



CONNECTING THE WORLD TO CHINA'S HEALTH INDUSTRY

# The 28<sup>th</sup> China (Guangzhou) International Health Industry Expo

## 26-28 June 2019 China Import and Export Fair Complex

Co-located  
Events



INTERNATIONAL  
FOOD EXHIBITION  
China 大食品展



THE GLOBAL PLATFORM FOR PROFESSIONALS IN THE FOOD AND HEALTH INDUSTRY

#### Organizer

Guangzhou Informa Yi Fan Exhibitions Co.,Ltd.

#### Co-organizers

Guangdong Nutrition & Health Industry Association

Guangdong Province Industrial Park Association

Informa Exhibitions

#### Supporters

U.S-China Health Products Association

China Australia Chamber of Commerce – South China

Bird's Nest Industry Int'l Alliance

Guangdong Province Ginseng Association

(The above list is in no particular order.)

informa   
exhibitions



## 2019 Preview



(The above are projected figures.)

The 28<sup>th</sup> China (Guangzhou) International Health Industry Expo (IHE China-Inter Health Expo) is an Informa trade event. Inter Health Expo is an international annual B2B trade show on nutrition, health food and health care products held at the Guangzhou Import and Export Fair Complex. Being the first of its kind in introducing 'big health' concept onto a trade show platform in China, Inter Health Expo is a significant health industry exhibition in China.

In recent years, with China's "One Belt, One Road" and "Healthy China 2030" strategy implemented vastly, China's health industry is faced with an unprecedented opportunity for growth. Inter Health Expo which covers the whole health industry value chain has been an ideal platform for overseas enterprises and fine products to enter the Chinese market.

## Why Guangzhou

Guangzhou is the third largest city in China. It was identified as a Beta World City by the global city index of GAWC, the Globalization and World Cities. Adjacent to Hong Kong, Macau, Taiwan and Southeast Asia, Guangzhou is positioned as an important production base and import and export center in China. It is also the largest nutritious and health food industrial base in South China.

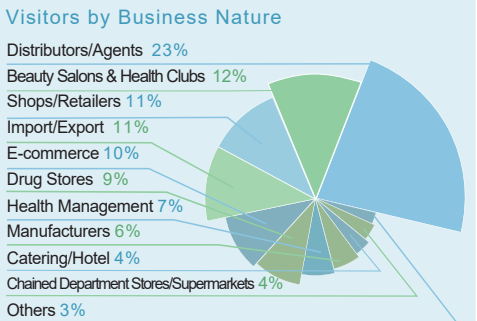
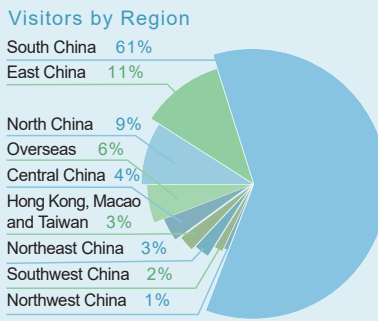
## Why Exhibiting

- A leading health industry event that has been widely recognized through 27 editions of accumulation, which can help you build up brand image in China quickly and effectively
- A much more international exhibition will present to you with the synergy brought by Inter Health Expo's strong co-organizer - Informa Exhibitions, which owns a series of flagship events in nutrition & health, food and agriculture industry
- A large gathering of more than 2200 brands and more than 30 overseas pavilions, which will connect you easily with industrial counterparts
- Cooperation with more than 300 professional media and over 100 mass media will help to spread the exhibition and your products widely in China
- Telemarketing and email campaigns to 350,000 database to ensure you a sufficient amount of leads onsite
- Dedicated VIP buyer group promotion and hundreds of matching making meetings will help you reach your key buyers directly
- More than 40 conferences and special activities to keep you updated of the latest industry information, regulations and development trends in China

## 2018 Facts and Figures

Exhibition Area	76,000 sqm
Exhibitors	1,810
Overseas Exhibitors	686(38% of total)
Exhibiting Countries	41
Visitor Entries	131,850
Visiting Countries	39
Special Events	40

including France, South Korea, Czech, Germany, Jordan, Russia, Thailand, Italy, Japan, Australia, Malaysia, Singapore, Sri Lanka, UK, Portugal, Belgium, Greece, Belarus, Indonesia, etc



## Renowned Brands



## Testimonials

"Inter Health Expo enables us to meet with many suppliers and sellers in these three days. It greatly improves our work efficiency. We are grateful to the organizer and will continue to participate in the exhibition next year."

