

Shanghai to host the 6th Nutraceutical Industry Development Conference in June

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People have higher life quality requirements with the improvement of their living standards, and they have started to focus more on health and longevity. More consumer groups have increasingly high demands for product quality and growing demands for imported nutrition and health products, which has drawn the attention of health enterprises around the world.

The size of China's health food market exceeded RMB400 billion in 2016, and China is expected to become the world's second largest health and nutrition product consumption market in 2020. Overseas brands, in the face of opportunities and challenges in China's health and nutrition product market, need to reserve resources and accelerate to enter the Chinese market.

To better promote the development of the nutraceutical industry, help more quality products enter the Chinese market, jointly make China's health product market bigger and stronger, and build well-being for more Chinese consumers, China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE) will join hands with Shanghai UBM Sinoexpo International Exhibition Co., Ltd. (UBM Sinoexpo) to hold the 6th Nutraceutical Industry Development Conference -- China's Market Entry Strategy for Foreign Dietary Supplements at National Exhibition and Convention Center (Shanghai) June 19-20 concurrently with HNC 2019.

The Conference this year will cover three topics from regulations and policies, cross-border e-commerce, to consumption trends and hotspots, and will invite experts from institutions such as China's State Administration for Market Regulation, Center for Food Evaluation, Ministry of Commerce, CCCMHPIE, and China Customs and also overseas health product associations, to study and discuss the current market opportunities and innovation trends of overseas health products in the Chinese market, existing issues, and strategic measures to take from perspectives of latest regulatory policies for health food, regulation requirements for imported health food filing and application situation thereof, import inspection and examination rules of nutrition and health food in cross-border e-commerce, and natural health product market, etc. The Conference will help industry decision makers gain insight into future trends and avoid detours, proceeding from regulatory policies, cross-border e-commerce, routes to market, and issues to be addressed for products to enter China.