

Healthplex Expo / Natural & Nutraceutical Products Shenzhen 2023 to unveil in China in December

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The "Healthplex Expo / Natural & Nutraceutical Products China" (HNC) has been cultivating in health & nutrition industry for over 13 years, providing an excellent international B2B platform for all participants. The **Healthplex Expo, Natural & Nutraceutical Products Shenzhen 2023 (HNC Shenzhen 2023)**, a regional edition of HNC, organized by CCCMHPIE and Sinoexpo Informa Markets, will be held at **Shenzhen World Exhibition & Convention Center** during **December 14-16, 2023**. The Shenzhen show will rely on the experience and international influence of its original exhibition HNC to integrate the resources of precise buyers and industry associations, and widely recruit professional buyers such as distributors, agents, E-commerce and WeChat-businesses, retail stores, etc. (www.hncexpo.com/en/sz/)

In addition, HNC Shenzhen will be co-located with related exhibitions including Hi & Fi Asia-China and Hotelex, which will be considered as a comprehensive procurement platform integrating food, catering, hotel, household, health, etc., sharing 200,000+ sqm exhibition area, 2,000+ exhibitors and 200,000+ global buyers.

EXHIBIT CATEGORY

Nutritional & Health Food

Functional foods, dietary supplements, sports nutrition products, health supplements products, vitamins, protein powder, fish oil products, health care wine/tea, OEM/ODM, etc.

Healthy Beauty Products

Natural, organic, green and plant-derived cosmetics and raw materials, anti-aging, soothing, nourishing, repairing, sunscreen, freckle removing, whitening, anti-hair loss and other functional and safe ingredients and products, corresponding efficacy and safety testing techniques, etc.

Diet Therapy & TCM

Therapeutic and medicinal products, OTC Chinese medicine, ginseng products, cordyceps sinensis, ganoderma lucidum, antrodia cinnamomea, donkey-hide gelatin, special medical food, green algae products, bee products, aloe vera products, fungus products, etc.

Maternity & Baby Care

Maternity, baby and children's health products, nutrition products, postpartum rehabilitation institutions, medical maternity centers, maternity health-related management systems and designs, beauty and skin care, etc.

Health Equipment & Supply

Home medical instruments, massage apparatus, Chinese medicine physical therapy equipment, moxa products and moxibustion equipment, foot therapy, personal care products, family first aid products, health check-ups, rehabilitation training machines, sports and recreation equipment, intelligent medical products, third-party testing, etc.

International Brand Zone

The show will attract overseas enterprises bringing their leading brands from many countries and regions. Numbers of new products will also make their debuts, helping enterprises to fully demonstrate their brand concepts, expand domestic trade channels, establish their brand image, and have insights into the opportunities of health market in South China.

EVENT HIGHLIGHTS

World New Retail Leadership Summit

Organized by Health Care Food Profession Association of Guangdong Province, the summit will bring together domestic new retail experts, academicians, and delegates from outstanding enterprises, related industries and associations, aiming to help traditional enterprises transform and upgrade through theme sharing, forum discussion and on-site selection.

The 11th Nutraceutical Industry Development Conference (NIDC)

Over the years, this forum has been upholding the original intention of promoting the healthy development of the industry, and has received strong support from government regulators to disseminate relevant policies. The forum will invite government agencies and experts from the State Administration for Market Regulation, the Ministry of Commerce, the Customs, etc. to meet together and answer questions for enterprises on regulatory policies, cross-border e-commerce, market access, development trends and other issues that need to be addressed for products entering China.

2023 International Health and Beauty Innovation Summit

Organized by the Cosmetics Branch of CCCMHPIE, this forum adheres to the concept of bringing high quality beauty products to the world, facing the Greater Bay Area, integrating beauty ingredients and technology, and inviting renowned experts and scholars in the industry and elites from representative enterprises to discuss international development trends, top technologies and innovative tools in the health and beauty industry.

Seminar on Innovation and Development of Health Food

The organizers, with Guangdong Food Association, will jointly hold this seminar, gathering industry colleagues to focus on the innovation and development of health food such as healthy raw materials and food ingredients, and inviting well-known industry leaders to do topic sharing. The seminar will bring together scholars from universities, research institutes, corporate executives, R&D technicians, etc. to discuss and provide new solutions for the professional buyers in South China, including health food and beverages, trendy tea drinks and nutritional health product manufacturers, as well as the wholesalers and

distributors of functional food ingredients.

Matchmaking: Supermarket and Pharmacy Chains

To further assist exhibitors in expanding the marketing channels of supermarket and pharmacy chains, provide multiple choices of products and decline the purchasing cost, the organizer will arrange special trade meetings between famous merchants in South China and professional buyers.