—Huang Yuezao, chairman of Dongfeng Ling (Guangzhou) Health Industry Co.,Ltd

"Many buyers came to our booth during the exhibition. We have achieved a lot of cooperation and reached consensus with several health industrial chain enterprises. We expect to participate in the next edition."

—Zuo Zhaohe, chairman of Shenzhen Ruideyuan Health Technology Group

## VIP Buyer Groups

China Pharmacy Management College | Guangdong Pharmacy Union | Guangdong Chain Operations Association | Guangxi Supplier Industry Association | Guangdong E-Commerce Industry Association | Guangdong Cross-border E-Commerce Industry Association | Hotel Purchasing | Manager of Southern China Alliance | Guangzhou Pharmaceutical Professional Association | Guangzhou Chain Operations Association | Guangzhou Area Catering Trade Association | Guangzhou Western Food Industry Association | Guangzhou Cuisine Association | Shenzhen Medicine Profession Association | Zhuhai Association for Pharmaceutical and Medical Equipment | Shantou Chamber of Commerce for Supplier of Supermarket | Dongguan National Medicine Association | Foshan Shunde Health Care Chamber of Commerce

## Hosted Buyers

<b>Pharmacy</b>	Guangdong Kangmei Medicine Co.,Ltd.   Guangzhou Minxin Medicine Co.,Ltd.   Guangdong Guo Yao Pharmaceutical Franchises Co.,Ltd.   Guangdong Sunflower Medicine Co.,Ltd.   Guangzhou Guokang Medicine Co.,Ltd.   Foshan Renshenyuan Medicine Co.,Ltd.   Guangdong Baien Pharmaceutical Chain Co.,Ltd.   Guangdong Meijiakang Medicine Co.,Ltd.
<b>Store/ Supermarket</b>	Guangzhou Grandbuy Co.,Ltd.   Vanguard Supermarket Co.,Ltd.   Guangzhou Baijia Supermarket Co.,Ltd.   Guangdong Shengjia Supermarket Co.,Ltd.   Dongshan General Merchandise Building Co.,Ltd.   Guangdong Xiyangyang Store Co.,Ltd.
<b>Importer/ Exporter</b>	Zhongmengliang Import & Export Co.,Ltd.   Yamaoka Co.,Ltd. (Japan)   Shenyang Tianmeng Trading Co.,Ltd.   STAR CORPORATION (Solomon)   Shantou Jinhuaqing Trading Co.,Ltd.   Shantou Longgucang Trading Co.,Ltd.   Shantou Yili Trading Co.,Ltd.
<b>E-commerce</b>	JD.COM   Suning Online Store   Cnr Happiness Home Shopping Co.,Ltd..   Guangzhou Sendtou E-commerce Company   Heilongjiang Huipin Shopping Co.,Ltd.   Guangdong Wenshangcheng E-commerce Company

(The above list is in no particular order.)

## Business Matching

**5** special business matching meetings | **170+** high-quality buyers, including chain drug stores, chain supermarkets, importers, e-commerce companies, etc | **500+** featured exhibitors | **1000+** sessions of meetings



Pharmacy Session



Importer/  
E-commerce Session



Shantou City Purchaser  
Session



Chain Supermarket  
Session



Hotel Session

### Sponsors



### Testimonials

"Many thanks to the organizer. We had in-depth discussions with many exhibitors in the VIP room and made cooperation with several suppliers. We have confirmed cooperation with two exhibitors and we are very satisfied with the outcome!"

——Mr. Huang, manager CNR Happiness Home Shopping Co.,Ltd.

