NEW NUTRITION               | <br>品牌食品网<br>www.pinpaifood.cn<br>中国食品饮料行业门户网                       | <br>中华养生健康网                   | <br>岭南医药网<br>LINYIYAO.COM                                        | <br>万安                           | <br>米内 MENET<br>中国医药资讯门户                        |
| <br>自我保健<br>SELF-CARE                  | <br>88蓝展会网                                                          | <br>包装E线<br>BZ-E.COM          | <br>Herbridge                                                    | <br>搜狐健康<br>health.sohu.com      | <br>成龙医药网<br>威您美名 龙行天下                          |
| <br>生物谷<br>Bion.com                    | <br>中国商品网<br>CCN CHINA COMMODITY NET                                | <br>玛咖信息网<br>最专业的玛咖资讯平台       | <br>U.S.-China<br>HPA<br>Health Products Association<br>美中健康产品协会 | <br>壹会网<br>专业会议服务平台™             | <br>傲展会<br>aoZhanHui.com                        |
| <br>食品开发<br>FOOD DEVELOPMENT NEWS      | <br>21食品商务网<br>www.21food.cn                                        | <br>食品伙伴网<br>www.foodMate.net | <br>国际食品饮料配料<br>商情                                               | <br>ChinaExhibition.com<br>中國會展網 | <br>食品伙伴网                                       |
| <br>Asia Food<br>JOURNAL               | <br>CONA 中華有機與自然食品協會<br>Chinese Organic & Natural Foods Association | <br>昊图食品网<br>HotoFood.com     | <br>猎商<br>LIESHANG                                               | <br>Nutraceuticals World         | <br>cma<br>Complementary Medicines Australia    |
| <br>健康產業新聞<br>THE HEALTH INDUSTRY NEWS | <br>10 times                                                        | <br>醫藥經濟報                     | <br>家庭健康                                                         | <br>中國醫藥報<br>ZHONGGUO YIYAO BAO  | <br>第一药店<br>The First Pharmacy News<br>藥業市場第一品牌 |



## Exhibition price



Natural & Nutraceutical Products China Guangzhou 2018

### **B** International booth

- Standard booth: USD 240 (RMB 1,600)/m<sup>2</sup>
- Raw booth: USD 220 (RMB 1,500)/m<sup>2</sup>

### **A** Domestic booth

- Standard booth: USD 240 (RMB 1,600)/m<sup>2</sup>
- Raw booth: USD 220 (RMB 1,500)/m<sup>2</sup>



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Poly World Trade Center Expo  
PWTC Expo

## About the Organizer



Shanghai UBM Sinoexpo International Exhibition Co., Ltd., a Chinese-foreign cooperative enterprise of UBM plc listed in London Stock Exchange, a joint venture of Shanghai Huazhan International Exhibition Co., Ltd. and UBM Asia in 1998, is the organizer of leading trade fairs, meetings and B2B online trade & purchasing platform in China. The exhibitions held by Shanghai UBM Sinoexpo include furniture exhibitions, medicine & health exhibitions; food processing, packaging and food exhibitions; hotel, commercial space, yacht exhibitions, and regional exhibitions covering Ancient Town Lantern Exhibition in Zhongshan, Guangdong, hotel & food exhibition in Beijing, Chengdu and Guangzhou, including 71 international exhibitions & events, thus offering the trade opportunity for over 770,000 buyers in the whole world.



Founded in 1989, China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE) is one of six chambers of commerce for import & export subordinating to Ministry of Commerce, which is mainly responsible for coordinating and guiding foreign trade and economic activities carried out by member enterprises, and providing consulting services with the business scope covering traditional Chinese medicine, health care products and supplies, western medicine raw materials and preparations, pharmaceutical R&D and clinical research, medical devices and hospital equipment, pharmaceutical machinery and equipment and industrial enterprises and products. CCCMHPIE existing member enterprises all over in China have been up to 2,400, therefore, CCCMHPIE has developed to be the authoritative trade promotion institution in Chinese medicine and health care product industry.

## Co-organizer

Health Care Food Profession Association of Guangdong Province, Guangdong Swiftlet Nest Industry Association, Guangdong Provincial Health Association, Shenzhen Health Care Association, and Association of Ophiocordyceps Sinensis in Tibet Autonomous Region

## Contact

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