## Special Events Highlights

### Nutrition Transformation and Application Technology Conference

Organized by Chinese Nutrition Society Nutrition Transformation Medicine Branch and Society for Nutraceutical, Chinese Research Hospital Association, the conference is a high-end academic conference of the nutritious and food industry. In 2018, authoritative and renowned scholars such as Ms. Zhu Beiwei, Academician of Chinese Academy of Engineering, Mr. Mi Mantian, Chairman of Chinese Nutrition Society Nutrition Transformation Medicine Branch, Prof. Xingen Lei from "the Thousand Talents Plan" were invited to give speech at the conference. Topics include nutrition food technology, nutrition and health, new biotechnology, artificial intelligence, nutrition big data and other latest trends in the industry.



### Strategy for Health Industry Summit Guangzhou



### Asian Probiotics Industry Forum

The forum was actively attended by 150 representatives from universities, research institutions and relevant enterprises in China and Southeast Asia. In 2018, It has been a very important communication platform for probiotics professionals to exchange the latest academic and products achievements in the field of probiotics research.

### China Instant Bird's Nest Market Future Development Seminar



In IHE China 2019, over 40 conferences and activities such as The Cardiovascular and Cerebrovascular Health Management Conference, Guangzhou International Water Tasting Competition, Cross-Strait Healthcare Industry Conference will be also held onsite.

(The final arrangement is subject to the on-site notice.)

## Featured Sectors



Health Care Food



Chinese Herbal Medicines/Tonics



Bird's Nest



Health Care Products



Beauty Products



Cross-border Health



Ingredients & Raw Materials/  
Probiotics



Healthy Food

## Exhibits Categories

**Special Food** Foods for special medical purpose(FSMP), infant formula milk powder, dietary supplement, etc.

**Nutritious and Organic Food** Nutrition food, organic food

**Tonics and Chinese** Herbal Medicines Bird's Nest, Ginseng, The forest frog oil, honey, Chinese herbal medicines, Saffron Crocus, Maca, etc.

**Health Care Supplies** Home health care & recovery equipment, smart home, massage fumigation, functional textile, sleep health system, air purification and water purifying installation

**Beauty Devices** Functional beauty, special chemical, breast enhancement and body care, slimming, dispel freckle and acne, sun block, whitening & moisturizing, oral care, eyes care, hair care, personal care products

**Elderly Service** Industry Intelligent pension service products, healthcare rehabilitation institution, appliances for the elderly, nutrition food for the elderly, assistive devices for hearing, speaking and action

**Machinery and Technology** Facility categories: automated drug dispensing machines, compact automatic tablet dispenser, automatic table counting & packing system, intelligent stripping medicines machine, pharmacy management system etc.

**Family Planning Products** Birth control products, pregnancy test products, appeal products, foetus education material, etc.

## Stand Prices and Facilities



### Stand Type/Price

Raw space

US\$ 330/sqm

### Facilities

\*Location close to the entrance/exit or main corridor

\*Exhibitors bear the cost of booth construction



### Stand Type/Price

Shell booth with one side open

US\$ 3,608/9sqm

Shell booth with Corner

US\$ 3,968/9sqm

### Facilities

1 information counter	Carpet
1 display cabinet	4 or 6 spotlights
1 round table	1 electric socket (220V and 500W)
4 chairs	
1 dustbin	

## Informa Exhibitions

With over 200 trade and consumer exhibitions annually, Informa Exhibitions is a global market leader in such end markets as Boating, Beauty, Construction & Real Estate, Design, Life Sciences, Maritime, Health & Nutrition, Natural Products, Agriculture and Pop Culture. Through face to face and digital channels, our transaction-oriented exhibitions and trade shows enable communities to engage, experience and do business. In doing so, we bring together people who want to buy and sell, network, do business and gain inspiration. Our industry insight, coupled with our innovative and entrepreneurial approach, provides them with the opportunity to create business advantage and access markets.

Series of events in the field of Health & Nutrition, Natural Products includes: Natural Products Expo West, Natural Products Expo East, Vitafoods Europe, Vitafoods Asia, SupplySide West, SupplySide East, etc.



## Contact Us

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